

November 10, 2014



## **ZIVO Bioscience, Inc. (OTCQB: ZIVO) -- Effective Monday, November 10 -- Health Enhancement Products, Inc. Is Now ZIVO Bioscience, Inc. and Begins Trading Under Ticker Symbol ZIVO.QB**

KEEGO HARBOR, MI -- (Marketwired) -- 11/10/14 -- ZIVO Bioscience, Inc. (OTCQB: ZIVO), formerly Health Enhancement Products, Inc. (OTCQB: HEPI), begins trading under its new symbol effective today. A Michigan-based biotech firm investigating bioactive compounds extracted from algae cultures, ZIVO has also acquired intellectual property in human wellness. The name and symbol change represent a significant milestone in a two-plus year transition to a biotech business model where Company revenues may be derived primarily from licensing and partnership agreements.

"We've made significant progress over the last two years in terms of developing a commercially viable algae production process," states Company CEO Andrew Dahl. "We're confident that the process is scalable and capable of delivering large volumes of algal biomass and corresponding volumes of high-value natural compounds."

The high-value algae by-product space continues to expand as several competitors recently announced patents or product launches featuring algal species targeting specific health concerns, among them diabetes, HIV symptoms and obesity.

"The algae industry has awakened to the potential of extracting high-value compounds from ponds and bioreactors that are much more useful and profitable than bio-fuel," says Company R&D Director Dr. Amy Steffek. "There is considerable interest in this area. For example, omega 3 lipids extracted from algae don't have the aftertaste of those same lipids extracted from fish or krill, and it's more environmentally sustainable."

Wellness testing technology acquired last year and established as WellMetris, LLC, a free-standing subsidiary, continues to move toward product launch as Company principals explore partnership and financing opportunities.

"We've vastly improved the WellMetris value proposition," states Company CFO Philip M. Rice II. "Driving down manufacturing costs, improving performance and finalizing what can best be described as a medical data capture and warehousing capability welded to a scalable, real-time marketing and operations management system give us the capacity to expand rapidly across the country and beyond."

### ***About ZIVO Bioscience, Inc.***

ZIVO Bioscience, Inc. (OTCQB: ZIVO) (formerly Health Enhancement Products, Inc.) is a Michigan-based biotech company engaged in the investigation of the health benefits of bioactive compounds derived from its proprietary algal cultures, and the development of natural bioactive compounds for use as dietary supplements and food ingredients, as well as biologics and synthetic candidates for medicinal and pharmaceutical applications in humans and animals, specifically focused on autoimmune modulation.

### ***About WellMetris, LLC***

WellMetris, LLC, a wholly-owned subsidiary of ZIVO Bioscience, Inc., develops and markets metabolic testing technology for humans and animals through partnerships and licensing arrangements with larger, well-established brand names in the health and wellness industry. The Company is currently positioning its first product for market introduction.

### ***Safe Harbor Statement***

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements, including the timing of completion of a trial, actual future clinical trial results being different than the results the company has obtained to date, and the company's ability to secure funding. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

Source: Zivo Bioscience, Inc.