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**AN ENTREPRENEURIAL SPIRIT MOVES ON TO HIS NEXT ADVENTURE
HerbaSway Co-Founder Franklin St. John Retires**

WALLINGFORD, CT – Franklin St. John came to Connecticut as many young engineering graduates did during the 1960s: accepting the most lucrative job offer he received from a competitive technology company during the rise of the state's defense industry. With a degree in Metallurgical Engineering, St. John left his native Michigan to join Pratt & Whitney as a research metallurgist, where he helped develop high temperature alloys.

A love of learning and a restless spirit continued to move him onward. After several years at Pratt & Whitney he joined Lycoming, where he spent nine years at the Stratford plant doing failure analysis for gas turbine engines. He also continued to further his education, earning an MBA from the University of Bridgeport, an MS in Industrial Engineering from the University of New Haven and a Ph.D. in Material Science from Michigan Tech University.

His work with metal alloys led him to realize he could develop an application on his own, so in 1976 he founded Jensen Industries with partner Walter Jensen. The fledgling company, which manufactured dental alloys and distributed dental products, was literally started in a 2-car garage. St. John found the right product at a critical juncture, and their work led to improvements in dental technology that became widely adopted. By the time he was ready to take a less visible role – becoming a silent partner in 1988 – the company was distributing its products worldwide and had become an industry leader. Jensen Industries is still in operation today.

“Being on the cutting edge of product development is risky, because you must make all the initial investments in research and development,” said St. John. “If you are fortunate, your insight – combined with a little luck – can make you successful beyond your wildest dreams.”

St. John realized that this was his passion – being on the cutting edge, helping to develop a new product, launching it on its way, working to build it up and seeing it begin to thrive. After that his interests shifted and he was ready to let others take the helm while he moved on to the next idea or challenge.

During his tenure at Jensen Industries, he met his future wife Lorraine and two new passions began: their personal relationship and a new global business interest. Lorraine, intensely interested in natural health and herbal remedies, was a follower of traditional Chinese medicine and its many dietary and therapeutic benefits. The couple’s travels led them to Asia where new business partnerships developed. Their next company, St. John Enterprises, manufactured an herbal feed product used primarily for pigs. Animals raised on the feed developed free of disease and were healthier when brought to the slaughterhouse.

St. John also began to use herbal remedies himself. Ginger tea and FeVera helped to improve the chronic stiffness in his hands. Lo Han, an herb traditionally used for stomach relief, had a naturally sweet taste and led to an epiphany: liquid extracts of Lo Han could

be used as a no-calorie sweetener in tea or other beverages, something that wasn't done in eastern culture. The St. John's decided to establish a new company where they could introduce the beneficial aspects of traditional eastern medicine to the U.S. They were the first to bring an extract form of Lo Han to the United States. It was 1996 and another new company, HerbaSway, was born.

Franklin and Lorraine wanted to go beyond the typical multi-vitamin pill and focus on specific nutritional goals. They launched a line of eight all-natural liquid concentrates, including their flagship product HerbaGreen[®] Tea, and began to market them to the U.S. consumer.

In the early days every aspect of production was done by hand: weighing the herbs, steeping them in boiling water, drawing the extract out of the vats with a vacuum hose and bottling them. It was a 24/7 process for their staff of three – which included Franklin and Lorraine – and very much a labor of love. Back then they could produce 64 bottles at a time. Automation came about a year later, but the herbs are still weighed by hand today.

“We had to do a lot of education about our original products,” said St. John. “It wasn't until the 1990s that we started hearing all the buzz about the benefits of antioxidants and the health problems created by free radicals,” he added. HerbaSway's liquid extracts provide a concentrated amount of antioxidants. HerbaGreen Tea, their flagship product, provides the equivalent of drinking up to 15 cups of brewed green tea in only one serving. One serving of another popular product, Red Wine Alternative with Resveratrol, offers the anti-oxidant benefits of up to 80 glasses of red wine without the harmful effects of alcohol.

St. John began promoting his products via radio health programs and TV infomercials, developing a loyal core of customers who would contact the company's call center to order. Retail began about 8 years ago, starting at local health stores in Hamden and New Haven.

“I was always my own best advocate for herbal products,” recalled St. John, who used to do a live radio show twice a week in New York City. “I’ve never taken medicine my whole life.” Still active at age 70, St. John plays the piano and enjoys spending time with his grandchildren. He also still travels frequently.

Over the years the number of products has expanded, the staff has grown to 30 and today HerbaSway markets over 25 different dietary and nutritional supplements, sold worldwide via the company’s website and at retail outlets such as Whole Foods and Vitamin Shoppes. Production capacity is upwards of 15,000 bottles per day. HerbaSway also achieved GMP certification several years ago, an extensive quality control certification that is the industry standard for good manufacturing practices.

Like a true entrepreneur, St. John felt the pull to move on, turning the presidency of the company over to Robert Wolfson in January of 2009. “With Rob’s manufacturing and marketing experience, I knew HerbaSway would be in good hands.” St. John said.

So what is next for this innovator, adventurer and risk taker? Asked if he plans to form another company, St. John was noncommittal, indicating he was looking forward to spending more time with his family. A long-suffering Detroit Tigers fan, he is also planning to take in more sporting events. “I’m always open to new ideas, though, so never say never,” he said.

About HerbaSway

Founded in 1996, HerbaSway manufactures all-natural nutritional and dietary supplement products in liquid concentrate form. Their flagship product, HerbaGreen[®] Tea, offers the anti-oxidant benefits of up to 15 cups of brewed green tea in one serving. HerbaSway’s products contain no preservatives, artificial sweeteners, sugar, alcohol or caffeine. Their line of 25 different products, including fruit extracts, therapeutic supplements and traditional herbal formulas are distributed worldwide. The company

plans to introduce a new energy drink in the spring of 2009. For more information about HerbaSway, call 800-672-7322 or visit www.herbasway.com.



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