



Starfest Direct, Inc. is a wholly owned subsidiary of PBS Holding, Inc., a publicly traded company trading under the symbol "PBHG". Starfest Direct, Inc., markets and sells products and services that promote health, wealth and luxury lifestyles, while creating business opportunities for its exclusive clientele and membership. Starfest drives its membership through its proprietary direct sales e-commerce venue, membership awards programs, and benefits from both a syndicated TV programming about how to become a member and a business owner/reseller, which will broadcast to over 40 Million households via satellite and cable and a brick and mortar sales and marketing strategic partners. Membership is free and includes a member branded, direct sales e-commerce website having full back-office support including a merchant account, "just-in-time" inventory and fulfillment.

The principals of Starfest are seasoned professionals and entrepreneurs with extensive backgrounds in the media, production, marketing, product placement/advertising, and direct-sales industries. Management is highly confident that they have developed an innovative concept on its way to becoming one of the most successful direct-sales companies. Starfest is leveraging the momentum and growth in the health, wealth and luxury lifestyles industries and combining it with Web 2.0 and television advertising and marketing to drive global direct-sales channels.

Starfest serves as a concierge and a referral service between independent contractors, business owners, home based businesses and high-value lifestyles products and services. This subscriber service offers e-commerce visibility and convenience. Members can post items for sale or trade, search for their perfect item, and post information about themselves. New items will be uploaded regularly with new products constantly featured so buyers will have reason to return again and again to www.starfestdirect.com .

Starfest Mission

De Vie Sun

Healthy Life



100% Organic Aloe Vera/Satilla Blended with Multiple Super Fruits & Plant Extracts provides A natural source of Antioxidants, Vitamins, Minerals, Amino Acids & Essential Fatty Acids in a Whole Food Form.

100% ORGANIC
ALOE VERA/SABILA
To enhance absorption of nutrients
NEW ZEALAND BLACK CURRANT

- BLUEBERRY
- POMEGRANATE
- NONI
- CONCORD GRAPE
- ACAI BERRY
- MANGOSTEEN
- BLACK CHERRY
- GOGI BERRY
- APPLE
- PEAR

PLUS Green Tea, Ginseng, Ginkgo Biloba, Resveratrol, and Quercetin

Manufactured exclusively for
Starfest Direct, Inc.
Publicly traded under the stock symbol "PSHG"
www.starfestdirect.com

The mission of Starfest Direct is to give our members a healthy and wealthier lifestyle, while creating

Starfest Vision

The vision of Starfest Direct is to bring products and services to be easily accessible to everyday people and to allow those same individuals the opportunity to make money through membership in Starfest's Star Rewards Direct Marketing Program. It is Starfest's vision to empower Independent Dealers by providing a state-of-the-art platform of compensation, tools, systems and support to encourage maximum sales and revenue.

Starfest De Vie Sun Products

Starfest Direct is proud to launch their new line of functional and nutritional beverages with 100% Organic Aloe Vera/Satilla blended with multiple super fruits & plant extracts that provide a natural source of Antioxidants, Vitamins, Minerals, Amino Acids & Essential Fatty Acids in a Whole Food Form.

For more information, visit www.starfestdirect.com or [Download and review the Star Rewards Plan](#)