

Vestiage Updates 2014 Direct Response Results

Company Continues to Experience Strong Customer Loyalty

NEWPORT BEACH, CA – (October 30, 2014) Vestiage™, Inc. (“VEST”), the healthy-aging Company, today provided an update on its direct response program results.

Garrett Heiser, COO of Vestiage stated, “We launched our direct response campaign with our media partner in mid-January. The initial response was good and we moved quickly to create a strong, unique customer retention program. Now that we are in our 10th month, we have 9 full months of data that show our retention program is working and our customer satisfaction with the REgiMEN brand is great.”

The RegiMEN customer retention program is a proprietary multi-faceted program that was created by Vestiage to deliver very high retention rates in direct response. The fundamental element of the retention program is to surprise the customer on a fairly regular basis, connect with him as a good friend, and educate him.” Kimball stated, “I think the direct response industry is still living in the dark ages when it comes customer retention and customer service, which is the back end of the business. The industry is really good at the front end, but nobody seems to really care about the back end. If you have a view of the world that is longer than 3 months, you should really care about the back end and you should do things that drive customer retention. High customer retention allows you to do things on the front end that others cannot do.”

According to industry consultant Paul Rothstein, the normal retention in direct response can be less than 5% at 180 days or is often zero depending upon the product. Rothstein pointed out that products that a consumer can feel or see the results from quickly tend to have higher retention rates. Based upon this information, RegiMEN has experienced retention rates over 4X the industry average at 180 days.

Scott Kimball, CEO of Vestiage stated, “The way most companies approach the DR channel is to shoot for a super low cost of customer acquisition on the front end, get as much money from the customer as possible up front. They expect to see the customer cancel after 2-3 shipments. Our approach is to pay for the right customer on the front end, which we recognize may cost more. Then we apply the RegiMEN customer retention program which is designed to connect with the customer as a respected friend, support his decision to take action for his health, surprise him positively on a regular basis, and educate him through his ability to become emersed in our community. Although we’re early in this process, we can see that it appears to be working and we are driving towards our goal of delivering industry leading DR results on a long term basis.”

In addition to direct response, Vestiage sells RegiMEN in the retail channel as well. The Company has recently announced new well-known national retailers as customers and is now showing the initial signs of successful penetration into retail for the RegiMEN brand.

Heiser stated, “The retail expansion plan has three elements to it. First, open accounts with the major grocery, drug, specialty and mass accounts with an initial 1-3 SKU’s. Second, expand the brand within each account. Third, enter new channels and markets.”

About Vestiage™

Vestiage™ (stock symbol "VEST") is a publicly traded healthy aging company. The Company offers branded science-based nutraceuticals to consumers that want to continue living active,

vibrant, joyful lives. The Company utilizes key partners to integrate production, fulfillment, customer service, advertising, sales, media, marketing, distribution, new product development and acquisitions. Vestiage brands are focused on the use of the best ingredients from the ocean and earth, including cutting edge, patented, clinically proven ingredients to produce highly potent, and elegantly formulated products. The Company owns the RegiMEN brand of products for men, (www.RegimenLife.com) and the Monterey Bay Nutraceuticals line of nutraceuticals for women (www.MontereyBayNutra.com). To learn more, visit the Company website, www.vestiage.com.

This Press Release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 with respect to our financial condition, results of operations and business. These forward looking statements can be identified by the use of terms such as "believe," "expects," "plan," "intend," "may," "will," "should," "can," or "anticipates," or the negative thereof, or variations thereon, or comparable terminology, or by discussions of strategy. These statements involve known and unknown risks, uncertainties and other factors that may cause industry trends or our actual results to be materially different from any future results expressed or implied by these statements. Important factors that may cause our results to differ from these forward-looking statements include, but are not limited to: (i) changes in or new government regulations or increased enforcement of the same, (ii) unavailability of desirable acquisitions or inability to complete them, (iii) increased costs, including from increased raw material or energy prices, (iv) changes in general worldwide economic or political conditions, (v) adverse publicity or negative consumer perception regarding nutritional supplements, anti-aging or stem cell facial care products or stem cell technology in general, (vi) issues with obtaining raw materials of adequate quality or quantity, (vii) litigation and claims, including product liability, intellectual property and other types, (viii) disruptions from or following acquisitions including the loss of customers, (ix) increased competition, (x) slow or negative growth in the anti-aging or cosmetics, beauty, or nutritional supplement industry or the healthy foods or anti-aging channel, (xi) the loss of key personnel or the inability to manage our operations efficiently, (xii) problems with information management systems, manufacturing efficiencies and operations, (xiii) insurance coverage issues, (xiv) the volatility of the stock market generally and of our stock specifically, (xv) increases in the cost of borrowings or unavailability of additional debt or equity capital, or both, or fluctuations in foreign currencies, and (xvi) interruption of business or negative impact on sales and earnings due to acts of God, acts of war, terrorism, bio-terrorism, civil unrest and other factors outside of our control.

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