

## ORGANO™ Announces New Preferred Customer Program

**VANCOUVER, BRITISH COLUMBIA** – December 3, 2015 – [ORGANO™](#), the gourmet coffee company that caters to consumers active lifestyles, today announced a new [Preferred Customer \(“PC”\) program](#) that allows customers to receive a 25 percent discount on the retail purchase of any ORGANO™ product. A Preferred Customer is defined as a retail customer that participates in the Company’s monthly auto-ship program, with recurring purchases. This new PC program is now available in the U.S., Canada and Mexico.

“Our Preferred Customer program rewards our loyal customers – with a discount on the products they love along with the convenience of automated monthly shipments,” stated [Bernardo Chua](#), Founder and Chief Executive Officer of ORGANO™. “As important, it is a strategic business tool that offers our Independent Distributors the opportunity to diversify and expand their businesses.”

According to a North American consumer survey by Bond Brand Loyalty, 76 percent of consumers stated that loyalty programs are part of their brand relationship. ORGANO™ Preferred Customers’ have access to exclusive product promotions and specials along with dedicated assistance. The Company has also created a Preferred Customer Hotline (1-855-414-6266), and Service Department ([pcsupport@organogold.com](mailto:pcsupport@organogold.com)) to exclusively support the Program.

Current ORGANO™ customers can register as a Preferred Customer via the hotline, email address, or through their ORGANO™ Independent Distributor.

“ORGANO™ Independent Distributors’ business will benefit from the stronger customer base that the Preferred Customer program delivers,” added ORGANO™ Co-Founder [Shane Morand](#).

“This program provides our customers an enhanced ORGANO™ experience and is an additional option to be part of the ORGANO™ Family,” stated [Holton Buggs](#), Executive Vice President of International Sales ORGANO™.

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 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™ 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 retail and Preferred Customer programs. The company currently operates in 50 countries on six continents and is privately held. For more information about ORGANO™, visit our website at [www.organogold.com](http://www.organogold.com).