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ALPHAЕON APPOINTS HON. CHRISTOPHER COX AND DENNIS WOLF TO BOARD OF DIRECTORS

Irvine, Calif., May 6, 2014 – ALPHAЕON Corporation, a leader in self-pay healthcare social commerce, today named Christopher Cox and Dennis Wolf to its board of directors.

“Chris Cox’s wisdom and experience with internet and self-pay legislation as well as Dennis Wolf’s amazing track record at successful technology startups and public companies, make them an ideal fit for the next evolution of ALPHAЕON’s development,” said ALPHAЕON Chairman Dr. William Link.

Christopher Cox is a partner in the international law firm Morgan, Lewis & Bockius LLP and President of Morgan Lewis Consulting LLC. He advises global companies on strategic issues, corporate governance, securities regulation and general business matters. Previously, he was the 28th Chairman of the U.S. Securities and Exchange Commission; the fifth-ranking leader in the U.S. House of Representatives and Chairman of the House Committee on Homeland Security; a White House counsel to President Ronald Reagan; a member of the faculty at Harvard Business School; and a partner in the international law firm of Latham & Watkins. He will move from Board Special Advisor to Board Member, and will chair the Nominating and Governance Committee

“Having served as an advisor to the ALPHAЕON board for the past year, I am looking forward to an expanded role with the company through service as a board member and committee chair. I am passionate about the positive changes ALPHAЕON is advancing in the self-pay sector that will dramatically improve the relationship between doctor and patient, and the quality of care patients receive,” said Christopher Cox.

Silicon Valley veteran, Dennis Wolf, has held numerous executive positions with public and private companies including CFO, COO and CEO. His most recent experience is as chief financial officer at DataStax. Prior to DataStax, Wolf served as CFO and executive vice president at Fusion-io, where he led the company to an IPO in 2011. Prior to that, he was the CFO at MySQL where his leadership proved invaluable to their growth and ultimate sale to Sun Microsystems. Wolf held financial roles at Apple and Sun Microsystems earlier in his career, giving him a wide range of operational leadership over 30 years. He currently serves as a director and chair of the audit committee of Codexis Inc. and has been a director for other publicly and privately held companies including Quantum Corporation, BigBand Networks, Inc., Registry Magic, Inc., Avanex Corporation, Komag, Inc., Exponential Interactive and Vitria Technology, Inc. In addition to being an ALPHAЕON board member, Dennis Wolf will serve as Audit Committee Chair.

“I am thrilled to have the opportunity to serve on the board of such a fast-paced company, said Dennis Wolf. ALPHAЕON’s approach to technology and social commerce in the healthcare space has the ability to transform self-pay healthcare, and I believe my



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experience will provide tremendous value as the company positions itself for the future.”

About ALPHA EON Corporation

ALPHA EON Corporation is the first social commerce company transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit www.alphaeon.com.

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