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**News Release:  
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**GSH/Greg Norman Acquire Lead Distribution Seat For Max International®.**

GSH Investments (GSH), a Greg Norman lead management and investment consortium, has established a distribution alliance with Max International, a science-based nutraceutical company.

As part of the affiliation, GSH has purchased from Alan and Jean Sickman, the lead Max Associate sales position.

GSH brings together a uniquely qualified group of operators and investors including business partners, Greg Norman, and David Chessler.

Greg Norman's Great White Shark Enterprises is a multi-national company focused on products and related services to the golf lifestyle sector. Chessler specializes in strategic investments in finance, ABL, real-estate and technology

Norman & Chessler partnered with two seasoned, top level network marketing sales associates Thomas Vaughan and Charles Looney, with the goal of accelerating the distribution of Max's clinically proven nutritional products to a whole new level. Said Norman, "Charles and Thomas have a tremendous amount of experience in the network marketing side of the business."

Charles has over 20 years of direct marketing experience, was a Board member of the MLM International Association and for 10 consecutive years was a top-5 earner in his prior company. "Thomas has over 15 years of direct selling experience and was honored as Distributor of the Year at his former company" said Chessler. Together these two gentlemen were responsible for sales exceeding ONE BILLION DOLLARS and we are pleased to add their operational experience.

Founded in 2007, Max International has operations in the United States, Canada, Puerto Rico, the Philippines, New Zealand, Australia and Singapore and is actively expanding to other countries in Latin America and Asia. Norman stated, "I am a global business guy and I see a great opportunity for both parties to grow this Company on a global basis." According to Jim Stevralia, President of Max International, "In a time of worldwide employment challenges, Max is proud that we will pay, in 2011 in excess of \$25 million in commissions to our independent sales associates throughout the world, and this is just the beginning!"

Max International's products specialize in supporting the natural production of glutathione, the body's master cell defender. Glutathione's principle roles are fighting toxins, free radicals, and cellular inflammation, as well as helping support the immune system. There are over 98,000 research citations in Pub Med, the official U.S. Government library of medical research, documenting the multifunctional roles glutathione provides.

Max International's products feature proprietary formulations and exclusive technologies, including RiboCeine™, the most efficient ingredient of its kind that can deliver the fragile amino acid cysteine to the bloodstream for glutathione production. RiboCeine has been the subject of twenty (20) peer-reviewed clinical studies by major universities with funding by the National Institutes of Health and Veterans Administration. RiboCeine is part of Max International's intellectual property portfolio of 24 patents and patents pending.

RiboCeine was the discovery of Herbert T. Nagasawa, Ph.D. the Executive Research Scientist at Max International. Dr. Nagasawa researched methods to enhance the natural production of glutathione as part of his decorated career as Professor of Medicinal Chemistry and Toxicology at the University of Minnesota, a Senior Career Research Scientist at the Veterans Administration and participant on Review Committees for The National Institutes of Health.

Since the inception of Max, customers have benefitted from increased cellular glutathione levels. Max customers range from world class athletes to over 100,000 people of all ages and activity levels who have found the products help them feel physically better with greater mental focus.

On Saturday, October 22, 2011 Max launched its latest science-based product "Cellgevity™". In addition to providing the Max proprietary ingredient RiboCeine, Cellgevity is a source of resveratrol, aloe extract (acemannan), curcumin, cordyceps, and quercetin, other prominent nutrients designed to remove harmful toxins, eliminate cellular inflammation and neutralize free radical damage in the body.

Max also has a line of skin care products developed with the same scientific integrity as the glutathione supporting products. Max's Visible Solutions™ Skin Care System incorporates the proprietary Max Amino-Nutrient Complex™. This exclusive blend helps to naturally optimize collagen, protect moisture and raise hydration levels, and enhance elasticity.

Max International was founded in 2007 by Steven K. Scott, whose prior start-up companies have achieved billions of dollars of sales revenue from products including the well known Total Gym®. Steve has also authored numerous international bestselling books. According to Mr. Scott, "Max combines scientifically based products with committed and sound management to bring an unparalleled opportunity to everyone who is interested in having a home-based business that can be truly significant in the health and wellness of others."

Jim Stevralia said, "Management and all the employees of Max are extremely excited to have Greg Norman and his team of Charles Looney and Thomas Vaughan join with us in moving Max forward."

Co-CEO'S Joseph Voyticky and David Bagley joined in the excitement. "Max is completely committed to supporting the goals and opportunities of Max Associates throughout the world," Voyticky said. "The Greg Norman Team will accelerate and expand the achievement of those goals and opportunities."

David Bagley stated, "Max products have been developed as a result of years of scientific research and represent significant breakthroughs that have been abundantly demonstrated and recognized by many of the world's leading scientific institutions. Dr. Herb Nagasawa continues moving this science forward, for the benefit of people in both developed and underdeveloped nations throughout the world."

Greg Norman concluded, "I build for the long-term. It is a huge responsibility in a lot of ways because I have to believe in the company and when I look at Max I am looking at this for the long-term."

Alan & Jean Sickman have had a major leadership role at Max since its inception. They are leaving the Max family and entering into their well deserved retirement. They have been a wonderful example of leadership and Max came to rely on Alan and Jean's rock solid approach to building a strong Max business and to their strong principles and work ethic. Their leadership has moved us forward and while the Max family is sad to see them go we wish them all the best as they move to Tennessee, and move forward into their new life. Alan and Jean joined Max at its founding in February 2007 and prior to that worked for more than 15 years with another direct selling company. Prior to entering the direct selling business both Alan and Jean were officers for more than 25 years in the United States Army having both achieved the rank of Colonel.