



EvolvHealth & MannaRelief Launch New Cereal, Continue Work to Eradicate Childhood Malnutrition

August 17, 2016 Dallas, TX — In a press conference in León Mexico today with former President of Mexico Vicente Fox and wife and founder of Vamos México, Marta Fox, EvolvHealth announced the launch of its new protein-based cereal “HOPE Puffs.” The cereal, intended to be donated to organizations serving malnourished children including local orphanages, is the latest in a series of targeted solutions spearheaded by Evolv, aimed at fulfilling its mission of eradicating childhood malnutrition globally.

HOPE Puffs, developed in partnership with MannaRelief, will be distributed directly to malnourished children in up to 85 countries through its growing distribution network. The cereal provides a source of protein to support healthy growth and development, as well as a powerful proprietary ingredient — Evolv Immūn — to support immune health, a vital concern among malnourished children whose immunity is often compromised due to deficiencies in their diet.

WHY CEREAL?

Breakfast cereals are among the most popular children’s food products in North America. They are inexpensive, convenient, and usually tasty — unfortunately children’s cereals are made with highly refined grains and loaded with sugar. 100% of all cereals marketed to children have added sugar, some up to 50% of their total weight. Refined sugar does more harm to your health than any other food ingredient.

HOPE Puffs cereal contains no sugar. The cereal was designed to help address the issue of protein deficiency while providing a nutritionally effective level of some of the most advanced immune system support available naturally. This combination leverages the popularity of cereals in general, while providing a targeted, healthy solution for children’s before-school feeding programs.

Says founder of MannaRelief Sam Caster, “The logistical considerations of tackling an issue like childhood malnutrition are astronomical. We needed a product that would not only deliver the nutrients to get these kids healthy *and* be cost effective to produce, ship, and preserve on location, we needed something the kids would actually eat! With HOPE Puffs, you get all of that. We are very excited.”

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THE GAME-CHANGING SOCIAL BUSINESS 3.0 MODEL

EvolvHealth is the first-to-market globally to adopt the previously only theoretical “Social Business 3.0” model, empowering individuals to effect global change in a way that institutions and charities working alone cannot match. The Evolv mission is to eradicate global childhood malnutrition, which takes the lives of approximately 6 million children annually. Says EvolvHealth Co-Founder Trey White, “We are at the forefront of a massive shift in the industry, in the way people think about doing business. Our program works for all who participate, from the consumer needing to get healthier and maybe lose a few pounds, to the children in need who are being given new hope for life from the Buy 1, Nourish 2™ giving, to the champions of our cause who are rewarded financially and experientially for their efforts. ”

ABOUT EVOLVHEALTH

EvolvHealth is a wellness company committed to addressing global problems through the power of its unique Social Business 3.0 business model. It offers proprietary, effective, natural health solutions to the most common health concerns — fatigue, overweight, and inflammation — and generates support for eradicating childhood malnutrition through sales of these products through its Buy 1, Nourish 2™ giving initiative.

The EvolvHealth Customer-oriented business model is marketed via a collective of individual business owners as part of a HOPE Movement, which welcomes any who are interested in championing the cause, regardless of prior business experience. The company is headquartered in Dallas, Texas. For more information, visit their website at www.evolvhealth.com/hopemovement.

CONTACT INFORMATION

Craig Smith
President of EvolvHealth, LLC
(888) 280-9555
csmith@evolvhealth.com

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