

## **Changing Times Vitamins Retains Marketing Expert Charles Chiaverini to Take Over Sales of Two of Its Major Products Lines**

SCOTTSDALE, Ariz., June 18, 2009 (GLOBE NEWSWIRE) -- Changing Times Vitamins, Inc. (Pink Sheets: [SGTB](#) - [News](#)) announced that they have retained the consulting services of Charles Chiaverini to take over sales and marketing for their LiquidMd and RecoveryX brands. Chiaverini, a 16 year veteran in sales and marketing of nutritional supplements is considered one of the most qualified in the industry. His management positions with Rexall Sundown, General Nutrition Centers and Garden of Life have covered hundreds of millions in sales, with responsibilities for brand marketing, advertising and new product development. Mr. Chiaverini has handled both National and International sales and marketing.

Mr. Chiaverini was with General Nutrition Centers (GNC) for 10 years, where his positions included Vice President Sport Nutrition, Diet and HBA, with sales totaling well over \$500 million. He was responsible for launching over 350 new products while with GNC. During his 4 year tenure with Rexall Sundown, he was Vice President of Brand Marketing-Active Nutrition, primarily the Met-Rx Sports Nutrition and Pure Protein brands. The past 4 years, Mr. Chiaverini was Vice President, Global Sales and Business Development for Garden of Life where his management responsibilities included E-Tail, Practitioners and International Export and National Accounts.

Changing Times Vitamins, stated: Our Company has been discussing the possibility of Mr. Chiaverini joining us for some time, but until now we didn't feel our product line and marketing materials were ready for him to take it on. We now feel our products are ready to go national, and we're thrilled to add Mr. Chiaverini's expertise to the marketing and distribution of our great product line. We anticipate that Mr. Chiaverini, with his extensive knowledge and contacts in the industry, will direct us through the proper channels to drive our revenues.

For products, see [www.ChangingTimesVitamins.com](http://www.ChangingTimesVitamins.com)

### **ABOUT CHANGING TIMES VITAMINS, INC.**

Changing Times Vitamins distributes a line of products specifically geared to the health and energy sectors, specifically targeting athletes and people with active life styles. Most products contain a patent pending algae extract that has been clinically tested in humans and animals.

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

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