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The Balance Company™ Announces First-to-Market Concept for Balanced Living

SAN MATEO, Calif. (November 8, 2006) — The Balance Company™ announced today that it has launched its first line of innovative products to support a balanced and healthy lifestyle, tackling head-on the issues faced by millions of overworked and stressed-out Americans who crave better health and more balance in their lives. The Balance Company's initial offering is a toolset of products, tips, and ideas that take the guesswork out of figuring out how to achieve better health and balance for both body and mind. Taking a cue from highly successful public companies such as Avon, Herbalife and NuSkin, The Balance Company will sell its new line exclusively through a "customer-direct" model and a national network of independent sales consultants.

Innovative New Product Concept

The Balance Company line consists of 'first-of-a-kind' products including BalanceOne™ - a super-concentrated functional beverage that delivers 35 different nutritional ingredients in each one-ounce daily serving, BalanceDrops™ - super-concentrated lozenges for energy and relaxation, and the BalanceGuide™ System - which provides inspirational tips and ideas that can help anyone achieve a healthier diet, a more focused mindset, greater fitness, and better rest and relaxation.

"This first product line represents The Balance Company's mission, which is helping people achieve the energy, stress-resiliency, and sense of purpose necessary to live each day to the fullest," said Jon Slavet, Founder and CEO. "Everything we do supports living in balance - it's our passion and purpose."

The company's Chief Balance Expert, Dr. James Rouse, a nationally-recognized expert in health & wellness, said, "The Balance Company™ offers a complete and holistic approach to balanced living. Our philosophy is that living well and balanced involves 4 key areas: *nutrition, mindset, fitness* and *renewal*. We provide all the products and ideas necessary to achieve the balanced life we all desire."

Dr. Rouse added, "With people feeling so out-of-sync these days, the world needed a company to combine innovative and simple daily supplementation with personal development tools to achieve optimal health and wellness, and bring true balance to everyday living. The Balance Company has done it!"

A Network of Sales Consultants Across the Nation

Prior to launch, the company has attracted a national network of hundreds of sales consultants and customers. "I've been in this industry for 20 years, as both an independent distributor and company executive, and haven't seen this much excitement and buy-in to a company philosophy until now," said Sue Frederickson, Vice President of Sales & Field Development. The Balance Company has attracted sales consultants in more than 20 U.S. states.

Teresa Garrison of Plano, TX, one of the first Consultants involved, commented that "I joined The Balance Company because the concept fit with what I aspired to with my life, and because it allowed me to align my personal beliefs with business." Garrison, previously a successful independent sales consultant with other companies, joined The Balance Company along with her husband David.

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Proven Management, Board & Investors

"I'm proud of the team we have attracted," said Founder & CEO Jon Slavet. "They include executives with prior experience at companies such as Peet's Coffee & Tea (Nasdaq: PEET), Herbalife (NYSE:HLF), E! Entertainment, Shaklee, and Avon (NYSE: AVP). This group of pros has led successfully in both private and public companies, and will provide the steady hand that consistently supports our independent sales Consultants and customers."

The Balance Company's investors include a "who's who" of successful entrepreneurs from the health & wellness worlds, including the Co-President of Whole Foods, a former Board Member from 24 Hour Fitness, The Founder of Odwalla, and from Eu Yan Sang, a publicly traded company on the Singapore stock exchange and a leading marketer of wellness products in Asia.

"The Balance Company concept is unique, and certainly simplifies the consumer's experience in the personal health products area," commented Greg Steltenpohl, Founder of Odwalla, and an investor in The Balance Company.

A Company Borne of Personal Experience

5 years ago while running another company, Founder and CEO Jon Slavet was struck by the inspiration for The Balance Company. "I had a very successful career ... but I was stressed-out and I was overworked," said Slavet. "What I came to understand was that my body and my life itself were 'out of balance'."

"I wasn't alone — statistics show that millions of Americans feel the same way everyday," added Slavet. I wanted solutions to improve my health and life balance, but I found the whole world of supplements and personal improvement too confusing. With too many options and not enough time to do the research myself, I sought out experts in health and wellness who taught me how to make the simple shifts that would improve my life. This personal journey is what led to the creation of The Balance Company."

About The Balance Company™ (www.thebalancecompany.com)

The Balance Company™ creates innovative products and inspirational ideas that help people lead healthier and more balanced lives. The company's innovative BalanceBox™ product and BalanceGuide™ philosophy deliver simple and effective solutions to increase energy, improve stress-resiliency, and increase sense of purpose in everyday life. The Balance Company is backed by some of the most successful founders and entrepreneurs in the health and wellness world, including Founders, CEOs and Board Members from 24 Hour Fitness, Odwalla, and Whole Foods. The company is based in San Mateo, Calif.

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