

RBC Life Sciences Announces New Product, OliViva™

IRVING, Texas--(April 8, 2008)--**RBC Life Sciences, Inc. (OTCBB: RBCL)** today announced that it is releasing a new product, OliViva™, to the North American market. OliViva™ is a nutritional supplement drink that combines olive leaves and aloe vera to help fight free radicals, support immunity and heart health, enhance mental clarity and boost your energy. The addition of OliViva™ to RBC Life Sciences' product line enters RBC into the multi-billion dollar functional drink market.

The official introduction of OliViva™ will take place on June 6th and 7th in Dallas, TX at the North American Summit, where RBC Associates and Leaders from across the globe will attend to learn more about OliViva's™ distinctive characteristics.

“We are extremely proud to announce the addition of OliViva™ to our already innovative product line,” stated John W. Price, President of RBC Life Sciences. “OliViva™ blends the historical benefits of the olive tree together with modern science and research to provide a drink that surpasses any and every other functional drink on the market. With OliViva™, we hope to make wholesome nutrition for everyone as easy as taking a drink.”

OliViva™ has the world's highest ORAC (Oxygen Radical Absorbance Capacity) rating of functional beverages, which is a method of measuring antioxidant capacities of different foods. Per liter, OliViva™ measures over 85,000 on the ORAC scale and provides numerous other potent ingredients to help the human body defend against free radicals.

RBC Life Sciences develops, manufactures and markets high quality nutritional supplements and personal care products to a growing population of consumers seeking wellness and a healthy lifestyle. Under its MPM Medical brand, RBC also develops and markets to health care professionals in the United States proprietary prescription and nonprescription products for advanced wound care and pain management. All products are tested for quality assurance in-house, and by outside independent laboratories, to comply with regulations in the U.S. and in more than thirty countries in which the products are distributed.

The statements above, other than statements of historical fact, may be forward-looking. Actual events will be dependent upon a number of factors and risks including but not limited to changes in plans by the Company's management, delays or problems in production, changes in the regulatory process, changes in market trends, and a number of other factors and risks described from time to time in the Company's filings with the Securities and Exchange Commission.

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