



ALPHAЕON Appoints Murthy Simhambhatla PhD as CEO and President

Irvine, Calif., August 17, 2016 – ALPHAЕON Corporation, a social commerce company in lifestyle healthcare, today announced that Murthy Simhambhatla PhD has been appointed CEO and President by the ALPHAЕON Board of Directors. Dr. Simhambhatla replaces Robert E. Grant who was recently appointed as Vice Chairman of the ALPHAЕON Board of Directors.

Dr. Simhambhatla joins ALPHAЕON from Strathspey Crown where he has served as Senior Partner. Prior to joining Strathspey Crown, he was most recently Senior Vice President at Abbott Laboratories and President of Abbott Medical Optics (AMO). Prior to AMO, he led Abbott's Ibis Biosciences business focused on infectious disease diagnostics. He joined Abbott through the acquisition of Guidant's vascular business in 2006, where he was Vice President and General Manager for Drug Eluting Stents. Dr. Simhambhatla holds a bachelor's degree in chemical engineering from Anna University in India and master's and doctorate degrees in polymer engineering from the University of Akron.

Dr. Simhambhatla said, "I am honored to join ALPHAЕON at this exciting time. I believe that the Company is uniquely positioned to disrupt lifestyle healthcare through innovative products and its social commerce engine, ShoutMD®. I look forward to joining the ALPHAЕON employees and physician partners around the world as we work together to advance the Company to new heights."

ALPHAЕON Founder and Vice Chairman of the Board, Robert E. Grant said, "I am very pleased to turn over the executive leadership of the Company to such an exceptional and seasoned business leader. Murthy has played an integral role at Strathspey Crown and we wish him great success in this new endeavor at ALPHAЕON. As announced in late May, my transition had been planned for some time and I look forward to enjoying my new role as Vice Chairman of the ALPHAЕON Board of Directors in addition to my ongoing responsibilities as Chairman of Strathspey Crown."

About ALPHAЕON Corporation

ALPHAЕON 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.

ALPHAEON PRESS CONTACT:

Scott Jorgensen

Tel: +1-949-284-4555

Email: press@alphaeon.com