

ORGANO™ Opens in United Arab Emirates

VANCOUVER, BRITISH COLUMBIA – March 21, 2016 – ORGANO™, the gourmet coffee company that caters to consumers active lifestyles, today announced that the Company has operations in United Arab Emirates (UAE). [Dave Almarinez, Regional Vice President for ORGANO™](#), will manage the Company's activities in the country.

“ORGANO™ continues to grow its international presence with the opening of United Arab Emirates,” stated Bernardo Chua, Founder and Chief Executive Officer of ORGANO™. “Our offices in Dubai are a strategic statement as the City is the entry point into the UAE as well as the Middle East.”

“The population of the UAE is incredibly diverse and the country's economic boom has captured the curiosity of the world,” added Co-Founder Shane Morand. “There are now over 150 nationalities living in the UAE, many of those people are familiar with ORGANO™ from their home country and continue to demand our convenient, premium products.”

“The UAE is one of the fastest growing markets for coffee,” said Holton Buggs, Chief Visionary Officer. “Solid economic growth, a diverse population and strong local regional ties to coffee is reinvigorating a strong coffee culture that ORGANO™ is poised to leverage.”

Often called the ‘wine of the east’, coffee has its ancient roots in the broad Middle East region as local legend having it discovered in Ethiopia with brewing perfected in Turkey. Folklore has the Turkish army leaving some coffee behind after the Battle of Vienna in 1683 – and the rest is coffee history.

ORGANO™ products that will initially be available in UAE are: Gourmet Black Coffee, Gourmet Mocha, Gourmet Latte, Gourmet Hot Chocolate, and Green Tea.

Founded in 2008, ORGANO™ remains focused on its mission to bring the treasures of the earth to the people of the world with premium products that help them live a divine lifestyle. ORGANO™ defines that as balance, freedom and maximum happiness in the areas of life – financial, family, social, mental, and physical. We meet this mission through the principles of the Napoleon Hill Foundation, with which the Company has a long-standing and exclusive collaboration. ORGANO™ offers its suite of products through its Independent Distributor network and to consumers through its retail and Preferred Customer programs in the United States, Canada and Mexico.

Learn more about Organo Gold at: <http://www.organogold.com>

About ORGANO™

Founded in 2008 with headquarters in Vancouver, British Columbia, and formerly known as Organo Gold, ORGANO™ brings the treasures of the earth to the people of the world by offering a variety of premium everyday products including coffees, teas, nutraceuticals and personal care items. ORGANO™ offers its suite of products through its Independent Distributor network and to consumers through its Coffee

Connoisseur Club. The company currently operates in over 44 countries on six continents and is privately held. For more information about ORGANO™, visit our website at www.organogold.com.

###

Press Contact:

Wave2 Alliances for ORGANO

Bobbie Wasserman

Bobbie@wave2alliances.com