



Vollara Reports Positive Momentum Following A \$1,000,000 Week

Dallas, TX (March 29, 2010) – Vollara, LLC., a global leader in direct sales of natural health products and one of the world’s most inspired home business opportunities reported that it has closed out the best week in the Company’s history.

“We have had a fantastic pre-launch period and our critical technology infrastructure is now in place and working well,” stated Joseph P. Urso, Vollara’s Chairman and CEO. “This amazing week is a testament to the strength of our field leaders and the passion they have for our products as well as the people in their organizations. The Company especially recognizes the former Ecoquest leaders who have chosen to join and help propel Vollara to levels that we did not expect in such a short time. Our sales have exceeded \$1,000,000 over the past seven days.”

Management acknowledged some technical challenges that it faced during the February and early March pre-launch that slowed it down, but is happy to report that the critical issues have been addressed and resolved.

The Company, its management, and the Distributor family are all pleased and excited over the wave of momentum following this past week, a wave that is sure to continue well into the foreseeable future. Vollara products are known for their Uncompromising Health™ benefits led by its LivingWater, FreshAir Surround, Re:Plenish, Re:Sist and Re:Fuel products.

About Vollara

Vollara, which is derived from the Latin verb “to fly”, is a newly-formed subsidiary under the umbrella of Aerus Holdings LLC. Our parent company has a rich 80-year history dating back to Electrolux, USA, a company known for excellence in its technology, unmatched service, and endless accomplishments. Its products have been honored in the Smithsonian and its satisfied customers number over 50 million.

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