

The Amacore Group Spins off Its Zurvita Division in Share Exchange Agreement with Red Sun Mining

MAITLAND, Fla.–(BUSINESS WIRE)– The Amacore Group, Inc., (OTC BB: ACGI), a leader in providing membership benefit programs, insurance programs, and other innovative and high-quality benefit solutions to individuals, families and employer groups nationwide, announces the spin off of its Zurvita division to Red Sun Mining, Inc. (“Red Sun”) in a transaction that became effective July 30, 2009. Incorporated by Amacore in 2008, Zurvita has become a wholly-owned subsidiary of Red Sun, and will be operating under the “Zurvita, Inc.” name, with shares being traded on the OTC Bulletin Board under the stock symbol “RDSN.”

Based in Houston, Texas, Zurvita is a national network marketing company that markets health, financial, technology, energy, and consumer products to individuals, families, and businesses around the country in a variety of sales models and channels. Pursuant to the terms of the Share Exchange Agreement (“Share Exchange”), Red Sun Mining issued to Amacore a total of 9,310,000 shares of Red Sun common stock for one hundred percent of the outstanding shares of Zurvita common stock. Jay Shafer, Amacore’s CEO, will become Co-CEO of Red Sun, sharing the CEO role with Mark Jarvis, Zurvita’s founder. Terms of the agreement can be found in Amacore’s Form 8-K which was filed with the United States Securities and Exchange Commission on August 5, 2009.

As a result of the spin off, Amacore retains a significant investment stake in Zurvita’s new parent company, Red Sun, while reducing the cash burn associated with Zurvita’s establishment, growth, and expansion. Additionally, as part of the Share Exchange Transaction, Amacore entered into a comprehensive marketing and sales agreement with Zurvita, whereby Amacore will, at its option, continue to provide Zurvita with a variety of administrative services and access to key benefits Amacore maintains with third party vendors and product and service providers.

Commenting on the spin off, Jay Shafer, Amacore’s CEO stated: “We’re excited about this new path for Zurvita. While Amacore has benefitted from the increased revenue growth and gross margin contributions Zurvita has provided, its business model is unique and best suited for this new structure. As a separate public company, Zurvita will be able to further its entrepreneurial operations and pursue its own growth strategy. Further, since Zurvita has accounted for approximately fifty percent of Amacore’s operational cash requirements in the past eighteen months, the spin off of Zurvita will allow Amacore to significantly reduce its monthly cash burn rate as well as its dependence on dilutive equity financings to fund Zurvita.”

Regarding the spin off, Mark Jarvis, Zurvita co-CEO stated: “We at Zurvita welcome this opportunity for Zurvita to boldly continue its growth and expansion, with new products, new partners, new channels, and in new markets, all the while remaining true to the core values and the remarkable team that have brought us to this point.”

Concurrent with the closing of the Share Exchange, Zurvita entered into an Advertising and Marketing Agreement (“Advertising Agreement”) with OmniReliant Holdings, Inc., a builder of global consumer brands through domestic and international direct marketing channels. Under this agreement, Zurvita will provide advertising placement for OmniReliant on its website and OmniReliant will provide Zurvita with certain marketing services including the production of infomercials, video production services, management of call centers, buying and fulfillment services. As part of the agreement OmniReliant received 3,800,000 shares of Zurvita’s common stock. Vicis Capital Master Fund, Amacore’s majority shareholder, will also be a significant shareholder of

Zurvita. Other terms of the agreement can be found in Red Sun's Form 8-K which was filed with the United States Securities and Exchange Commission on August 5, 2009.

After the effects of the Share Exchange and Advertising Agreement, Amacore's investment in Red Sun represents approximately 59% of the issued and outstanding common stock and approximately 41% of the voting rights of total equity securities outstanding; OmniReliant's investment in Red Sun represents approximately 24% of the issued and outstanding common stock and approximately 17% of the voting rights of total equity securities outstanding. The remaining 17% of the issued and outstanding common stock is held by various investors and represents approximately 12% of the voting rights of total equity securities outstanding.

Mr. Shafer continued: "As an equity holder of Red Sun, Amacore will continue to benefit from Zurvita's success. We believe the marketing agreement that Zurvita has signed with OmniReliant has positioned Zurvita for even greater success. Additionally, we are pleased that Vicis' management has given its support to this new venture, demonstrating Vicis' belief in Zurvita's business plan and path to growth."

Mr. Shafer concluded: "The Amacore management team continues to concentrate our efforts on reviewing and refining operations, streamlining costs, and maximizing profitability and shareholder value. We believe this transaction is consistent with those efforts and in the best interests of the company and its shareholders."