



CieAura Announces Plans to Go Public

CieAura LLC, a Nevada limited liability company and premiere distributor of Transparent Holographic Chips, announces plans to actively participate in the public arena by the second quarter of 2012.

Los Angeles, CA ([PRWEB](#)) February 08, 2012 -- [CieAura](#) LLC, a Nevada limited liability company, has made the decision to participate in the public arena with a portion of its global business. The portion of CieAura's existing global businesses currently committed to generate revenue for the public entity, will include all of Europe and the Greater China region. Each of these current CieAura global markets represent countries that are in the top ten of revenue generating markets for Network Marketing worldwide.

Ken Rasner, the visionary Founder and CEO of CieAura, shared his excitement about this action when he said, "Entering the public arena will allow the rate of CieAura's success to increase significantly, primarily because it will rapidly facilitate an expanded, more robust global infrastructure. CieAura was founded on the highest level of integrity in the network marketing business model and I can ensure all concerned of our continued commitment to that end. People worldwide love and need the unique products that CieAura markets and these outstanding products will remain congruent as we move forward."

CieAura made this decision to enter the public arena with part of CieAura's global business based upon research of the past performance of public companies in the network marketing industry such as USANA, NuSkin and Herbalife. Each of these companies has shown remarkable growth over the last ten years. CieAura's participation in a public entity will allow [CieAura](#) to raise additional capital which can be used to enhance CieAura's growth in those regions. This additional capital will enable CieAura's accelerated hiring of well qualified employees, creation of international support offices and customization of CieAura's product line for each global region.

Paul Rogers, COO of CieAura, is excited about this new milestone for CieAura. He said, "Participating in the public arena, with some of the key countries CieAura now serves, will enable CieAura to offer an unprecedented opportunity for our Retailers, customers and vendors which can bring enhanced value to shareholders. CieAura has a very loyal customer and Retailer base which should provide continued growth in global revenues for years to come." Rogers speaks from experience. He was President of NHT Global, a Network Marketing company, when it rose from a penny stock to become a highly sought after stock traded on NASDAQ.

CieAura CFO, William Wong, with years of operation and finance expertise in the public sector, commented, "Placing these CieAura markets into a publicly listed company, takes CieAura's business to a whole new level. In terms of accountability, being in the public arena requires openly presenting financials to the public; requires all business dealings to be transparent and requires the highest level of integrity in all that is done. New opportunities will also arise from this. Anyone, including our Retailers from all over the world, will have the chance to participate as owners of the public entity and, as owners, taking a greater stake in the company."

CieAura intends to announce the new relationship in the second quarter of 2012.

About CieAura, LLC

Creating Total Balance for Life. CieAura is a leading direct sales company, launched in March 2010 and



currently distributes CieAura Transparent Holographic Chips™ in 54 countries around the world. Utilizing 3000 years of science in a 21st century delivery system, CieAura's Transparent Holographic Chips™ are computer-programmed holograms based on sophisticated combinations of natural intrinsic energy processes. When placed along sensitive acupuncture meridian points, results such as improved energy and stamina, deeper, more complete rest, relief from discomfort, relief from sinus allergies, naturally enhanced athletic performance, decreased appetite for [weight control](#) and other positive reactions occur, depending on the program formula of the Holographic Chip and the related placement. CieAura provides opportunities for the everyday person to become Independent Retailers with exclusive rights to market and distribute revolutionary products at minimal cost and with competitive compensation incentives. CieAura is a promotional partner and distributor of officially licensed products by the NBA and WNBA.

To learn more about CieAura, visit: <http://www.CieAura.com> and join the conversation on Facebook (<http://www.facebook.com/cieaura.llc>) and Twitter (<http://www.twitter.com/cieaura>).

Statements in this press release that are not statements of historical or current fact constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties, and other unknown factors that could cause the actual results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms "believes," "belief," "expects," "intends," "anticipates," "will," or "plans" to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's reports and registration statements filed with the Securities and Exchange Commission.

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