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FOR IMMEDIATE RELEASE

Product that Curbs Appetites Also Hopes to Help Eliminate Sexual Assault
*Appetite Down partners with TAASA to recognize Sexual Assault
Awareness and Prevention Month in Texas*

DALLAS, TX – Appetite Down™, a revolutionary product that helps improve women’s lives by curbing appetites, is also contributing to the effort to support victims of sexual abuse, who are most often women.

In April, the state of Texas recognizes Sexual Assault Awareness and Prevention Month to support the thousands of victims of sexual assault seen in Texas each year. For every box of Appetite Down sold with a special code that reads “TAASA,” eight dollars will go to the Texas Association Against Sexual Assault (TAASA). To help inspire donations, Appetite Down is marking down each box during the special month to \$40 (a savings of \$10 per box), with free shipping.

“It’s important for us, as a company that cares about women, to do something for victims of these unthinkable crimes,” said Matthew Miller of Appetite Down. “Our mission to improve lives through achieving healthy weights aligns with the goal of TAASA to dramatically improve the lives of victimized women.”

Developed by Dr. Gordon Pedersen, world-renowned toxicologist and exercise physiologist, Appetite Down is a natural appetite suppressant that contains only healthy ingredients that your body craves to help maintain a manageable appetite.

Appetite Down contains no ephedrine, hoodia, or any other stimulants, does not make you jittery or nervous, and is safe to use along with any other medicines you may be taking. Appetite Down contains chromium (a supplement well-known to curb sugar cravings), a proprietary blend that includes pomegranate and grapeseed extracts, and soy to curb your appetite naturally. It has been proven safe and effective, and it can even be given to children over the age of eight.

The connection women feel to other women inspired Appetite Down to partner with TAASA to contribute funds and awareness to the organization's cause. TAASA utilizes education, prevention and advocacy to address sexual assault, and Appetite Down hopes to contribute not only funds, but also the attention and energy of its own customers to assist in TAASA's mission.

Each April, the state of Texas recognize sexual assault awareness month to educate on the issue and, perhaps one day, help to eradicate the problem. In Texas, one in five women and one in 20 men are victims of sexual assault in their lifetime. Only 20 percent of rapes are reported to law enforcement.

"Women have the power to make change, within themselves and for others," said Annette Burrhus-Clay, TAASA executive director. "We appreciate Appetite Down for helping give sexual violence survivors a voice and a chance to contribute to a movement that will help dramatically improve the lives of women, men and children across our state."

TAASA is the statewide organization committed to ending sexual violence in Texas. A non-profit educational and advocacy organization based in Austin, TAASA member agencies comprise a statewide network of more than 80 crisis centers that serve rural as well as metropolitan areas. Founded in 1982, the agency has a strong record of success in community education, youth outreach, law enforcement training, legislative advocacy, and curricula and materials development. Additional information about TAASA can be found at www.taasa.org

For more information or to purchase Appetite Down, please visit the company's website at www.appetitedown.com.

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