



ALPHAЕON®

ALPHAЕON Strengthens its Technology Foundation by Acquiring Eveo

IRVINE, Calif., Jan. 28, 2016 -- ALPHAЕON Corporation, a social commerce company and subsidiary to Strathspey Crown Holdings LLC, today announced its acquisition of Eveo, an award-winning digital technology company. Terms of the acquisition were not disclosed.

For more than 16 years, Eveo has helped pioneer digital platforms in the healthcare space, including ShoutMD®, ALPHAЕON's social commerce platform. ShoutMD allows board certified physician specialists to share insights, collaborate on new ideas and purchase lifestyle healthcare products with the click of a button under a broad affinity program. With this acquisition, ALPHAЕON boosts its internal social commerce development and design capabilities and expertise.

"Eveo is a leader in social commerce development and an important addition to ALPHAЕON as we expand and scale our ShoutMD platform for global growth," said Robert E. Grant, CEO of ALPHAЕON. "With this acquisition, we continue to gain deep expertise in both design and development of advanced social commerce platforms and information systems. This transaction increases our software and technology teams, paving the way for our continued and rapid commercial growth."

"Since our beginning, Eveo has been committed to developing unique digital healthcare offerings and delivering exceptional client service for hundreds of brands," said Olivier Zitoun, Founder and CEO of Eveo. "We are thrilled to join the ALPHAЕON team and help the company expand its digital platform and expertise, while remaining committed to support and grow our portfolio of healthcare brands."

In addition to his role as Eveo's CEO, Olivier Zitoun will join the ALPHAЕON executive team in the role of Chief Technology Officer.

About Eveo

Eveo is a leading independent, full-service health and wellness company, rooted in technology. Founded in 1999 by Olivier Zitoun, Eveo has partnered with over 200 health brands to help them achieve their goals through insight-driven strategies, award-winning, creative, and groundbreaking innovations. Eveo is headquartered in San Francisco and has offices in San Diego, Boston, Chicago and New York. For three years in a row, Eveo was ranked the No. 1 independent digital health company in the U.S. by AdAge.



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About ALPHAEON Corporation

ALPHAEON Corporation is a social commerce company with the goal of transforming lifestyle 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.

About Strathspey Crown Holdings, LLC

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. The firm is founded in partnership with physician investors across key medical specialties including plastic surgery, ophthalmology, dermatology, dentistry and orthopedics. For more information, please visit www.strathspeycrown.com.

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