

FOR IMMEDIATE RELEASE

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**Nopalea's pre-launch City Tour ends –
and its official market launch begins**

SCOTTSDALE, Arizona, June 25, 2009 - TriVita, Inc. announced the results of its Nopalea™ Pre-Launch 15 City Tour which came to a close on June 18, 2009. In city after city, record attendances and enrollments were set, only to be shattered later. This broad enthusiasm and product acceptance produced record sales figures for a new product launch, unequaled in TriVita's 10-year history. Another effect is an ongoing flood of testimonials from Members about their life-changing experiences with Nopalea. Results like these only serve to reinforce the position that Nopalea will be TriVita's first billion dollar product.

As the Pre-Launch City Tour ended, Nopalea's Official Launch phase began. It kicked off in June and was handled by TriVita product catalogs, *VitaJournals* and the sonoranbloom.com website. So many Members greeted the Official Launch as very good news – it meant that they no longer had to wait for a City Tour to learn about Nopalea and its great opportunities for wellness and wealth-building. Instead, anyone can now get started right away, using TriVita's various resources. Especially valuable is sonoranbloom.com, which overflows with information about Nopalea, its business opportunities, sales tools, webinar and conference call trainings, testimonials, upcoming events, expert advice and much, much more.

On top of all this, Affiliate Members will be able to receive further business-building guidance in the future from upcoming events like the Galaxy of Stars and a new Regional Training Tour being planned for later this year. All of this support demonstrates TriVita's commitment to its business partners, "*When you speak – we listen.*"

To keep Affiliate Members up-to-date, TriVita will provide details on all key events, trainings and opportunities as they occur through email updates and new postings on sonoranbloom.com.

TriVita is dedicated to inspiring people to experience greater wellness. A trusted health solutions and nutraceutical provider since 1999, TriVita develops unique and proprietary product formulas and offers health and wellness services that support the whole person -- physically, emotionally and spiritually. TriVita combines the latest information and resources from the medical community on disease prevention with the latest scientific breakthroughs in nutrition. Each product is made under the strictest quality control

standards in the dietary and food supplement industry. All manufacturing and laboratory processes meet or exceed the most current Good Manufacturing Practices as published by the Food and Drug Administration in March 2003 and the new product labeling requirements for 2009.

For more information:

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