

## 21TEN ANNOUNCES NEW ADVISORY BOARD MEMBERS

Coeur d'Alene, Idaho (September 6, 2011) – Coeur d'Alene-based 21TEN named Rich Razgaitis and Chris Widener as Advisory Board Members. Razgaitis and Widener join Bob Henry, Janine Avila, Lisa Jimenez and Dr. Todd Schlapfer on the 1-year-old company's board.



RICH RAZGAITIS CHRIS WIDENER

Razgaitis was formerly CEO of International for Univera, Inc. Prior to joining Univera, Razgaitis served as President of a privately-held specialty pharmaceutical and nutritional company. Throughout his career he has spearheaded efforts to pursue sales strategies, business development, licensing and new marketing opportunities for companies ranging from venture capital backed start-ups to Fortune 500 icons like Johnson and Johnson and Eli Lilly. Razgaitis also led content marketing and new technology strategies for Healthology, a medical marketing and education services company that was later successfully sold to iVillage.com. He holds an MBA from Anderson University.

Widener is a New York Times and Wall Street Journal best-selling author who has, for over two decades, traveled the world teaching the principles of personal and professional success. Widener was personally mentored by Jim Rohn and Zig Ziglar, having co-authored books and television shows with both. Widener is widely recognized as one of the leading experts in leadership and personal development in the world today, and he has authored 12 books, over 450 articles, and more than 80 audio programs. The Chris Widener newsletter is one of the most widely distributed newsletters on personal and professional development, and his work appears in nearly 100 publications each month.

21TEN Advisory Board Members pursue distribution opportunities, recommend product development, provide guidance for corporate strategy, and provide leadership and professional training for leaders and Distributors.

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*21TEN 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 antioxidants. 21TEN is backed by Oxyfresh, a 26-year veteran of the network marketing industry, and shares a corporate office in Coeur d'Alene, Idaho. Visit [www.21TEN.com](http://www.21TEN.com) for more information about Life Shotz and 21TEN's network of independent distributors who are achieving financial independence throughout North America.*