Asantae Reports Record Q1 Network Growth Metrics

The Associated Press

/FROM PR NEWSWIRE DALLAS 888-776-3971/ [STK] TorontoVE:JVA NASDAQ-OTCBB:ASNHF [IN] FIN OTC [SU] SLS TO BUSINESS/FINANCIAL EDITORS: Asantae Reports Record Q1 Network Growth Metrics VANCOUVER, BC and MESA, AZ, April 3, 2012 /PRNewswire/ - Asantae Holdings International Inc. (TSXV: JVA, OTC PINK: ASNHF) ("Asantae" or the "Company"), a producer and marketer of innovative nutritional products through a network of independent distributors, today reported record growth metrics in several key areas from the first quarter just completed, and their impact on the Company's 2012 objectives.

Dan Lundell, Asantae's CEO, stated, "In our 2012 Outlook press release in early March we laid out several concrete objectives for 2012 including crossing into profitability in Q2 and achieving record revenues this year. We are pleased to report that we are ahead of our internal projections regarding profitability and expect to meet our objective of cash flow positive in Q2 2012. As the metrics that we are releasing below indicate, we are well positioned for continued rapid growth in Q2. Further, we reiterate our guidance that Asantae will be cash flow positive for the balance of 2012." Asantae Affiliate Recruiting Mr. Lundell explained, "Affiliate recruiting is the lifeblood of a network marketing business and a key indicator of momentum and growth." Newly recruited Affiliates and Preferred Customers in Q1 2012 is up over 310% compared to Q4 2011, and is growing in Q1 2012 at an average monthly rate of approximately 48%, significantly out-pacing internal expectations.

Auto Ship Growth "Auto Ship or recurring orders are an important indicator of retention and the health of the repeat consumption base of the business. Projected auto ships provide insight into recruitment quality," said Mr. Lundell.

Total Auto Ship (recurring) orders in Q1 2012 are up over 200% compared to Q4 2011, and grew in Q1 2012 at an average monthly rate of 27%, solidly ahead of expectations and trending upwards.

RealW8T Units Sold "As RealW8T is now our core product, unit count is an important and direct indicator of sales success," said Mr. Lundell.

The Company reports total units sold of over 7,400 for Q1 2012, an increase of over 280% over units sold in Q4 2011, and an average monthly growth rate in Q1 2012 of approximately 51%, indicating a steeper than expected sales growth trajectory.

Ab out Asantae Asantae Holdings International Inc. (www.asantae.com) is a producer and marketer of innovative nutritional products through a network of independent distributors (Asantae Independent Affiliates). Asantae's flagship

product RealW8T addresses the primary threat to public health in the industrialized world; overweight and obesity. Asantae's approach to this threat is based on a body of research related to the brain chemistry of addiction, chronic low-grade inflammation and oxidative stresses which, according to scientific and medical research, are the underlying conditions for most modern epidemic diseases (obesity, heart disease, diabetes, stroke, some cancers, etc.).

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Forward Looking Statements - Certain information in this news release is forward-looking within the meaning of certain securities laws, and is subject to important risks, uncertainties and assumptions. This forward-looking information includes, among other things, information with respect to the Company's beliefs, plans, expectations, anticipations, estimates and intentions, including the listing and trading of the Company's common shares on the Exchange. The words "may", "could", "should", "would", "suspect", "outlook", "believe", "anticipate", "estimate", "expect", "intend", "plan", "target" and similar words and expressions are used to identify forward-looking information. The forward-looking information in this news release describes the Company's expectations as of the date of this news release. The results or events anticipated or predicted in such forward-looking information may differ materially from actual results or events. Material factors which could cause actual results or events to differ materially from such forward- looking information include, among others, the Company's ability to develop new products which will receive market acceptance, to receive market acceptance in new markets outside the United States, to engage and retain qualified key personnel, employees and affiliates, to obtain capital and credit and to protect its intellectual property rights.

The Company cautions that the foregoing list of material factors is not exhaustive. When relying on the Company's forward-looking information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to in the previous paragraph will not cause such forward-looking information to differ materially from actual results or events.

However, the list of these factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE.

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SOURCE Asantae Holdings International, Inc -0- 04/03/2012 /CONTACT: Asantae Holdings International Inc.
 Dan Lundell, CEO/COO
 danlundell@asantae.com
 10153 E Hampton Ave, Ste 101, Mesa, AZ, 85209 USA
 Phone: 480-278-8712 / Fax: 480-383-6147   Sequoia Partners Inc.
 James Beesley
 james@sequoiapartners.ca
 Phone: 778-389-7715   Adam Rabiner
 adamr@sequoiapartners.ca
 Phone: 604-868-7881 (TorontoVE:JVA / NASDAQ-OTCBB:ASNHF) / CO: Asantae Holdings International, Inc ST: Arizona British Columbia IN: FIN OTC SU: SLS PRN -- TO863 -- 0000 04/03/2012 20:17:00 EDT http://www.prnewswire.c

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