

94.7 Percent of the US Population still out there!

Press ReleaseSource: XanGo, LLC

State of the Mangosteen Category: 2007

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Category-Creator XanGo Maintains Market Leadership Through Science and Use of Whole Fruit, While Its Global Growth Continues to Soar; Research Shows Whole Fruit Mangosteen Contains Abundant EGCG Catechin Flavonoids Found in Green Tea; Statement by Aaron Garrity, President & CEO of XanGo, LLC

LEHI, UT--(MARKET WIRE)--Mar 9, 2007 -- The mangosteen beverage category was called one of the "top 10 trends to watch" during 2006 by Datamonitor's ProductScan Online. But the phytonutrient-rich "Queen of Fruits" more than lived up to expectations and transcended trend status during the year as consumer interest and repeat sales of mangosteen products continued to surge worldwide.

XanGo LLC, the company that created the category when it introduced XanGo® Juice to a global market in 2003, continued to dominate the space, leading the category with more than 80 percent of market share*. During the past year, XanGo expanded the reach of its flagship product, XanGo® Juice, into Europe and Asia by entering the German, Sweden and Singapore markets, where interest and sales have soared. Repeat sales continued to swell in XanGo's established markets, including the U.S., Japan, Canada, Mexico, and Australia. The resounding message? People everywhere most enjoy the benefits of the mangosteen just the way nature intended -- through a product that enables them to consume the whole fruit.

Source: XanGo, LLC

Consumer awareness of the mangosteen is steadily growing. An independent market survey**, conducted in October 2006, showed that 6.2 percent of U.S. consumers are now aware of the mangosteen, and some 5.3 percent have heard of XanGo® Juice. The introduction of pop star Hilary Duff's new fragrance, With Love, in September 2006, is another indication of the mangosteen going mainstream and gaining recognition in pop culture. Promoters of the fragrance exclaim that its "top notes" are of mangosteen fruit and spices, while the scent's "heart" also features the mangosteen blossom.

While consumer awareness increased, so has the race to manufacture and distribute products to capitalize on the growing popularity of the mangosteen. As the category creator, XanGo Juice is the only product that purees the whole fresh mangosteen -- pulp and rind -- into its proprietary formula. Other products use powders, extracts or select parts from the mangosteen but still purport to deliver the "whole fruit." This claim can be misleading to consumers who are interested in the benefits of all the phytonutrients included in the mangosteen.

The use of extracts of the mangosteen, pulp or pericarp, also can lead to reduction of the fruit's potent nutrients, including xanthones and flavonoids. Research shows that the whole fruit contains some 40 xanthones (phytonutrients with powerful antioxidant properties), while extracts only contain one or two xanthones. In addition, extracts don't include the mangosteen's powerful flavonoids -- catechins and proanthocyanidins (PCOs), which are antioxidant plant compounds known for their ability to repair damage

and provide a shield from environmental toxins.

Catechins belong to the flavan-3-ol class of flavonoids -- a part of the bioflavonoid family. The EGCG catechins found in green tea are found to be slightly more abundant in whole fruit mangosteen, and the health benefits of catechins have been studied extensively in humans and in animal models. Science shows catechins may help maintain cartilage, cardiovascular and respiratory systems. PCOs are a significant source of antioxidants that deactivate free radicals before they have a chance to harm your body. Therefore the protection from free radicals that PCOs offer helps to increase efficiency of the circulatory system and plays a key role in maintaining intestinal health and cell integrity.

XanGo is leading the industry in scientific research on the whole mangosteen fruit. Based on a tiered approach, we began with toxicity studies to verify the safety of the whole fruit, even in high doses. Moving forward, XanGo will work to standardize and identify the mangosteen's individual components. Through fractionization of the fruit, XanGo will study the mangosteen's distinct nutritional elements and their accompanying biological activities. This intimate exploration will generate future research initiatives focusing on how the body processes the powerful phytonutrients within the mangosteen. Increased investigation of this superfruit will empower consumers to make beneficial decisions when choosing to add mangosteen to their wellness regiment.

We encourage consumers to compare the taste and properties of all mangosteen supplements and to enjoy the refreshing, sweet aromatic and tangy flavor of the all-natural, premium whole fruit mangosteen of XanGo Juice.

*Based on internal research

**NMI (Natural Marketing Institute)

About XanGo

XanGo, LLC is a recognized category creator as the first company to market a premium mangosteen beverage, XanGo® Juice, to consumers worldwide. A delicious daily dietary supplement, XanGo Juice harnesses the nutritional attributes of the whole mangosteen fruit through a proprietary formula. Based in Utah, XanGo is privately-owned and powered by a global network of independent distributors. XanGo's expansive operations include the United States and numerous international markets such as Japan, Australia, New Zealand, Mexico and Canada.

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