

## The Amacore Group, Inc., Announces Its Wholly-Owned Sales and Marketing Subsidiary, Zurvita, Inc., has Signed an Exclusive Marketing Agreement with MXenergy

LAKE MARY, Fla. - June 12, 2008 --The Amacore Group, Inc. (OTC BB: ACGI), a leader in providing health and health-related programs and other innovative and high-quality solutions through its unique multi-channel distribution system, today announced its wholly-owned subsidiary, Zurvita Inc., has entered into an exclusive agreement with MXenergy Inc. for the sale and distribution of MXenergy's energy and energy-related products.



MXenergy is one of the nation's leading natural gas and electricity suppliers, currently selling its products in 39 utility territories. With many states deregulating the sale of energy, companies such as MXenergy have emerged bringing to a wide range of consumers and small businesses affordable energy coupled with environmentally-friendly programs. MXenergy is a leader in this space supplying natural gas and electricity in North America to approximately 500,000 customers.

The agreement designates Zurvita as MXenergy's exclusive network marketing seller of MXenergy's products throughout MXenergy's current footprint. The agreement has an initial three-year term with two-year renewal periods thereafter. The agreement also provides for cross-pollination selling with Zurvita marketing the MXenergy products to not only new customers but to existing Zurvita customers, and marketing the Zurvitaproducts to MXenergy's existing and new customers.

Mark Jarvis, President of Zurvita, with over 26 years experience in network marketing, stated, "We are very excited about this new relationship with MXenergy since it adds to Zurvita's product mix one of the strongest new products to hit the market in over 15 years. The deregulation of electricity and natural gas has created a new market for consumers and small businesses that allows them to control their energy costs"



Mr. Jarvis noted, "This arrangement gives our representatives a wonderful new product to add to Zurvita's already terrific product line, and we are confident that it will serve to

attract substantially more representatives to Zurvita by reason of this exciting selling opportunity. The last time the networking industry experienced this type of growth potential was 15 years ago with the deregulation of the telecom industry where billion-dollar companies grew up seemingly 'overnight.' The cross-pollination opportunity will only add to our representatives' ability to build substantial long-term revenue streams for themselves. From Zurvita's perspective, we believe this can only dramatically and rapidly enhance the growth we are anticipating to take place within the next 24 months."

Steven Murray, Chief Operating Officer of MXenergy, stated that "Zurvita expands MXenergy's ability to reach a larger audience and its hope to see a significant boost to our business. Zurvita's background and experience in delivering products through its distribution channels should align extremely well with the energy products that we market."

#### **About The Amacore Group, Inc.**

The Amacore Group, Inc. ([www.amacoregroup.com](http://www.amacoregroup.com))

Amacore, through its unique distribution model, has partnered with some of the nation's top rated carriers to bring to individuals, families and employer groups nationwide a cutting-edge portfolio of health insurance products ranging from traditional major medical insurance to high-deductible plans, Health Saving Accounts, PPO's, limited medical coverage as well as dental, vision and prescription drug plans. These programs are designed to provide consumers with a broad array of product offerings and choices, and marketing partners with compelling new business opportunities in the multi-trillion dollar healthcare market. Leveraging that unique portfolio, Amacore offers a business partner model that combines development innovation with technology and resource tools that create a partner approach that is industry-leading, supportive and cutting edge. Amacore's drive for industry leadership began with a clear purpose: to have a positive impact on healthcare in America. Amacore embraces consumer-driven healthcare and works with a variety of partners to educate, advocate, present and provide consumers with the many options available to them. The key to our success has been to implement a strategy that results in giving different customers very unique and compelling reasons to choose Amacore programs. Amacore offers real solutions in the marketplace and is poised for real growth. We are committed to offering the highest quality products with cutting edge and industry leading infrastructure, tools, customer service and support for our partners and clients.

Through its wholly-owned subsidiary, LifeGuard Benefit Solutions, Inc., Amacore now has the ability to provide administrative and back-office services to other healthcare companies, in addition to expanding its own call center capability through its wholly-owned subsidiaries, JRM Benefits Consultants, LLC, and its recently acquired, US Health Benefits Group, Inc. Zurvita, Inc., Amacore's newly formed, wholly-owned subsidiary specializing

in direct to consumer multi-level marketing, provides yet another channel for Amacore's ever-increasing range of healthcare and healthcare-related products.

### **About MXenergy**

MXenergy is one of the fastest growing retail natural gas and electricity suppliers in North America, serving approximately 500,000 customers in 39 utility territories in the United States and Canada. Founded in 1999 to provide natural gas and electricity to consumers in deregulated energy markets, MXenergy helps residential customers and small business owners control their energy bills by providing both fixed and variable rate plans. MXenergy is committed to best practices in environmental conservation and is a member of the Chicago Climate Exchange. For more information, contact MXenergy customer care at 800.785.4373 or online at [www.mxenergy.com](http://www.mxenergy.com).

This press release contains forward-looking statements that are subject to risks and uncertainties. These forward-looking statements include information about possible or assumed future results of our business, including anticipated revenues, growth and growth in the revenue streams of Zurvita's representatives, and opportunities presented by the deregulation of energy markets. In some cases, you may identify forward-looking statements by words such as "may," "should," "plan," "intend," "potential," "continue," "believe," "expect," "predict," "anticipate" and "estimate," the negative of these words or other comparable words. These statements are only predictions. One should not place undue reliance on these forward-looking statements. The forward-looking statements are qualified by their terms and/or important factors, many of which are outside the Company's control, involve a number of risks, uncertainties and other factors that could cause actual results and events to differ materially from the statements made. The forward-looking statements are based on the Company's beliefs, assumptions and expectations of the Company's future performance, taking into account information currently available to the Company. These beliefs, assumptions and expectations can change as a result of many possible events or factors, including those events and factors described in "Risk Factors" in the Company's Annual Report on Form 10-KSB for 2007 filed with the Securities and Exchange Commission, not all of which are known to the Company. The Company will update the information in this press release only to the extent required under applicable securities laws. If a change occurs, the Company's business, financial condition, liquidity and results of operations may vary materially from those expressed in the aforementioned forward-looking statements. Text box