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Press Release

Proactive Living™ pushes up introduction of Cruise Control™, its newest ‘reactivating dietary supplement’ addressing the recent rash of Cruise Vacation illnesses.

Miami Beach, FL March 27, 2014: Proactive Living Inc.™, announced that it has completed the initial production run for Cruise Control™, the first product the Company is aware of developed to reduce the chances of catching the 'Cruise Ship Stomach Bug' on a Cruise Vacation. It is only available for purchase on the internet at CruiseControl4life.com.

Proactive Living, a Florida based Health Nutrition Company, announced that they will begin shipping orders today for the newest addition to their line of wellness products: 'Cruise Control™'. According to company spokesman, Steve Michaels, timing is significant because of the recent reports of [cruise ship illnesses](#) as well as the beginning of Spring Break.

“Anytime you travel somewhere new, you are going to encounter germs and viruses that are unfamiliar to your body’s defense system. Cruise Control™ is an easy to use, nutritional supplement that was developed to help cruise ship passengers be proactive by strengthening their body’s defense system and resistance to new germs, in advance of travels and their fellow passengers bringing them on board.”

Conceived over two years, the Company had not scheduled Cruise Control™ to be launched until this coming fall, but pushed up the date because so many travelers were truly scared and actually rethinking their planned cruise vacations. “We wanted to help passengers get re-focused on the excitement of their upcoming trip”, continued Michaels. **“We know of no other product like this on the market and we back it with a full money back guarantee.”**

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As of today, Cruise Control™ is only available for purchase on the internet at [the Company's Website](#) and supplies are very limited. Everyone says 'limited availability'...but as of this morning, the [Cruise Control Facebook page](#), had already attracted over five thousand 'likes', having only gone up at the beginning of this month. Proactive Living does not expect to ship product to retail stores until the fourth quarter of this year, at the earliest.

About Proactive Living

Proactive Living is a manufacturer and marketer of innovative and proprietary nutritional supplements with a focus on Cellular Health and Hydration. The company is headquartered in Miami Beach, Florida. For more information please visit our new website at www.cruisecontrol4life.com

Safe Harbor Statement

This press release includes certain statements that are not descriptions of historical facts, but are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities and Exchange Act of 1934. These forward-looking statements may include statements containing forward looking terminology such as "may," "expects," "believes," "anticipates," "intends," "expects," "projects," or similar terms, variations of such terms or the negative of such terms. Such information is based upon various assumptions made by, and expectations of, our management that were reasonable when made but may prove to be incorrect. All of such assumptions are inherently subject to uncertainties and contingencies beyond our control and upon assumptions with respect to future business decisions which are subject to change. Accordingly, there can be no assurance that actual results will meet expectations and actual results may vary (perhaps materially) from certain of the results anticipated herein.