



## **Organo Gold Launches Pro-B21 in Hong Kong** *Global Gourmet Coffee Giant Enters Probiotic Supplement Market*

**VANCOUVER, BRITISH COLUMBIA – June 15, 2015** – Organo Gold, the gourmet coffee company that caters to consumers' active lifestyles, today announced the expansion of its supplement division, with the entry into the probiotics market with Pro-B21. This new product was developed exclusively for the Hong Kong market.

“Expanding OG’s supplement product line in Hong Kong is the result of the growing demand for a higher level of quality nutrition,” stated Bernardo Chua, Chief Executive Officer and Founder of Organo Gold. “Pro-B21 represents our continued commitment to enhance active lifestyles. It is critical that our Distributors and customers have product options that meet their lifestyle goals.”

Probiotics, by current medical definition, are living microorganisms – “good bacteria” – that are believed to help with digestion and may offer other benefits. The global demand for probiotics has increased substantially over the past few years. Pro-B21 contains a unique combination of probiotics, 20 fruits and vegetables, along with OG’s exclusive organic *Ganoderma lucidum*. Pro-B21 is conveniently pre-packed in 30 sachets per box for an entire month supply.

“The power of probiotics coupled with the perceived benefits of *Ganoderma* — used for millennia in Chinese medicine — makes Pro-B21 one of OG’s most powerful offerings,” stated Shane Morand, Co-Founder and Global Master Distributor of Organo Gold.

“The expanding use of probiotics in the Asia Pacific region warranted exceeding Distributor and consumer product expectations as well as high standards. Pro-B21 does both,” stated Holton Buggs, Executive Vice President of International Sales.

- more -

Founded in 2008, Organo Gold is focused on its mission “to bring the treasures of the earth to the people of the world” by offering certified organic Ganoderma in simple, everyday products; from single-serving coffees and teas to supplements and nutraceuticals. OG meets this mission through the principles of the Napoleon Hill Foundation, with which the Company has a long-standing and exclusive collaboration. Organo Gold offers its products through an Independent Distributor network, and to consumers through its Coffee Connoisseur Club retail program in Canada and the United States.

To learn more about Organo Gold or how to contact a Distributor in your area visit us at

<http://www.organogold.com> .

### ***About Organo Gold***

Founded in 2008 with headquarters in Vancouver, British Columbia, Organo Gold is a global gourmet coffee company that sells Certified Organic Ganoderma lucidum through a variety of coffees, teas, supplements and personal care products. Organo Gold offers its suite of products through its Independent Distributor network and to consumers through its Coffee Connoisseur Club in the United States and Canada. The company currently operates in 44 countries and is privately held. For more information about Organo Gold, visit our website at [www.organogold.com](http://www.organogold.com).

###