



FOR IMMEDIATE RELEASE

HERBORIUM GROUP, INC. (HBRM) COMMENCES ACNEASE[®] RETAIL SALES, AcnEase[®] now available in New York Dermatology Clinics.

Ridgefield CT and New York NY – June 4, 2010 – Southridge Investment Group LLC is pleased to announce its client, **Herborium Group, Inc. (HBRM)**, a botanical therapeutics[®] company, has now successfully secured direct consumer points of sale with a recognized group of New York dermatological clinics for its flagship product, AcnEase[®], a proprietary, all herbal, systemically acting botanical therapeutic targeting acne symptoms. AcnEase[®] has been proven safe and effective through clinical testing. After more than five years of online sales, Herborium has consistently registered over 95% consumer satisfaction rating.

“Acceptance of AcnEase by *board certified dermatologist* to be sold in the clinics is a major third-party validation of the therapeutic value of our product, and is an important cornerstone in building the AcnEase[®] brand,” commented Dr. Agnes P. Olszewski, Herborium Group’s president and chief executive officer, “Expanding beyond e-commerce (internet sales) to direct consumer points-of-sale is an important milestone in our overall plan to increase AcnEase[®] sales and brand recognition and grow market share within the US 3.5 billion over the counter medicated skin care market.”

“Herborium is committed to continue developing a global brand with a strong international distribution network, and the acceptance of AcnEase by the dermatological community is a key development in both product branding and sales growth strategies,” Dr. Olszewski concluded.

About Southridge Investment Group (“SIG”)

Southridge Investment Group LLC is a full service registered broker-dealer and investment banking firm. The investment banking practice focuses on the sponsorship needs of small, medium and emerging growth companies as well as the needs of both institutional and individual investors interested in that segment of the market. The firm offers a full range of corporate finance services, including underwritings, M & A, financial advisory, valuations and private placements. For more information on Southridge Investment Group please visit www.southridgegroup.com.

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About Southridge LLC

Southridge LLC is a diversified financial holding company offering a wide range of products and services, including investment management, merchant banking, and investment banking. Southridge's offerings are delivered through two primary divisions, Fund Management and Financial Services. For more information please visit www.southridgellc.com

About Herborium Group, Inc.

Herborium Group, Inc., a botanical therapeutics® company, focuses on developing, licensing, and marketing proprietary, botanical based medicinal products to consumers and healthcare professionals. The Company business model focuses on emerging market opportunities spearheaded by the growth of a new market sector located between high-cost, high-risk, ethical pharmaceuticals and commoditized classic nutraceuticals (supplements). The Company uses clinical validation and a proactive regulatory strategy based on the FDA Guidance for Industry: Botanical Drug Products (FDA Guidance 2004) to establish and maintain a differential advantage. Herborium harvests its therapeutic candidates from Traditional Chinese Medicine and utilizes Western regulatory, clinical and marketing strategies to successfully introduce the products to the Western markets. The company secured a pipeline of botanical ingredients based products in the areas of dermatological needs, Prostate Health (BPH), Liver Diseases, Women's Health and selected sexual disorders resulting from cardiovascular disease, use of anti-depressants, surgical procedures, and other problems. Herborium Group sells its products in the United States, the United Kingdom, and continental Europe through a network of distributors, specialty retailers, and e-commerce. For more information on Herborium's products please visit www.herborium.com and www.acnease.com.

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