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FOR IMMEDIATE RELEASE

CHEF JOHNNY CARINO PARTNERS WITH LIVEO.

The "Break Me Off A Piece Of That" star will headline the interactive health and fitness network's live-streaming nutrition and cooking shows.

AUSTIN, TX – August 28, 2012 LIVEO™ announced today that Chef Johnny Carino has signed on as featured talent for the cloud-based holistic, integrated social health and fitness network. Hosting LIVEO's live-streaming nutrition and cooking programs, Johnny will be an essential part of what makes the health and fitness network different from other online fitness tracking websites.

LIVEO integrates and interoperates with leading performance tracking devices and fitness applications while serving up proprietary fitness tools, performance tracking, wellness content, and social media support system to significantly improve the way individuals and companies manage healthier lifestyles and overall wellness. Top-notch talent such as Johnny Carino starring in live-streaming programming will help position LIVEO to become the "whenever, wherever" health and fitness destination of choice.

"We are thrilled to have Johnny join us on our revolutionary mission to change the mobile health and fitness market," states LIVEO co-founder and president Danny Davis. "His charisma and expertise will play a pivotal role in establishing LIVEO as the preferred way for people and corporations to manage health and fitness."

Carino's passion for cooking began in his Brooklyn kitchen at the age of 12, watching his Sicilian-born grandfather create great pasta and seafood dishes. A graduate of Johnson and Wales University with an Associate Degree in Culinary Arts, Chef Carino was first known for the restaurant named for him, Johnny Carino's Italian Grill (of which he is no longer affiliated). Since then, he has gone on to star in the top-rated cooking show "Break Me Off A Piece of That", which recently wrapped its fourth season on PBS in the Texas market. He regularly appears at *Flavors of Central Texas*, and is known for his high-energy cooking classes at many locations of the world-famous Central Market.

A potentially demoralizing diagnosis of diabetes and other health-related issues have not slowed down the high profile chef, but provided a new direction in life through his volunteer efforts with both the University of North Texas' Childhood Autism program and Big Brothers Big Sisters of North Texas. The former bodybuilder still works out daily and uses cooking to create a healthy lifestyle. His involvement with LIVEO is a natural fit.

ABOUT LIVEO

LIVEO™ is transforming how the market perceives the mobile fitness application landscape, delivering a new, innovative solution that will not only significantly improve the way individuals and companies manage healthier lifestyles and wellness, but will change how the market is perceived. LIVEO is a holistic, integrated social health and fitness network accessible to consumers and corporations online through cloud-based software and a mobile application. It serves as a single source for unique, live-streaming content, capabilities and connectivity designed to help individuals and corporations significantly improve the way they manage healthier lifestyles and wellness. Headquartered in Austin, Texas, the company was born from the



combined vision of a group of passionate, experienced leaders and their unique mix of experience in both the business and the fitness industries. To learn more, visit liveo.com. For investment opportunities, please email info@liveo.com to receive a business plan.

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