

Digital Media Group (DMG) Announces the Acquisition of CieAura Assets

Digital Media Group ag, a Swiss based corporation (“DMG”), publicly traded on the Frankfurt Exchange, announces the acquisition of certain operating assets of CieAura, a three-year-old Network Marketing company selling holographic chips addressing health and wellness needs in fifty-four countries.

Dallas, TX ([PRWEB](#)) October 13, 2012 -- On October 3, 2012, DMG successfully concluded negotiations to acquire certain operating assets of CieAura, LLC. The assets purchased include the full line of holographic chips including, Rest Quiet, Sinus Allergy, Pure Energy Plus, Cell Phone SafeGuard, and Pure Relief, along with the various components of the CieAura Weight Management System (now referred to as the Body Revolution), CX2 Bands and the Manny Pacquiao bracelets along with the newest product Enhance – the libido enhancement chip! With the purchase DMG has acquired the name CieAura, all Retailers, all software and compensation plan along with the other components that will allow DMG to continue the Network Marketing structure that CieAura embraced to introduce its products to the world.

As a result of this acquisition, certain changes have been made to CieAura’s management structure. Ken Rasner, Founder and CEO of CieAura will assume the title of Chairman Emeritus and Paul Rogers, formerly COO of CieAura will become the CEO of DMG. As Paul Rogers stated, “I am very excited about this new direction as it will bring significant value to DMG’s shareholders and provide a fresh start to CieAura’s Retailers. We are fortunate in that we have in CieAura all of the essentials necessary for massive sustained growth – revolutionary and peer reviewed products, time tested leadership, a solid compensation plan, and a global infrastructure. This is a great foundation to build upon to help CieAura’s Retailers accomplish their own personal goals and dreams. As we help our Retailers build their global business we will by default, add shareholder value to DMG!”

The Founder of CieAura, LLC, Mr. Ken Rasner stated, “My main goal from our first day was to develop a company, where our Retailers’ hopes, dreams and efforts would be safe and would be rewarded long term in a company that would continue to grow and thrive for many years to come. I believe this move will insure that outcome. Paul was President of an International Publicly Traded company and as such brings exceptional experience to CieAura. I am excited for our Shareholders and our Retailers.”

About CieAura, CieAura is a leading direct sales company launched in March 2009 which is currently distributing CieAura Transparent Holographic Chips™ in 56 countries around the world. Utilizing 3000 years of science in a 21st century delivery system, CieAura's Transparent Holographic Chips™ are computer-programmed holograms based on sophisticated combinations of natural intrinsic energy processes. When placed along sensitive acupuncture meridian points, results such as, enhanced libido, improved energy, deeper rest, relief from discomfort, relief from allergies, naturally enhanced athletic performance with the CX2 wrist bands, decreased appetite for weight control, and other positive reactions occur, depending on the program formula of the Holographic Chip. CieAura markets these revolutionary chips internationally exclusively through Independent Retailers utilizing the Network Marketing business model.

To learn more about DMG/CieAura, visit: <http://www.CieAura.com> and join the conversation on Facebook (<http://www.facebook.com/cieaura.llc>) and Twitter (<http://www.twitter.com/cieaura>).

Statements in this press release that are not statements of historical or current fact constitute "forward-looking



statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties, and other unknown factors that could cause the actual results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms "believes," "belief," "expects," "intends," "anticipates," "will," or "plans" to be uncertain and forward-looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the Company's reports and registration statements filed with the Securities and Exchange Commission.



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