

# INCOME DISCLOSURE STATEMENT

2007



MONA • VIE

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

Active Distributor Rank	Average Weekly Number of Distributors Paid at This Rank During 2007	% of Total Distributors	2007 Weekly Income (US Dollars)			Annualized Average (Weekly Average x 52 Weeks)	Weekly Average Hours Worked*
			High	Low	Average Check		
Distributor	13,451	38%	\$345	\$0	\$37	\$1,912	8
Star	14,236	40%	\$330	\$0	\$42	\$2,179	11
Star 500	4,388	12%	\$1,000	\$10	\$83	\$4,293	12
Star 1000	1,888	5%	\$1,000	\$100	\$180	\$9,372	13
Bronze Executive	691	2%	\$1,000	\$200	\$363	\$18,860	14
Silver Executive	366	1%	\$1,500	\$300	\$568	\$29,519	17
Gold Executive	225	1%	\$2,500	\$500	\$1,015	\$52,760	20
Ruby Executive	79	<1%	\$5,000	\$1,014	\$1,958	\$101,799	25
Emerald Executive	41	<1%	\$7,500	\$1,547	\$2,916	\$151,630	24
Diamond Executive	23	<1%	\$10,000	\$2,027	\$3,737	\$194,324	24
Blue Diamond Executive†	65	<1%	\$20,000	\$2,785	\$8,973	\$466,571	28
Black Diamond	12	<1%	\$73,014	\$6,687	\$28,356	\$1,474,502	33
Royal Black Diamond	3	<1%	\$87,065	\$21,230	\$46,774	\$2,432,223	>40
Presidential Black Diamond	2	<1%	\$83,913	\$39,613	\$62,449	\$3,247,342	>40
Imperial Black Diamond	1	<1%	\$103,851	\$68,667	\$87,476	\$4,548,748	>40

The income statistics above are for all MonaVie Distributors who were paid commissions during the period from December 30, 2006, to December 28, 2007, at the above ranks. 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 commission check; and (4) has been active in any of the eight weeks preceding the commissions period ("active" is defined in the MonaVie Compensation Plan as having generated 100 PV [Personal Volume] in a four-week period). 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 in 2007 was \$4,505.32. In 2007, approximately 91% of individuals who executed a MonaVie Distributor Application and Agreement were 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. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with MonaVie results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.

\* These figures are derived from a survey performed by MonaVie through our online order system. Approximately 30,000 distributors responded to the survey, with a response rate of at least 40% for each of the ranks listed above.

† For 2008, the maximum weekly earnings of a Blue Diamond Executive Distributor is \$20,000. There was not a limit in 2007, but to be consistent, the earnings reported were adjusted to reflect the maximum earnings going forward.

# 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.