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Nuzee, Inc. Launches Coffee Blenders™, First Family of K-Cup® Compatible Functional Coffees Fortified with Branded Nutrients

Initial Three Varieties Include Full Serving of Nutrients Clinically Proven to Enhance Weight Loss, Improve Cognitive Performance and Reduce Stress

SAN DIEGO, CA (April 8, 2014) – Nuzee, Inc. (OTC QB: NUZE), an innovative company of functional beverages, today announced the launch of Coffee Blenders™, the first family of K-Cup® compatible high performance coffees. The initial line is available in three varieties designed for everyday enjoyment: Lean, Focus and Escape.

Formulated with all-natural, clinically proven branded nutrients, Coffee Blenders coffees use a proprietary blending process to deliver powerful functional benefits while maintaining the original gourmet taste of their five-star coffee beans. While some other beverage brands include only a partial serving of functional ingredients, Coffee Blenders is the first and only line of K-Cup® compatible coffees to provide the full, recommended serving of functional ingredients in each cup to help achieve such benefits as weight loss, increased focus and a sense of relaxation.

“The Coffee Blenders line of coffee pods is expected to change the way people drink coffee,” said Craig Hagopian, President and CEO of Nuzee, Inc. “By incorporating high-quality, clinically proven nutraceutical ingredients, consumers do not have to spend extra money on supplements or worry about forgetting to take them. With full servings of functional ingredients in every K-Cup, Coffee Blenders offers a convenient, cost-effective way to improve your health all within your daily coffee routine, without sacrificing a great coffee taste.”

All three varieties are cultivated from 100% Arabica, hand-roasted dark blend, originating from the top one percent of the world’s finest beans grown in Central and South America. The beans are of the highest quality and treated with care, handpicked and micro-roasted in small batches, then blended with functional ingredients and packaged to guarantee freshness and a rich, full-bodied flavor.

The three initial varieties from the new Coffee Blenders line include:

- **Lean**, which includes 400 mg of Svetol[®], an all-natural green coffee bean extract that can help with weight loss. In fact, subjects in a clinical trial lost an average of 11 pounds in 60 days when consuming a full dose of 400 mg of Svetol a day. In a clinical trial, a 400 mg daily supplementation with Svetol has been proven to increase the lean-mass-to-fat-mass ratio, reduce body weight, decrease the glucose intestinal absorption and inhibit the glucose-6-phosphatase in the liver;
- **Focus**, which boosts cognitive function with 200 mg Cereboost[®], an all-natural, fast-acting derivative from American Ginseng clinically proven to improve concentration as well as short- and long-term memory. In a randomized, double-blind, placebo-controlled, crossover clinical study, a 200 mg supplementation with Cereboost has been clinically proven to improve working memory and support attention;
- **Escape**, which contains a full serving of L-Tea Active[®], a safe all-natural amino acid found in green tea leaves that is clinically proven to reduce minor or occasional stress without feeling drowsy. In a recent clinical study, a 200 mg dosage of L-Theanine has been proven to reduce heart rate in response to acute stress.

Compatible with Keurig K-Cup[®] systems, Coffee Blenders pods are premeasured to deliver the perfect combination of robust flavors and clinically proven health benefits in minutes. By integrating the nutrients into consumers' coffee, many find Coffee Blenders a simpler method to enhance their health with supplements.

“Many of my patients are searching for a fast, convenient way to improve their health within their budget. Coffee Blenders is the perfect solution for people to increase their intake of all-natural ingredients within their existing diets,” said Peter Billing, MD, Founder & Owner of Puget Sound Bariatrics and Member of the Nuzee Advisory Board. “In particular, I recommend Coffee Blenders Lean as an easy way for weight loss patients to add green coffee bean extract to their diets.”

The first three varieties, Lean, Focus and Escape, in the Coffee Blenders line of coffee pods are now available on CoffeeBlenders.com and Amazon. Additionally, Coffee Blenders will be available in a variety of select retailers later in 2014. Nuzee plans to introduce additional functional varieties of its Coffee Blenders line in the second half of the year.

About Nuzee, Inc.

Nuzee, Inc. (OTC QB: NUZE), headquartered in San Diego, California, is an innovative consumer products company addressing the rapidly growing market for personalized beverages by building proprietary beverage brands that offer functional and nutritional benefits. The Company's initial line of functional beverages – Coffee Blenders[™] – is believed to be the first family of gourmet specialty grade coffee offered in convenient K-Cups[®] using only natural ingredients with clinically supported branded nutrients. Initially the Coffee Blenders line will consist of three varieties: Escape, with L-Tea Active[®] for Stress Reduction; Lean, with Svetol[®] for Weight Loss; and Focus, with

Cereboost[®] for Cognitive Performance. Nuzee plans to expand its family of functional coffees to include new functions and flavors beginning in the second half of 2014 and is currently exploring new beverage platforms beyond coffee. Additional information can be found at www.coffeeblenders.com and www.mynuzee.com.

“Svetol”[®] and “Cereboost”[®] are registered trademarks of Naturex. “L-Tea Active”[®] is a registered trademark of Blue California. “K-Cup”[®] is a registered trademark of Keurig Incorporated.

Forward Looking Statements

This news release may contain forward-looking statements regarding future events and the future performance of Nuzee that involve risks and uncertainties that could cause actual results to differ materially. These statements are based on management's current beliefs and expectations. These statements include, but are not limited to, statements that relate to our business and future, including the timing of the availability of our beverages and related products, the ability to obtain distribution, and any statements that relate to the intent, belief, plans or expectations of Nuzee or its management, or that are not a statement of historical fact. Risks that could cause actual results to differ include the possibility that our beverage products will not become available as anticipated, the possibility that we will not successfully obtain additional distribution channels, and other risks that are described in reports filed with the Securities and Exchange Commission by Nuzee. Nuzee does not plan to update any such forward-looking statements and expressly disclaims any duty to update the information contained in this news release except as required by law.

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