



M O N A • V I E

FOR IMMEDIATE RELEASE

MonaVie Set for January 2008 Pre-Launch in Brazil

[Salt Lake City] – November 30, 2007 – MonaVie Inc. (www.monavie.com), creator of the premier açai blend nutritional beverage category, today announced the pre-launch of its Brazilian market in January of 2008. For the first time ever, the MonaVie business opportunity will be available to the people of Brazil and to the country from which MonaVie obtains its crown jewel—the açai berry.

The January pre-launch is the first step in a process that will culminate in a full-scale launch of MonaVie in Brazil, offering Brazilian distributors—and, in turn, consumers—access to MonaVie products, distributor support and sales tools.

In the meantime, distributors will have the opportunity to begin building their MonaVie businesses. “The best time to build your business in Brazil is during the pre-launch period,” says Dallin Larsen, MonaVie Founder and President. “We’re building MonaVie in Brazil the same way we so effectively built it in the United States—on a pre-launch basis.”

Brazil is a special market for MonaVie. Not only is Brazil the source of MonaVie’s key ingredient—the açai berry—but it is also the focal point of the efforts of the MORE Project (www.themoreproject.org), MonaVie’s charitable organization that benefits the people of Brazil. “We feel that by opening our doors to the Brazilian market that we are coming full circle,” says Larsen. “We’re pleased to be able to offer the people of Brazil the same opportunity that has been so successful in the United States.”

MonaVie Inc. is a rapidly growing company that distributes products to markets around the world, including North America, Asia, Australia and New Zealand. Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality nutritional products, specifically for person-to-person distribution.

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