



## **Organo Gold Launches New Corporate Website**

*New Mobile-Friendly Site Enhances Distributor and Customer Experience*

**VANCOUVER, BRITISH COLUMBIA – February 17, 2015** – Organo Gold, the global gourmet coffee company that caters to consumers' active lifestyles, today unveiled a new mobile-friendly corporate website. The new site consolidates all corporate activities in a sleeker, more informative format at [organogold.com](http://organogold.com).

"Our new website digitally extends our brand by creating a simplified and enhanced user experience," stated Bernardo Chua, Founder and Chief Executive Officer of Organo Gold.

The site is now a one-stop shop for OG's retail program, corporate and leadership events, and the popular OG blogs and social media channels. For Customers, the site offers simplified navigation along with extensive product and company information. For Distributors, the site includes the tools and resources needed to grow their OG business.

"Based on analytics, we incorporated the newest technology along with a user-friendly interface to better serve all users, with fewer clicks and more useful information," stated Iman Bayazi, Director, Systems and Technology at Organo Gold. "The new website is just the beginning of delivering more powerful IT products and services to Distributors and Customers."

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.

### ***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 38 countries and is privately held. For more information about Organo Gold, visit our website at [OrganoGold.com](http://OrganoGold.com).

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