



Contact: Donna Morrison
VP Corporate Communications
Save Your World™
862-576-0191
www.saveyourworld.com

FOR IMMEDIATE RELEASE

Whole Foods Market® Selects Save Your World™ All Natural Body Lotion for Premium Body Care Standard Seal of Approval and Launches Nationwide

Portland, OR, May 14, 2008 – **Save Your World™** (<http://www.saveyourworld.com>) announced today that **Whole Foods Market** (NASDAQ: WFMI), the world's leading natural and organic foods supermarket, has approved **Save Your World™** brand Rainforest, Pure Mist, and Oasis Fruit natural and organic body lotions with [Yerba Maté](#) and [Aloe Vera](#) for sale nationwide.

“The unique [ingredients](#) in Save Your World™ products, along with their unique rainforest preservation perspective, greatly complement the interests of the discerning Whole Foods Market customer,” says Jeremiah McElwee, senior global Whole Body coordinator. “A company that shares our desire for safety, effectiveness and environmental impact, and meets our premium body care standards like Save Your World™, fits in perfectly with our culture.”

Save Your World™ premium-quality products with Yerba Maté and Aloe Vera are rich in antioxidants, vitamins, and minerals and are dermatologist tested, paraben-free, and contain pure natural essential oils. Yerba Maté is rich in vitamins A, C, E, B1, B2, B complex, carotene, riboflavin, pantothenic acid, biotin, and vitamin C complex, and contains fifteen different amino acids.

“Save Your World™ is committed to protecting our world's natural resources,” says Scott Cecil, president of Save Your World. “We believe that people can live in harmony with nature. A portion of the proceeds from every product sold goes toward saving a South American rainforest. Our company's pledge is: [‘Every Product Sold Saves One Acre of Rainforest for One Year’](#) and we are proud to bear the Whole Foods Market Premium Body Care Standard Seal of Approval on our label.”

Through an innovative leasing program that is the first of its kind globally, Save Your World is helping to preserve 200,000 acres of [Guyana rainforest](#) for 30 years from logging and other destructive development – a conservation concession rather than a timber concession. Through contributions and product sales, Save Your World helps pay the annual lease fees required to maintain the agreement with the Guyana Forestry Commission. This South American rainforest project is on the oldest geological shield in the world, and is one of the richest areas of plant and animal biodiversity in the world.

For additional details about **Save Your World™**, **Save Your Skin™**, **Save Your Hair™**, **Save Your Body™** and **Save Your Rainforest™**, visit <http://www.saveyourworld.com>.

About Save Your World™

Founded in 2006, **Save Your World™** is a green company made up of family and friends who share a passion for preserving the world's natural resources. **Save Your World™**, under the brands **Save Your Skin™**, **Save Your Hair™**, and **Save Your Body™** introduced the first pure organic yerba mate-infused, all-natural personal care product line in the U.S., with the mission to **Save Your Rainforest™** through the product pledge “**One Product = One Acre of Rainforest Saved for One Year™**.” Products are available in a complete line of shampoos, conditioners, body lotions, shower gels, body wash and exfoliating soaps with glycerin. **Save Your World™** is an approved member of Co-op America's Green Business Network™ and is a proud sponsor of [Walking the Amazon](#). Save Your World goes to great lengths to ensure that its natural products are made in an environmentally sensitive manner and pledges:

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- fair trade practices will always be our policy
 - no animal by-products will ever be used
 - we will not test our products on animals
 - raw materials will be biodegradable
 - packaging will be made of recycled or recyclable materials

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