



PRESS RELEASE
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Reliv and Soy Labs Launch **luna rich**, a Healthier Soy

Biotech breakthrough produces soy powder with over five times key bioactive component

CHESTERFIELD, Mo., Jan. 17, 2012 – Reliv International, Inc. (NASDAQ:RELV), and Soy Labs LLC today announced the creation of LunaRich™, an exclusive soy powder developed at the Missouri Plant Science Center (MPSC). Reliv is adding LunaRich to one of its nutritional supplements and will reveal that product at the Reliv National Conference in Reno, Nv., Feb. 17.

“Biotechnology is vital to Missouri’s economic future,” said former U.S. Sen. Kit Bond. “Our vision for the Missouri Plant Science Center is to unite our state’s scientists, farmers and private-sector job creators to spawn biotech innovation. The collaborative effort between Reliv and Soy Labs is helping us realize that vision by bringing cutting-edge biotech products to market.”

LunaRich is a whole soy powder containing five to ten times more lunasin than the industry standard. Lunasin is a peptide found naturally in soy that scientists have identified as the key to many of soy’s documented health benefits. These include cholesterol management, heart health and weight loss, among others. LunaRich is the first product to come out of the joint biotechnology research and development partnership that Reliv, Soy Labs and the MPSC formed in August 2011.

[Learn how LunaRich helps control cholesterol production in the liver, the source of over 80% of the body’s cholesterol.](#)

“A growing body of research shows that the lunasin peptide is one of the most important bioactive components of soy,” said Dr. Alfredo Galvez, the MPSC’s lead scientific advisor. “In creating LunaRich for Reliv, we have maximized lunasin levels in a soy powder.”

Dr. Galvez first discovered lunasin in 1996 during research at UC Berkley to improve the nutritional profile of soy protein. More than 40 peer-reviewed and published studies have documented lunasin’s health benefits. Research by 21 institutions supported by 27 public and private funding sources has resulted in nine patents.

The amount of lunasin in soybeans varies significantly based on seed, soil and environment. The MPSC refines specially selected soybeans grown exclusively for Reliv to maximize levels of lunasin in LunaRich.

[Learn how LunaRich’s refinement process enables maximum lunasin absorption by the body.](#)

"This is a significant step forward for Reliv and for nutrition science. LunaRich is an extraordinary ingredient with solid clinical data behind it," said Dr. Carl W. Hastings, Reliv's chief scientific officer. "As scientists learn more about the mechanisms that make soy a nutritional superfood, Reliv is proud to lead the way in making the fruits of these discoveries available to all."

About Reliv International, Inc.

Reliv International, Inc., based in Chesterfield, Mo., produces nutritional supplements that promote optimal nutrition along with premium [skincare](#) products. Reliv supplements address [essential nutrition](#), [weight loss](#), [athletic performance](#), [digestive health](#), [women's health](#), [anti-aging](#) and [healthy energy](#). The company sells its products through an international network marketing system of independent distributors in 15 countries. Learn more about Reliv at www.reliv.com, or on [Facebook](#), [Twitter](#) or [YouTube](#).

About Soy Labs LLC

Soy Labs is the premier soy-based ingredient supplier to the nutrition industry. The company spearheads research and develops proprietary, soy peptides, ingredients, and formulaic compounds for inclusion in nutritional supplements, cosmeceuticals, soyfoods, functional foods and beverages. Soy Labs has received research funding from the National Institutes of Health, the U.S. Department of Defense, the American Institute for Cancer Research, the Biotechnology and Biological Sciences Research Council and other organizations. For more information about the company and its products, visit the web site at www.soylabs.com

About the Missouri Plant Science Center

The Missouri Plant Science Center is a joint venture of the Missouri Technology Corp., the University of Missouri System and the city of Mexico, Mo. The MPSC is a shared-use facility where researchers work alongside business and industry experts in a multi-disciplinary environment. The center facilitates the collaboration between scientific and entrepreneurial minds to turn the latest biotechnology research innovations into functional real-world applications and consumer goods.

Forward-looking statements

Statements made in this news release that are not historical facts are "forward-looking" statements (as defined in the Private Securities Litigation Reform Act of 1995) that involve risks and uncertainties and are subject to change at any time. These forward-looking statements may include, but are not limited to, statements containing words such as "may," "should," "could," "would," "expect," "plan," "anticipate," "believe," "estimate," "predict," "potential," "continue" or similar expressions. Factors that could cause actual results to differ are identified in the public filings made by Reliv with the Securities and Exchange Commission. More information on factors that could affect Reliv's business and financial results are included in its public filings made with the Securities and Exchange Commission, including its Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, copies of which are available on the Company's web site, www.reliv.com.