



The Alcora Group Launches MONAT® Global

September 29th, 2014- Mr. Luis Urdaneta, Chairman of the Board of the ALCORA Group is delighted, after much anticipation, to announce the launch of brand new Direct Selling Company, MONAT Global. This launch, which will take place on October 1st, will offer one of the most lucrative compensation plans in the U.S. Direct Selling industry, while providing its Market Partners an opportunity to participate in the multi-billion dollar hair care market. With this launch, MONAT will also inaugurate its elite Founders Club, which provides substantial business benefits to MONAT's new founding partners.

MONAT Global is the newest organization for, and a wholly owned subsidiary of, Alcora Corp. In addition to MONAT Global, their holdings include L'EUUDINE Global, an established Direct Selling company specializing in premium beauty and wellness products throughout the US and Latin America and B&R Products, their research, development and manufacturing Laboratory subsidiary. All three companies are headquartered in and around Miami, Florida.

"MONAT is the fulfillment of a lifelong dream to create an unparalleled business opportunity that would give both seasoned business professionals and young aspiring entrepreneurs a vehicle to achieve financial freedom and ongoing professional and personal growth", said Mr. Urdaneta. "To be truly successful, you need to invest in the success of those around you", he added.

The Direct Sales Industry continues to grow and has increased its sales force to a record high of 16.8 million individuals in the US in 2013, according to the Direct Selling Association. Retail sales through the direct selling channel reached \$32.67 in the U.S. in 2013.

Mr. Urdaneta believes that putting the right people in place is the key to the success of any organization. In this regard, he is delighted to partner with his son Mr. Rayner Urdaneta as CEO. Rayner Urdaneta, a graduate of Florida International University, worked with Luis to found and build the Alcora Group through the development of the L'EUUDINE brand and strategic acquisitions to support this growth. In addition, they most recently added Mr. Stuart MacMillan as President of MONAT Global, bringing with him many years of success in the Direct Selling Industry. Together this trio believes they have the underpinnings of what they believe will be a powerful entry into the US Market.

"With the combined experience of over one hundred years in the Direct Selling Industry and a clean slate, we believe we have created one of the best Direct Selling business opportunities to come to the U.S. and potentially the world in a very long time", says Stuart MacMillan, President of MONAT Global. "The response and excitement in prelaunch has been beyond our expectations and we are eager to leverage the skills and experience of our Market Partner Founders", MacMillan added.

"We are seeking top industry leaders and visionaries to join our company's exclusive Founders Club", says Rayner Urdaneta, CEO of MONAT Global. "This is the moment to jump on board as our Founders have not only the opportunity to participate in exclusive rewards but also to help shape this organization".

The Products

"Through extensive clinical research we have combined ultra-progressive active botanical ingredients with state-of-the-art scientific technologies to create safe, high-quality, naturally based, age-prevention products", says Jamie Ross, Senior VP of Research and Development of MONAT Global. This was precisely the inspiration behind the compound name MONAT, derived from the words Modern and Nature.

"As a company and as a family that honors integrity, we feel it is our responsibility to offer products that meet only the highest quality standards and are made only with safe ingredients", stated Mr. Urdaneta.

The MONAT Age Prevention Treatment Systems have been clinically proven to restore vitality to hair exposed to the damaging effects of sun, the environment, product use, chemical processes and aging, providing instant as well as long-term benefits.

MONAT holds its own signature formula, Rejuveniqe™ Oil Intensive. This revolutionary product is a clinically proven blend of rare, significantly potent botanical oils from different countries around the world that serve to enhance the effectiveness of its key ingredient, Abyssinian Oil. This carefully crafted collaboration of science and nature allows MONAT to offer an unparalleled and unique age prevention hair and skin care experience, providing vitamins, minerals, antioxidants, beta-carotene, omega 3 fatty acids, nutrients, and amino acids.

All products from the three MONAT Treatment Systems -Balance, Volume, and Men's 2+1- are infused with Rejuveniqe™ and key ingredients Capixyl™ (Red Clover Extract), Procataline™ (Pea Extract), and Crodasorb™ (a UV absorber). Guaranteed to deliver "Longer, Fuller, Stronger, Younger-Looking Hair in Just 90 Days".

About MONAT® Global

MONAT Global is a wholly owned subsidiary of Alcora Corp., whose holdings include L'EUUDINE Global, an established Direct Selling company specializing in premium beauty and wellness products throughout the US and Latin America and B&R Products, their research, development and manufacturing Laboratory subsidiary. All three companies are headquartered in and around Miami, Florida. MONAT was founded in 2014 to enter the multi-billion dollar hair care market and provides ground-breaking opportunities through a novel Social Marketing approach to Direct Sales. The company offers a unique and exciting business model and one of the most generous compensation plans in the U.S.

market. MONAT holds its own signature formula, Rejuveniqe™ Oil Intensive. This revolutionary product combines the perfect blend of rare, distinctive oils from different countries around the world, conceived and produced using the latest scientific technologies and clinically proven proprietary ingredients. This carefully crafted collaboration of science and nature allows MONAT to provide an unparalleled and unique age prevention hair and skin care experience. In-depth information about MONAT and its product lines will be available at www.monatglobal.com on October 1st 2014.

Frances Salichs

Public Relations Manager

| frances@monatglobal.com

| **305.392.2999**