



Organo Gold Launches OG Espresso
*Global Gourmet Coffee Giant Enters European Espresso Market
with Three Distinct Flavor Intensities*

VANCOUVER, BRITISH COLUMBIA – November 15, 2014 – Organo Gold, the gourmet coffee company that caters to consumers' active lifestyles, today announced its entry into the espresso coffee category with the launch of OG Espresso. This new product was developed exclusively for the European market, and is the second OG product endorsed by Greg Norman, the renowned former world number one golfer and global entrepreneur. Norman and his company, Great White Shark Enterprises, entered into a partnership with Organo Gold in October 2013.

“Entering into the espresso coffee category is a natural step in meeting the demands of our growing European market,” stated Bernardo Chua, Chief Executive Officer and Founder of Organo Gold. “As we continue to expand our global footprint and extend our brand reach, it’s critical that our Distributors and customers have product options that are in keeping with OG’s lifestyle commitment.”

“Nothing goes together as perfectly as Europe and espresso. I love a bold and strong shot of coffee, and that’s what I’m getting with OG Espresso,” added Greg Norman.

OG Espresso combines the convenience and luxury of a single-serve capsule along with Organo Gold’s Certified Organic Ganoderma, and is designed for use in most European single-serve espresso makers. The company enters the market with an exclusive collection called the Trilogy, which includes smooth and serene *Uno*; classic and enlightening *Due*; and strong and intense *Tre*. The Trilogy is now available in Europe through the OG Independent Distributor network.

“The Trilogy redefines the espresso experience, and enables Europeans to now experience the benefits of Ganoderma along with a new bold coffee experience,” stated Shane Morand, Co-Founder and Global Master Distributor of Organo Gold.

“When looking at European coffee consumption, we knew we had to bring an espresso to the market that didn’t just meet, but actually exceeded Europeans’ high standards,” stated Holton Buggs, Executive Vice President of International Sales.

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, nutraceuticals 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 over 35 countries and is privately held. For more information about Organo Gold, visit our website at www.organogold.com.

###