

FOR IMMEDIATE RELEASE:

Bullzi Holdings, Inc. Acquires PostureFit

Southport, North Carolina, January 8, 2014 – Bullzi Holdings, Inc. (BLLZ) a public holding company acquires Posturizer, Inc. (dba PostureFit), a women-owned and managed fitness products company. The company completed the acquisition on December 31, 2013.

Thomas Welch, President and CEO of Bullzi Holdings, Inc. stated, "The acquisition of PostureFit (www.GetPostureFit.com) will allow Bullzi Holdings to enhance the diversity of its product offering and accelerate the company's growth. PostureFit offers a patent-pending fitness device that is designed to improve a person's posture and overall health. The company currently offers its products to chiropractors, fitness professionals, physical therapists, schools, and consumers."

Mr. Welch went on to say, "Through its partnership with Fredericks Golf, PostureFit has already developed a strong base in the golf market. Roger Fredericks, CEO of Fredericks Golf, is one of the most well-known golf instructors and golf fitness trainers in the nation. He has worked with over 20,000 golfers and 60+ Tour Players, which include such Hall of Famers as Arnold Palmer, Gary Player, and Jack Nicklaus. PostureFit has already been highlighted in Golf Magazine, Golf Digest, and Time-Life's "Golf: The Best Driving Instruction Book Ever".

Dr. Liz Welch-Geotz, President of PostureFit and sister of Mr. Welch stated, "We're excited about this acquisition, as we believe that by being part of a public company, we'll have greater opportunities to raise the necessary capital to fund company growth. 2014 will be a breakout year for PostureFit, as we expand our consumer marketing efforts through television infomercials, TV retailers, radio spots, and more."

Mr. Welch closed by saying, "Bullzi Holdings will continue using social media outlets to keep our clients and shareholders informed about major projects, attendance at public events, key relationships, etc. Interested shareholders and potential shareholders should follow Bullzi Holdings, as well as each of the subsidiaries, so as to stay informed on company activity on a regular basis."

The details of the transaction will be provided in the updated Company Information Statement planned for release in the coming weeks.

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About Bullzi Holding Company Inc.

Bullzi Holdings, Inc. is a publicly based holding company that conducts business in multiple industry sectors. While the Company has its roots in the Information Security and Education sector, it now serves as the parent company of a Bullzi Security LLC, WISE Learning Solutions LLC, Creative Forecast LLC and PostureFit.

The Bullzi Holdings, Inc. trading symbol is BLLZ.

For more information or to schedule an interview, please contact:

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