



Mark T. McCool, Founder & CEO

Committed to Excellence, Mark McCool is an innovator who lives by uncompromising standards. Over the past 12 years, he has been the mastermind behind some of the wellness industry's most unique and best-selling products. Throughout his career, Mark's novel products have generated more than \$200 Million in sales. He also developed some of the industry's most technologically advanced business systems, which have attracted more than 500,000 distributors and customers to his direct sales businesses.

After studying Computer Science at the University of Wisconsin Eau Claire, Mark spent most of the late 1990s in the web design, Internet marketing, and Internet promotion business. He served as Founder and President of PC Direct from 1992 until 1998, and has more than 20 years of extensive computer designing, building, programming, and sales experience. While serving on the Board of Directors of four international direct sales companies, Mark specialized in developing and enhancing effective sales and marketing materials, designing web sites, increasing sales, writing training manuals, and speaking to audiences of thousands across the world.

Today, Mark's goal is to revamp the standards of the direct sales industry, especially in product production, marketing and technology. With his uncompromising commitment to product quality, his decades of marketing and sales experience, and his ability to create business systems that produce results, Mark McCool stands perfectly positioned to launch and expand the LiveSmart 360 Member network globally.

"I have spent the majority of my career focusing on two of my passions: promoting good health and creating state-of-the-art marketing technologies to help people grow successful online businesses. Like many people, I've experienced numerous triumphs and also some challenges over the years. Yet I never lose focus on what is most important: I will not produce low-quality products, will not have an inferior commission payout, and will never compromise on support to our Members' satisfaction. Every decision we make here at LiveSmart 360 must benefit the Member or Customer – or it won't be done. I also never lose focus on my family, my commitment to helping others improve their lives, and my goal of doing business with integrity and treating others as they deserve to be treated." – Mark McCool, LiveSmart 360 Founder & CEO



Jeanine N. McCool, Co-Founder & Vice President

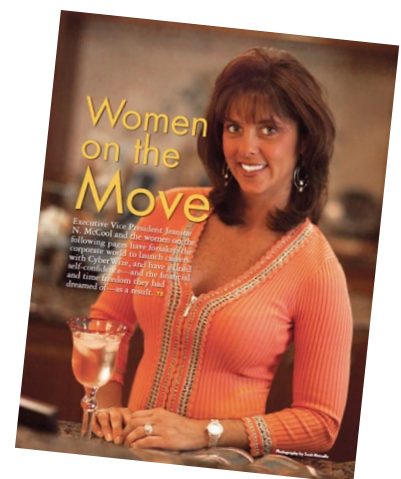
Jeanine is an industry veteran who has devoted the majority of her adult life to making a difference in the lives of others. She counts among her greatest accomplishments the joy of seeing others apply positive actions that start with themselves.

As an entrepreneur and public speaker, she relishes the opportunity to coach and mentor women, and to help them overcome obstacles and turn adversity into success. She encourages others to stay focused on their goals and remain passionate about their desires, and frequently shares her belief that, *"If you believe you can, you will. If you think you can't, you won't."*

Jeanine studied office management and business administration in Wisconsin and she has 20+ years of experience in establishing strategic direction and comprehensive support at a corporate level. Jeanine has managed operations in customer service, employee relations, payroll, accounting, records management, and corporate events (including regional and national conventions).

Mrs. McCool has worked side by side with World Vision, a non-profit organization which enhances the lives of children around the world and helps them to grow into happy, successful and fulfilled adults.

She also has a large passion for the health industry, and is dedicated to healthy living herself, always promoting wellness throughout the LiveSmart 360 community. Jeanine looks forward to the further impact she can impart to all of those who partner with LiveSmart 360.





Chuck Hallberg, Financial Partner

Charles ("Chuck") Hallberg partnered with LiveSmart 360 recently as an investor and advisor. He sees the power of the network marketing model, and is following the path of other well-known entrepreneurs such as Warren Buffet and Richard Branson, who have invested in successful network marketing companies.

Chuck founded MemberHealth, Inc., in 1998, bringing more than 25 years of industry experience and leadership to the company. Under his leadership and vision, MemberHealth grew into the nation's fourth-largest Medicare Part D Prescription Drug Plan. Over a three-year span, MemberHealth revenues grew from \$215 Million to \$1.2 Billion, a 20,128.9% increase. In 2007, MemberHealth was Ranked #1 on the Inc. 500 ranking. Chuck ultimately sold the company for \$630 Million to Universal American Financial (NASDAQ: UHCO).



Chuck's overall business philosophy of transparency set him apart from the competition, offering innovative products with consumer-driven formularies, designed to provide members with the most cost-effective, therapeutically appropriate, prescription drug care.

Prior to founding MemberHealth, he was Vice President of Marketing and Sales and a Principal for Continental Managed Pharmacy. He also founded Automated Scripts Net, a national PBM company, and served as Executive Vice President - Administration, General Counsel and Secretary at General Computer Corporation (now MedE America Corporation, which was acquired by WebMD).

Previously, he served as Corporate Counsel for Revco D.S., Inc., where his responsibilities included general corporate law, employee benefits, mergers and acquisitions, FDA manufacturing compliance, and intellectual property law.

"I chose to partner with LiveSmart 360 because I see tremendous potential in the company. Network Marketing is a dynamic industry, and one where I believe I can offer my financial and business expertise with the goal of exponential growth. LiveSmart 360 could very well be the next Inc. Magazine Top 500 record-setter."

- Charles Hallberg, Investor & Advisor



Derrick M. DeSilva, Jr., M.D.

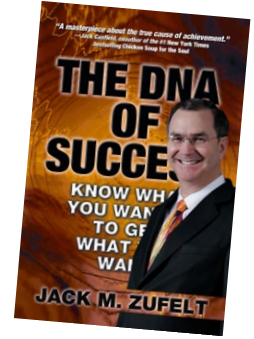
Dr. DeSilva is a nutritional expert who has been instrumental in the formulation of more than 100 natural products. He is a practicing internist and Co-Chairman of Integrative Medicine at Raritan Bay Medical Center in New Jersey, and is on the teaching faculty at JFK Medical Center. He lectures nationally and internationally on various topics concerning health and medicine, and enjoys the following associations and recognition:

- Member of the American Medical Association
- Former President of the American Nutraceutical Association
 - Chairman of Age Management Medicine Group
 - Alan Mintz Award for Excellence in Clinical Age Management Medicine
 - Congressional Award for Community Service
 - Best Doctor Award by Castle Connolly for the past 12 consecutive years
 - Recently published: The Big Book of Cures

Dr. DeSilva hosts a weekly radio talk show called "Ask the Doctor" as well as his own television show, "To Your Health." He is a frequent guest on CNN, ABC, and EXTRA, and has appeared on numerous television programs, including "Larry King LIVE," "The Montel Williams Show," and ABC's "Nightline."

Dr. DeSilva works exclusively with LiveSmart 360 as Chairman of the Medical Advisory Board, and is directly involved in formulating products for the company.

"Manna 360 is the most exciting formulation I've ever been involved with. We have gone to great lengths in research and expense to make sure this product provides all-natural, complete nutrition of the highest quality, and at the same time leave out ALL harmful and controversial ingredients that unfortunately are present in so many other products. Where most companies make significant compromises for the sake of profits, we have not. Manna 360 is unparalleled by anything on the market today." - Derrick M. DeSilva, Jr., M.D.



Jack M. Zufelt

Jack Zufelt is at the top of the list as one of the most widely recognized speakers and authors on the subjects of personal development, success, and achievement. He is the author of *The DNA of Success*, which is a #1 best-seller and is now published in 15 languages. Jack enjoys the following successes and recognition:

- One of the highest-paid speakers in the world.
- Awarded the Presidential Medal of Merit by a former President of the United States.
- Honored by the United States Senate for teaching Americans how to achieve better results in their personal lives and careers.
- Has spoken on more than 2,000 radio and TV talk shows around the world, including The Today Show.
- Was selected by *Winners Digest*, a publication for Fortune 500 executives, as one of the two most effective speakers in the United States.
- Has been featured in published articles and on the cover of many magazines in numerous countries, including the United States, Canada, Malaysia, Taiwan, Singapore, Hong Kong, New Zealand, Australia, Japan, Indonesia, Philippines, Korea, and Thailand.

Jack is a strong believer in personal success and the force that drives each person, which makes him a leading advocate of the direct sales industry and building a long-term residual income. He has chosen to join the LiveSmart 360 Executive Team and apply his expertise for the benefit of all LiveSmart 360 Members. Jack gives his full endorsement of the company and CEO Mark McCool, whom he has known personally for more than 13 years.

To learn more about Jack Zufelt, visit <http://JackZufeltspeaks.com>.