

Asantae Reports Network Growth Metrics for April 2012

The Associated Press

/FROM PR NEWSWIRE DALLAS 888-776-3971/ [STK] TorontoVE:JVA NASDAQ-OTCBB:ASNHF [IN] FIN OTC [SU] SLS TO BUSINESS EDITORS: Asantae Reports Network Growth Metrics for April 2012 VANCOUVER, BC and MESA, AZ, May 2, 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 robust growth in several key areas for April 2012.

Dan Lundell, Asantae's CEO, stated, "We are very pleased with the rapid growth that we have seen in April. All of our core metrics have increased significantly, which is a clear indication of the momentum that we anticipate in Q2 and the remainder of 2012." Asantae Affiliate Recruiting Newly recruited Affiliates and Preferred Customers, a key indicator of momentum and growth, are up 30% in April 2012 compared to March and have increased 302% since the beginning of 2012.

Auto Ship Growth Total Auto Ship (recurring) orders, an important gauge of retention and the health of the repeat consumption base of the business, are up 18% in April over March and have increased 142% since the beginning of 2012.

RealW8T Units Sold In April, over 4400 total units were sold of our core RealW8T product, an increase of 22% over March. This represents a 319% increase in monthly unit sales since the beginning of 2012.

About 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.

READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME.

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