

2 I TEN RECEIVES FREE ENDORSEMENT FROM LARGEST AMATEUR WRESTLING GROUP IN CALIFORNIA

Coeur d'Alene, Idaho (February 7, 2010) – Local startup company 2 I TEN has earned a major, free endorsement from California USA Wrestling, one of the largest amateur wrestling clubs in the United States. The club organizes and executes sanctioned events on behalf of USA Wrestling, the national governing board for international-style amateur wrestling in the United States.



“We are excited about partnering with Life Shotz. They have a superior product that promotes an active and healthy lifestyle. California USA Wrestling strives to not only train our kids to be excellent athletes but also encourages healthy living,” said California USA Wrestling’s chief financial officer, Rob Valerio.

“This is about getting people to perform at peak levels,” said Janine Avila, the 2 I TEN advisory board member who was instrumental in forging the relationship. “I’ve been involved with the wrestling community and with high-performance athletes for most of my life, and the results that Life Shotz delivers are nothing short of exceptional.”

“It’s remarkable success for a company that just launched in November,” said 2 I TEN CEO Richard Brooke, “and it’s great for these athletes to experience the most elite and natural wellness product on the market. It speaks to the caliber of Life Shotz and to the ways that we can help athletes of all levels improve their performance.”

The newest success for 2 I TEN follows on the heels of major, unpaid endorsements from Phil Jackson, the most successful coach in NBA history, and from E.K. Gaylord, the Chairman of Gaylord Sports Management, which represents some of the biggest names in MLB, the NFL, the PGA and the LPGA.

About 2 I TEN. 2 I TEN is a privately owned company headquartered in Coeur d’Alene, Idaho, with a network of independent distributors achieving financial independence throughout North America. More information can be found at www.2ITEN.com.

2 I TEN is a new relationship marketing company that features Life Shotz, a nutritional drink that helps increase energy, boost mood, sharpen mental clarity, and promote anti-aging with powerful blends of vitamins and super fruits. 2 I TEN is backed by Oxyfresh, a 26-year veteran of the Network Marketing industry, and shares a corporate office in Coeur d’Alene, Idaho.

About California USA Wrestling. California USA Wrestling is a non-profit organization committed to the success and health of their athletes and dedicated to the promotion and preservation of collegiate and international styles of amateur wrestling. As the official California affiliate of USA Wrestling, the national governing board for international-style amateur wrestling in the United States, the club is responsible for the organization and execution of sanctioned USA Wrestling events in the state. California USA Wrestling educates the community about the styles of wrestling and the value of being involved in the sport. They strive to provide fun, exciting and well-planned events and improve the quality of California wrestling at the competitive level. To learn more about California USA Wrestling visit www.ca-usaw.org.