

Press Release

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FOR IMMEDIATE RELEASE
3PM EDT, SEPTEMBER 5th, 2013

VIDACUP INTERNATIONAL™ ANNOUNCES STRATEGIC PARTNERSHIP

Charlotte, North Carolina, September 5th, 2013: Vidacup International announces a strategic partnership with Globus Holdings, a global investment company with focus on direct selling industry. With the expertise and strategic relationships that Globus has developed in the industry, Vidacup is positioned to become a leading company in the functional beverage segment of the global direct selling industry.

“Partnering with Globus Holdings puts Vidacup International on the right track to gain huge market share within our segment of the market. Globus Holdings has the financial strength to take Vidacup where I always envisioned it to be - a global billion dollar company.” says Jeff Mack, CEO of Vidacup International. “The partners of Globus with their experience, their drive, passion, and mentorship, will propel us years ahead of schedule. We are excited for our Brand Promoters, our corporate team, and for everyone involved in Vidacup International.”

“Our Brand Promoters will benefit immediately from this partnership.” says Donna Valdes, CMO of Vidacup International. “We just launched our new technology platform coined Vidacup Web 2.0. However, that is just the beginning. Our long term marketing plans are aggressive and well thought out. It truly is the best time to get involved in Vidacup.”

Vidacup International specializes in bringing to the market ready-brew coffee infused with herbal blends providing “coffee with a purpose” and using direct sales channel for distribution. Coffee represents a \$125 billion dollar (USD) market, and the direct selling industry generated over \$165 billion dollars (USD) in revenues in 2012. Vidacup International was pre-launched in 2012 and is poised to take advantage of both industries.

ABOUT GLOBUS HOLDINGS Globus Holdings is a US based global investment company with a focus on the direct selling industry. Globus' investment team has decades of direct sales experience ranging from field development to start-up company investments and company ownership with several successful organizations currently in the industry.

ABOUT VIDACUP INTERNATIONAL Vidacup International is a direct sales and network marketing company dedicated to changing lives around the world through their exceptional functional beverages and supplements infused with highly effective nutritional products. For those who want to share these products they offer a rewarding financial opportunity. To learn more go to: www.vidacup.com.