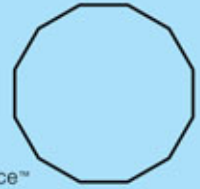


BENEV Company Inc.

23263 Madero, Suite A, Mission Viejo, CA 92691, USA www.BENEV.com
949-457-2222, 949-457-2221, fax



Progressive Skin Science™

FOR IMMEDIATE RELEASE

May 15, 2009

BENEV Launches Growth Factor Educational Tour in Asia Seminars Will Focus on Safety and Efficacy of New Skin Rejuvenation Therapy

Mission Viejo, CA— BENEV Company Inc., an FDA-licensed pharmaceutical manufacturer, will tour Asia later this month to conduct informative seminars on a new growth factor technology for skin rejuvenation. Drs. Ahmed Al-Qahtani and Greg Maguire will join BENEV educators on the tour of Japan, China, Korea, and Taiwan. Dr. Al-Qahtani, PhD, immunology, is an assistant professor of medicine at UAE University College of Medicine and a postdoctoral scholar at the Center for Immunology at UC Irvine. Dr. Maguire, PhD, physiological optics, serves as president of La Jolla Research Institute and president of the San Diego Neuroscience Group. These experienced research scientists worked with BENEV to create the BENEV GF Complex line and GF-DNA (GF-DNA not available in some countries).

"This cutting-edge growth factor technology has been developed over the last several years as an evolution of our years of work in wound healing of burn, ulcer, and trauma patients," Al-Qahtani said.

Seminars will be held at leading academic and hospital centers to educate physicians and interested members of the public about the safety and efficacy of new skin treatments based on research into the skin healing and rejuvenating effects of growth factors.

Michael Varosky, VP of Sales & Marketing at BENEV, said, "We are excited to introduce this effective new kind of growth factor skin treatment to the medical communities in Asia. BENEV's GF Complex and GF-DNA have been successful in the U.S., and we look forward to working with our partners, Dr. Al-Qahtani and Dr. Maguire, to provide accurate information to physicians and the public."

Since the "soft" launch of the GF Complex products, the demand for education about the growth factor technology behind them has increased from both medical and industry professionals around Asia. The tour will serve as a travelling educational seminar and as an introduction of GF-DNA Serum to the Asian market, as BENEV will soon distribute this product throughout Asia. BENEV GF Complex and GF-DNA are already widely available in the U.S., and additional products are forthcoming to be distributed in both domestic and international markets.

Growth factors are natural proteins abundant in young, healthy skin that nourish skin cells and keep them active, regulating repair and renewal processes. They are involved in cell generation, collagen production, and elastin production. These functions help keep skin taut, firm, and smooth. As skin ages or suffers photo-damage from sun exposure, it produces fewer growth factors, loses elasticity, and develops wrinkles and discoloration. Now, advances in biotechnology have made it possible to produce growth factors in a laboratory and stabilize them for topical application.

About BENEV Company, Inc.

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-licensed drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to www.BENEV.com.