

INCOME DISCLOSURE STATEMENT

CANADA (Full-Year) 2010



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 (Non-Cumulative)		
		High	Low	Average Amount			Min	Max	Average
Distributor	72%	\$304	\$0	\$24	\$1,255	2	n/a	n/a	n/a
Star	19%	\$270	\$0	\$38	\$1,994	3	1	278	9
Star 500	5%	\$371	\$53	\$77	\$3,979	3	1	278	12
Star 1000	2%	\$1,081	\$106	\$177	\$9,186	4	1	278	18
Bronze Executive	1%	\$1,194	\$212	\$346	\$17,975	5	1	280	24
Silver Executive	1%	\$1,890	\$318	\$600	\$31,225	5	1	282	28
Gold Executive	<1%	\$3,078	\$530	\$1,105	\$57,474	6	1	307	35
Ruby Executive	<1%	\$5,743	\$1,109	\$2,204	\$114,620	8	2	302	48
Emerald Executive	<1%	\$7,646	\$1,689	\$2,740	\$142,489	9	2	250	57
Diamond Executive	<1%	\$12,871	\$2,246	\$3,964	\$206,118	12	3	252	65
Blue Diamond Executive	<1%	\$17,268	\$3,304	\$9,671	\$502,885	13	4	243	70
Hawaiian Blue Diamond Executive	<1%	\$17,332	\$5,766	\$9,282	\$482,656	18	4	243	79
Black Diamond Executive	<1%	\$19,118	\$9,026	\$14,816	\$770,456	19	5	243	75

The income statistics above are for MonaVie Distributors in Canada who were paid bonuses during the period January 2, 2010 to December 31, 2010 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 bonus check; and (4) has been active in any of the eight weeks preceding the bonus 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, and retailers (those who have received a retail bonus only). 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 Canada during this period was \$1,473.66. During 2010, approximately 86% of typical participants in Canada who executed a MonaVie Distributor Application and Agreement and made at least one purchase in the last twelve months are considered "wholesale customers" instead of distributors and received bonuses between \$0 and \$300.00 during such period.** Wholesale customers (which include retail customers, preferred customers, and retailers) are entitled to resell products they purchase from MonaVie, although some individuals purchase product for personal consumption only. Wholesale customers only qualify for retail bonuses, and only if they resell product.

"Distributor" does not include "Wholesale Customers" that may also have resold product from January 2010 to December 2010. The chart above only provides earnings information relating to 14% of the total number of individuals who have executed a MonaVie Distributor Application and Agreement.

Distributor bonuses were calculated in USD and converted at a rate of 1.06 to Canadian Dollars (CAD). For the purpose of consistency, the above bonus statistics are shown in CAD and were converted at a rate of 1.06, the same rate the commissions were converted at.

The bonuses 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 bonuses or profits. Any representation or guarantee of bonuses 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.

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.

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.