
Youngevity CEO, Steve Wallach, Appointed To Direct Selling Association Board Of Directors



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SAN DIEGO, Sept. 13, 2018 /PRNewswire/ -- YGYI, Inc. (YGYI), a leading omni-direct lifestyle company, has announced that its Chief Executive Officer, Steve Wallach, has been appointed to the Direct Selling Association (DSA) Board of Directors.



YOUNGEVITY CEO, STEVE WALLACH, APPOINTED TO DIRECT SELLING ASSOCIATION BOARD OF DIRECTORS

"I'm especially pleased that Steve Wallach has been elected to serve on the Direct Selling Association's Board of Directors," said Joseph N. Mariano, President of the Direct Selling Association. "We believe direct selling will play an increasingly dynamic role in the future of retailing, and the entrepreneurial spirit that enables Steve to empower Youngevity's independent contractors in exciting new ways will be an asset to our board."

The Direct Selling Association is a national trade association that represents the direct selling industry and advocates on behalf of its 200-plus member companies. Its board consists of 22 industry leaders who serve as officers and directors, as nominated and elected by their peers. In addition to leading and directing the affairs of the association, board members are charged specifically with promoting the DSA code of ethics. Board leadership also carries government relations, education, and research responsibilities.

With nearly three decades of sales and network marketing experience, Steve Wallach has successfully guided Youngevity from a domestic seller to a worldwide marketer of products and services that support a healthy and empowered lifestyle. "I'm extremely grateful for the opportunity to serve on the DSA Board of Directors," says Wallach. "I look forward to helping advance the association's global membership initiatives and being at the forefront of positive change in our industry."

About Direct Selling Association (DSA)

The Direct Selling Association (DSA) is the national trade association for companies that market products and services directly to consumers through an independent, entrepreneurial sales force. DSA serves to promote, protect and police

the direct selling industry while helping direct selling companies and their independent salesforce become more successful. DSA provides educational opportunities for direct selling professionals and works with Congress, government agencies, consumer protection organizations and others on behalf of its nearly 200-member companies.

About Youngevity International, Inc.

YGYI, Inc. (NASDAQ:YGYI), is a leading omni-direct lifestyle company offering a hybrid of the direct selling business model, that also offers e-commerce and the power of social selling. Assembling a virtual Main Street of products and services under one corporate entity, YGYI offers products from the six top selling retail categories: health/nutrition, home/family, food/beverage (including coffee), spa/beauty, apparel/jewelry, as well as innovative services. The Company was formed in the course of the summer 2011 merger of Youngevity Essential Life Sciences with Javalution® Coffee Company (now part of the company's food and beverage division). The resulting company became Youngevity International, Inc. in July 2013. For investor information, please visit YGYI.com. Be sure to like us on Facebook and follow us on Twitter.

Safe Harbor Statement

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, forward-looking statements can be identified by terminology such as "may," "should," "potential," "continue," "expects," "anticipates," "intends," "plans," "believes," "estimates," and similar expressions, and includes statements regarding the increasingly dynamic role direct selling will play in the future of retailing and advancing DSA's global membership initiatives and being at the forefront of positive change in the direct selling industry. . These forward-looking statements are based on management's expectations and assumptions as of the date of this press release and are subject to a number of risks and uncertainties, many of which are difficult to predict that could cause actual results to differ materially from current expectations and assumptions from those set forth or implied by any forward-looking statements. Important factors that could cause actual results to differ materially from current expectations include, among others, the role direct selling will play in the future of retailing, the contribution of Mr. Wallach to the DSA as a member of its Board of Directors, our ability to continue our international growth, our ability to leverage our platform and global infrastructure to drive organic growth, our ability to improve our profitability, expand our liquidity, and strengthen our balance sheet, our ability to continue to maintain compliance with the NASDAQ requirements, the acceptance of the omni-direct approach by our customers, our ability to expand our distribution, our ability to add additional products (whether developed internally or through acquisitions), our ability to continue our financial performance, and the other factors discussed in our Annual Report on Form 10-K and our subsequent filings with the SEC, including subsequent periodic reports on Forms 10-Q and 8-K. The information in this release is provided only as of the date of this release, and we undertake no obligation to update any forward-looking statements contained in this release on account of new information, future events, or otherwise, except as required by law.

Contacts

Investor Relations

YGYI Investor Relations

800.504.8650

investors@ygyi.com

Media Relations

Trendlogic PR

800.992.6299

contact@trendlogicpr.com

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