

FOR IMMEDIATE RELEASE

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Membrell Adds Sales Expertise in Western United States

Carthage, Missouri, February 8, 2012 – Membrell, makers of eggshell and eggshell membrane-derived products **JOINThealth**, **JOINThealth Plus Antioxidants**, and **BONEhealth**, is happy to announce that they've added sales expertise covering the Western United States region.

Ron Roybal began working for Membrell in February 2012 as the new West Regional Sales Manager. Ron brings 10 years of successful consumer goods sales and management experience from Heel Inc. Ron has previous experience as a Retail Sales Manager and a Natural Products Broker. He is a skilled and creative problem solver able to discern and fulfill customer, employee and employer needs. Ron will be managing the western US region for Membrell.

Chris Haynes, Director of Sales for Membrell comments, "We are excited to add Ron's sales experience and management experience to our team. Ron's reputation for working with stores, building relationships and establishing sales growth is going to continue to make Membrell a top consumer choice for joint and bone health support."

Please visit the Membrell booth at Expo West, #1670, to meet Ron and find out about Membrell's show specials.

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About Membrell

Membrell is located in Carthage, Missouri. The company was founded in August 2002 to utilize the significant health benefits of eggshells and eggshell membranes. Membrell offers four superior products for joint and bone health. **JOINThealth** with **NEM**[®] (Natural Eggshell Membrane) is clinically proven to reduce joint pain and stiffness in just 10 days with a small daily dosage of only one 500mg capsule. **JOINThealth Plus Antioxidants** also features **NEM**[®] as well as a unique combination of potent antioxidant ingredients to help the body maintain its natural defenses against free radicals and inflammatory cytokines that commonly occur when the body suffers from an athletic or acute injury. **BONEhealth**, featuring natural **ESC**[®] (EggShell Calcium) combined with Vitamin D and magnesium, can improve bone mineral density in 4-8 months. Membrell's **RE-NU Canine** is a tasty dog treat featuring **NEM**[®] which can improve your dog's joint health as well as maintain mobility and flexibility. †*

Membrell products are available in natural food stores nationwide and through the company's website: www.membrell.com. For more information on Membrell products, please visit www.membrell.com or call April Knell at 417-358-4945 ext 202.

†Human clinical studies available upon request.

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.