

# INCOME DISCLOSURE STATEMENT

GLOBAL (Full-Year) 2011



MONA·VIE

The Income Disclosure Statement is a reflection of MonaVie's rewarding opportunity. The following chart represents the average global earnings of the ranks of MonaVie Distributors worldwide and provides high, low, and average weekly income information, as well as annualized averages.

Active Distributor Rank	% of Average Weekly Distributors	Weekly Income (GBU)			Annualized Average Amount	Weekly Average Hours Worked*	Weeks to Advance in Rank (The number of weeks for each rank is calculated from date of enrollment)		
		High	Low	Average Amount			Min	Max	Average
Distributor	70%	\$2,200	\$0	\$32	\$1,681	2	n/a	n/a	n/a
Star	20%	\$2,200	\$0	\$45	\$2,314	3	1	341	9
Star 500	5%	\$2,130	\$50	\$79	\$4,092	3	1	341	12
Star 1000	2%	\$3,545	\$100	\$184	\$9,572	3	1	354	18
Bronze Executive	1%	\$4,691	\$200	\$364	\$18,908	3	1	355	24
Silver Executive	1%	\$4,913	\$300	\$581	\$30,231	4	1	330	29
Gold Executive	<1%	\$8,400	\$500	\$1,023	\$53,186	4	1	330	36
Ruby Executive	<1%	\$6,736	\$1,000	\$2,010	\$104,508	5	2	302	50
Emerald Executive	<1%	\$9,803	\$1,507	\$2,921	\$151,880	6	2	342	61
Diamond Executive	<1%	\$14,824	\$2,016	\$4,706	\$244,690	7	3	300	70
Blue Diamond Executive	<1%	\$25,354	\$2,596	\$8,536	\$443,852	10	4	302	73
Purple Diamond	<1%	\$30,000	\$4,530	\$12,933	\$672,498	17	4	373	90
Black Diamond	<1%	\$40,000	\$8,670	\$17,552	\$912,698	13	5	373	99
Royal Black Diamond Executive and Above	<1%	\$75,913	\$15,031	\$44,947	\$2,337,251	>40	104	333	172

The income statistics above are for all MonaVie Distributors who were paid bonuses during the period from January 1, 2011 to December 30, 2011, at the above ranks, including the cash values of jet credits, rank advancement bonuses, and distributor award trips. A "Distributor" is defined as any person who: (1) executed a MonaVie Distributor Application and Agreement; (2) has sponsored at least one person; (3) has received at least one non-retail bonus; and (4) has been active in any of the eight weeks preceding the bonus period (to learn the requirements for being an "active" distributor in your market, reference your country specific MonaVie Compensation Plan document). Note that this excludes retail customers, preferred customers, retailers (those who have received a retail bonus only), pre-enrollees, distributors who did not renew, and customers, retailers, or distributors whose relationships with MonaVie were revoked. An individual who has executed a MonaVie Independent Distributor Application and Agreement, but has not fulfilled the four criteria enumerated above is not a Distributor. That person is simply a wholesale customer. If, and only when, all four criteria are satisfied does that person become a Distributor. Accordingly, the status of an individual can, and sometimes does, change throughout the course of a year. For example, Mary enrolls as a Customer in February. In April, she qualifies to become a Distributor and maintains her qualification through May. In June she is inactive, and therefore, her status is that of a customer. In July, she begins retailing products to a few customers, and thus, becomes a Retailer (but not a Distributor). In August, she again qualifies as a Distributor but fails to remain qualified for the remainder of the year. For the purposes of this Income Disclosure Statement, Mary will only be considered a Distributor during the months of April, May, and August. **The average annualized income for all Distributors during this period was \$2,104.11. During 2011, approximately 85% of individuals who executed a MonaVie Distributor Application and Agreement, and made at least one purchase in the last twelve months, are considered wholesale customers.**

The earnings of the Distributors in this chart are not necessarily representative of the income, if any, that a MonaVie Distributor can or will earn through his or her participation in the MonaVie Compensation Plan. Your success depends upon your skills, work effort, and market conditions. MonaVie does not guarantee any level of income or your success.

\* These figures are derived from a survey of approximately 12,000 distributors performed by MonaVie through our online order system.

# INCOME DISCLOSURE POLICY

MonaVie's corporate ethics compel us to do not merely what is legally required, but rather, to conduct the absolute best business practices. To this end, we have developed the Income Disclosure Statement ("IDS"). The MonaVie IDS is designed to convey truthful, timely, and comprehensive information regarding the income that MonaVie distributors earn. In order to accomplish this objective, a copy of the IDS must be presented to all prospective distributors.

A copy of the IDS must be presented to a prospective distributor (someone who is not a party to a current MonaVie Distributor Agreement) anytime the Compensation Plan is presented or discussed, or any type of income claim or earnings representation is made.

The terms "income claim" and/or "earnings representation" (collectively "income claim") include: (1) statements of average earnings, (2) statements of non-average earnings, (3) statements of earnings ranges, (4) income testimonials, (5) lifestyle claims, and (6) hypothetical claims. Examples of "statements of non-average earnings" include, "Our number one distributor earned XXX dollars last year" or "Our average Black Diamond makes XXX per month." An example of a "statement of earnings ranges" is "The monthly income for Blue Diamonds is XXX on the low end to YYY on the high end."

A lifestyle income claim typically includes statements (or pictures) involving large homes, luxury cars, exotic vacations, or other items suggesting or implying wealth. They also consist of references to the achievement of one's dreams, having everything one always wanted, and are phrased in terms of "opportunity" or "possibility" or "chance." Claims such as "My MonaVie income exceeded my salary after six months in the business," or "Our MonaVie business has allowed my wife to come home and be a full-time mom" also fall within the purview of "lifestyle" claims.

A hypothetical income claim exists when you attempt to explain the operation of the Compensation Plan through the use of a hypothetical example. Certain assumptions are made regarding the: (1) number of distributors sponsored, (2) number of downline distributors, (3) average product volume per distributor, and (4) total organizational volume. Cranking these assumptions through the Compensation Plan yields income figures which constitute income claims.

In any non-public meeting (e.g., a home meeting, one-on-one, regardless of venue) with a prospective distributor or distributors in which the Compensation Plan is discussed or any type of income claim is made, you must provide the prospect(s) with a copy of the IDS. In any meeting that is open to the public in which the Compensation Plan is discussed or any type of income claim is made, you must provide every prospective distributor with a copy of the IDS and you must display at least one (3 x 5 foot posterboard) in the front of the room in reasonably close proximity to the presenter(s). In any meeting in which any type of video display is utilized (e.g., monitor, television, projector, etc.) a slide of the IDS must be displayed continuously throughout the duration of any discussion of the Compensation Plan or the making of an income claim.

Copies of the IDS may be printed or downloaded without charge from the corporate website at [www.MonaVie.com/IDS](http://www.MonaVie.com/IDS).

Black Diamonds who develop sales aids and tools in which the Compensation Plan or income claims are present must incorporate the IDS into each such sales aid or tool prior to submission to the Company for review.