

**CEO
CFO****nuvilex™**Issue:
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Nuvilex Is Focused On Developing High Quality, Low Cost, Effective Products For Dietary Supplements, Cosmetics And Environmental Products Markets

**Healthcare
Consumer Products
(NVLX-OTC: BB)****Nuvilex, Inc.
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Cherry Hill, NJ 08034
Phone: 856-433-6088**

**Martin Schmiege
Chief Executive Officer**

BIO:

Martin Schmiege has over 20 years of experience launching and building businesses in the medical device, biotechnology and life sciences industries. As CEO of Nuvilex, Inc., he drives all aspects of company development.

Prior to Nuvilex, Martin repeatedly transitioned companies with innovative technologies to successful product based enterprises, while increasing valuation through his proven financial management, negotiation skills and aggressive fundraising capabilities. Working with companies such as Sirna Therapeutics, Advanced Bionics and Cytometrics, he raised capital in excess of \$55 million for one enterprise, raised the market capitali-

zation of another from \$0 to \$200 million, and was the financial architect of a \$4.2 billion sale of a third company to a Fortune 500 company.

Martin's executive experience spans operating functions including finance and management to marketing and business strategy. He holds a BS in Business Administration from LaSalle University and is a Guest Lecturer at the MIT Sloan School of Management and at the University of Pennsylvania's School of Engineering, Arts and Sciences. He is a CPA in Pennsylvania.

Company Profile:

Nuvilex, Inc. is an emerging healthcare consumer products company. The Company's lead products include: Last Shot Hangover Remedy(TM), a unique sugar-free, calorie-free and caffeine-free liquid formula designed to ease the symptoms of a hangover; Cinnergen(TM), which promotes a healthy glucose metabolism; Cinnechol(TM), designed to help maintain normal cholesterol levels and support normal cardiovascular function; and In-finitink (R), a permanent yet more easily removable tattoo ink. The Company's complete portfolio spans aesthetics, dermatology, environmental and nutraceutical products, all of which are designed to directly or indirectly improve human health. In March 2009, Nuvilex merged with Freedom2 Holdings, Inc., the developer of In-finitink (R). In conjunction with the merger, the Company changed its name to Nuvilex, Inc. from eFood-Safety.com. Please visit www.nuvilex.com for additional information on the Company.

Interview by: Lynn Fosse, Sr. Editor

CEOCFO: Mr. Schmiege, what is the vision and focus at Nuvilex today?

Mr. Schmiege: Nuvilex' direction today is to become a consumer marketing company developing products in unique areas of interest to our customers. We are focused on becoming a growth oriented company marketing high quality, low cost and effective products in the areas of dietary supplements, cosmetics and environmental cleaners.

CEOCFO: Those are highly crowded fields now, why the need for new products and how do you find products that do something different than what is already there?

Mr. Schmiege: We like to believe that we are an innovative company. People are still looking for unique products that add value to their lives. For example, our newest product, Last Shot Hangover Remedy™ provides a low-cost remedy to those people that are having a good time, yet cannot afford a hangover because they have to get up and go to work the next day or take care of their children or go to school. Therefore, by providing a solution in the right distribution channel, which is through the bar market at an affordable retail price of \$4, we can fulfill our customers needs.

CEOCFO: How is your Last Shot Hangover Remedy different and effective?

Mr. Schmiege: What makes Last Shot Hangover Remedy work is a unique combination of natural elements that in and of themselves have been known to be good remedies for hangovers, but in combination perform extremely well. We looked for a solution that was calorie-free, sugar-free, caffeine-free, and provided a good curative combination of all natural ingredients to address the primary symptoms of hangover, which are nausea, headache, being lethargic, and the inability to get going in the morning. We know

that after test marketing over seven thousand samples across a large demographic that we have a formula that is very, very effective.

CEOCFO: Are you acquiring or developing products?

Mr. Schmiege: Both. We have a fully integrated research and development operations here in Cherry Hill, New Jersey and that is where our primary conception and development work takes place. However, we are open to looking at new and interesting ideas. For example, in the last week we have introduced a joint venture with Legacy Biotechnology, which has a remedy for flu-like symptoms. Obviously, everybody is concerned about the oncoming swine flu and its potential for impacting up to half the population. Legacy presented us with an interesting product that we collaborated on by providing some of our intellectual property to them for a share of their revenues. So again both internal and external development is available here at Nuvilex, and we do take the time to look at, study and evaluate every opportunity that we think has potential.

CEOCFO: Would you tell us about some of your other flagship products?

Mr. Schmiege: We have four primary products; our first is the Last Shot Hangover Remedy. Our second product, which is under development and scheduled for release in early 2010, is a product called PREVOREX, which is a diet aid. PREVOREX is a sublingual spray that will knock down hunger cravings within a minute or two. Our third product is a derivation on a technology that was developed by our subsidiary called Freedom2. It is a new line of cosmetics called

cyclosurface³ cosmetics, which will be introduced in early 2010 through a distributing partner. Finally, there is Infinit-ink®, which is the first permanent, safe, but more easily removable tattoo ink.

CEOCFO: How does your background enhance Nuvilex?

Mr. Schmiege: I have spent thirty years building products and companies in the medical device, biotechnology and pharmaceutical space. Those include very large multinational companies and startups. My particular preference is a startup environment, because in the startup environment you can be the most creative, and you can work outside of the box. It is also an area where you can provide the

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largest incremental increase in value. I started in the finance area, worked my way up to become CFO of two public companies, and then transitioned into operations and marketing. Today I have put that together, holding the role of CEO, which by far is the most challenging of all positions.

CEOCFO: What is the financial picture of Nuvilex today?

Mr. Schmiege: We are fortunate to have a very strong and forward looking shareholder base. Our market cap has been on the increase. Our goal is to have each of our products aligned with one or multiple partners that will provide us with the marketing, brand awareness and channel distribution that we need to be successful.

We prefer to operate at a low-margin with our partners picking up the bulk of the marketing expense. Our focus is to meet our profitability plan through numerous products performing well at low margins.

CEOCFO: What does the name Nuvilex stand for?

Mr. Schmiege: Nuvilex stands for nutrition, vitality and excellence. The goal is to bring products to the market that are good for you, that add to vitality of both our customers and the marketplace and to do that through a company that provides excellence in customer service, product manufacturing and shareholder return.

CEOCFO: Final thoughts, why should potential investors look at Nuvilex?

Mr. Schmiege: The stock market has been a rollercoaster ride over the last eighteen months. Going back to my old CPA days, our suggestion was that everyone have a mix of stocks in their portfolio and I believe that should include microcap stocks. If you pick the right microcap stocks, the upside potential is can be enormous. You can get in at a low price and if the company performs, you can achieve returns that far exceed the Fortune 100 and 500 companies. We like people to think about Nuvilex, because we have a diversified product offering, quality management team and a real potential for growth. We think that every investor should do their due diligence. We have a very open communication line with our shareholders. They can talk to me any time of the day if they want. We think that gives us an advantage verses stocks in the same category.

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