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MONAVIE FOUNDER, CHAIRMAN AND CEO DALLIN A. LARSEN NAMED ERNST & YOUNG ENTREPRENEUR OF THE YEAR® 2009 AWARD RECIPIENT IN THE UTAH REGION

Award Recognizes Entrepreneurial Excellence in Distribution and Manufacturing Category

SALT LAKE CITY-(BUSINESS WIRE)-MonaVie (www.monavie.com), maker of the premier blend of the Brazilian acai berry, today announces that Dallin A. Larsen received the Ernst & Young Entrepreneur Of The Year® Award in the Distribution and Manufacturing category in the Utah Region. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Larsen was selected by an independent panel of judges, and the award was presented at a gala event at the Salt Palace Convention Center on June 12, 2009.

"I'm grateful to be involved in an industry where we talk about going from success to significance," says MonaVie founder, chairman and CEO Dallin A. Larsen. "As CEO of a company, I know of the challenges, sacrifices, and determination it takes, and I believe that as we become more blessed we should become more of a blessing."

MonaVie is a direct seller of nutritional beverages made from unique blends of nature's superfruits. Launched in 2005, MonaVie was created by a team of partners with extensive backgrounds in network marketing and health products. Cumulative sales topped \$1 billion in 2008, and MonaVie now operates in 10 countries, with international expansion continuing.

"We are proud to recognize the achievements of Dallin A. Larsen," said David Jolley, Ernst & Young LLP Entrepreneur Of The Year Program Director for the Utah Region. "Award recipients of the Entrepreneur Of The Year award build leading businesses and contribute significantly to the strength of our region's economy. Their success helps our area grow stronger."

The Ernst & Young Entrepreneur Of The Year awards celebrate their 23rd anniversary this year. The program honors

entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

As a Utah Region award recipient, Larsen is now eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year 2009 national program. Award recipients in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California, on November 14, 2009. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

ABOUT ERNST & YOUNG'S ENTREPRENEUR OF THE YEAR® AWARDS PROGRAM

Ernst & Young's Entrepreneur Of The Year® Award is the world's most prestigious business award for entrepreneurs. The award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement.

ABOUT MONAVIE LLC

MonaVie LLC is a rapidly growing company that distributes products to markets around the world. Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality products, specifically for person-to-person distribution. Developed with a philosophy of Balance-Variety-Moderation, MonaVie brand products deliver phytonutrients and antioxidants to promote and maintain a healthy and active lifestyle.

For more information about MonaVie brand products or to join the MonaVie family, call 1-866-217-8455, or visit www.monavie.com.



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