

PRESS RELEASE
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**HALO™ LEAF OF LIFE, FRESH OLIVE LEAF DRINK, THE ANTIOXIDANT SUPERPOWER AT
140,000+ ORAC, MAKES ITS DEBUT AT NATURAL MARKETPLACE IN VEGAS**

LAS VEGAS, NV – 20th July 2007 – HALO™ Leaf of Life (www.HaloLeafOfLife.com), a super antioxidant fresh olive leaf drink, will be officially introduced at the Natural Marketplace tradeshow in Las Vegas this weekend. HALO™ stands out as a unique and powerful product because it is the **only** product in the U.S. that contains a proprietary **Fresh** Olive Leaf Complex (FOLC). This makes HALO™ the strongest antioxidant drink on the planet measuring **over 140,000 ORAC** units per liter! Each 1 oz. serving has the antioxidant potency of 10+ servings of fruits and vegetables.

William D. Clark, Ph.D., Founder & President of Ultimate Synergy and developer of HALO™, is very excited about its possibilities. Dr. Clark states *“We’ve already seen phenomenal success for the **Fresh** Olive Leaf Complex with our partner & grower in Australia. Why? For two reasons. One, there is awesome scientific data to back up the product claims and two, thousands of people have attested to its impressive health benefits, which are far superior to any other nutritional supplement on the market. People who have been taking the HALO™ product regularly report significantly enhanced immune systems, improvements to cardiovascular/heart health, and increased energy, mental clarity and focus. This product works!*

Julian Archer, Corporate Development Director for Olive Products Australia, commented, *“Our unique **Fresh** Olive Leaf Complex has quickly become one of the fastest-selling natural health products in Australia. Based almost solely on word of mouth between ecstatic customers, sales rapidly **passed \$1 million a month** due to*

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*the benefits of using **fresh** olive leaf liquids instead of powders. We received **thousands of testimonials** from people thanking us for their regained youthful health. Our goal is to make FOLC available to **1 billion people worldwide by 2010**, and **HALO™** is a key partner in making our extracts available to people in the USA,”* said Archer.

Dr. Clark adds, *“The health food industry was scratching the surface starting in the 1990’s with olive leaf tea and the focus on the cardiovascular health benefits of the Mediterranean diet. The HALO™ product with its superior antioxidant absorbency potential will far surpass anything else on the market.”* In addition, *“HALO’s™ good taste will give consumers looking for this type of product a better choice for their healthy lifestyle!”* The interest in HALO™ is already apparent here in the U.S. and abroad after an excellent showing at The Natural Products Expo in Anaheim this past March.

HALO's™ **Fresh** Olive Leaf Complex, coupled with 6 additional ingredients in a proprietary formulation gives the product its uniqueness and efficacy. These ingredients include aloe, pomegranate, Caucasian blueberry leaf, artichoke root, kombu sea vegetation, and green tea. The **Fresh** Olive Leaf Complex is produced under the EnvirOléa® process in the largest olive grove in the world with over 500,000 DNA selected olive trees. The leaves are harvested at sunrise and processed the same day, preserving the natural synergistic profile of antioxidant polyphenols present in the leaf. These polyphenols are normally lost in the drying process used to produce other olive leaf extracts.

Ultimate Synergy's mission at the Natural Marketplace show is to introduce this exciting and revolutionary product to health food stores and ultimately consumers nationwide. Dr. Clark states, *“We were contacted by the Natural Products Association last April after they learned of our unique product from one of our health food retail customers who purchased HALO™ at Natural Products Expo in March. We were so excited about the opportunity to let our target market know about HALO™ and the health benefits of the **Fresh** Olive Leaf Complex that we became one of the show sponsors for 1st time exhibitors.”*

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Ultimate Synergy, LLC a privately held company based in Dallas/Fort Worth, Texas is the developer of HALO™ Leaf of Life, Fresh Olive Leaf Drink. Ultimate Synergy, LLC has many years experience in developing high quality nutritional supplements all over the world that are based on proven scientific studies. For more info go to www.HaloLeafOfLife.com or call (817) 788-2468. Ultimate Synergy, LLC, 8528 Davis Blvd., Ste 134-175, North Richland Hills, TX 76180.

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