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New YZ™ Hydration Crystals Generate Buzz at Expo West

Anaheim, CA — March 11, 2011 — Encouraged by its success in studios and stores around local markets, YZ™ All-Natural Hydravescent Crystals are proud to make an appearance at Natural Products Expo West 2011. The show's commitment to the promotion of all-natural and organic products and cooperation between providers naturally aligns with YZ™'s mission to use hydravescence to deliver a healthy, effective product to consumers. Attendees at Natural Expo West 2011 will receive free samples and live tastings of YZ™.

YZ™, added directly to drinking water, contains electrolytes to aid hydration. The product has three flavor and benefit varieties: Orange-Mango-Pineapple for immunity; antioxidant Raspberry-Green Tea; and Lemon-Ginger for digestive health. YZ™ is made with all-natural ingredients and contains fewer calories than leading sports drinks.

To encourage store owners and other retailers to introduce YZ™ benefits to their customers, the company is promoting a special limited time pricing offer. Any new retailer can use promo code CS-001 at www.YZchoice.com to receive 50% off their first YZ™ order, up to six cases.