



# MONAVIE COMPENSATION PLAN



**M O N**

the premier

Effective August 29, 2009 (United States)



MONA·VIE



MONA·VIE

the premier açai blend

25.35 fl. oz. (750 ml)

AT MONAVIE, OUR INDEPENDENT DISTRIBUTORS ARE OUR MOST IMPORTANT ASSET, AND WE REWARD THEM WITH AN EXCEPTIONALLY GENEROUS COMPENSATION PLAN. THERE ARE 8 WAYS TO EARN INCOME\* WITH MONAVIE.

# 08

- 01 DIRECT SALES AND PREFERRED CUSTOMER BONUS
- 02 BULK ORDER BONUS
- 03 FIRST ORDER BONUS
- 04 STAR MAKER BONUS
- 05 TEAM BONUSES
- 06 EXECUTIVE CHECK MATCH BONUS
- 07 LEADERSHIP BONUS
- 08 MULTIPLE BUSINESS CENTERS

# THE KEY TO SUCCESS IN MONAVIE IS SIMPLE. BECOME A STAR AND HELP OTHERS BECOME STARS IN YOUR MONAVIE ORGANIZATION.

## 01

### DIRECT SALES AND PREFERRED CUSTOMER BONUS

Selling MonaVie products directly to your customers is the first pillar of a solid foundation for your business. Face-to-face retail sales allow you to earn income by purchasing MonaVie products at the wholesale price and then selling them at a retail price of your choosing. In addition to retail sales, you can enroll preferred customers\* and earn a Preferred Customer Bonus on every purchase they make. The Preferred Customer Bonus is computed as 50% of the Preferred Customer Personal Volume.†‡ For example, from a case of juice ordered by your preferred customer (with 50 PCPV), you earn a \$25 Preferred Customer Bonus and 50 PCPV rolls to you and your upline. In other words, the PV from sales to your preferred customers counts toward your activity requirement. Any of the PV in excess of 200 rolls to your lesser volume leg. You don't need to be active§ or qualified\*\* to earn profit from sales made to retail or preferred customers.

## 02

### BULK ORDER BONUS (BOB)

Each time someone you've personally sponsored places an eligible bulk order, you receive a Bulk Order Bonus of up to \$75 if you are active with 200 PV, and up to \$30 if you are active with 100 PV. Look at the official price list to see which bulk packs are eligible for the BOB.

## 03

### FIRST ORDER BONUS (FOB)

Active distributors with at least 200 PV earn a one-time-only FOB of 20% of the PV (up to a maximum of \$40), and active distributors with 100-199 PV earn a one-time-only FOB of 10% of the PV (up to a maximum of \$20) when their personally sponsored distributors place a first time order for MonaVie products. You must be active at the time the order is placed to earn the FOB.

## 04

### STAR MAKER BONUS

The second pillar of building a successful business is helping your personally sponsored distributors earn the rank of Star. Active and qualified distributors with at least 100 PV may earn the Star Maker Bonus. Each time one of your personally sponsored distributors reaches the rank of Star, you earn a \$20 Star Maker Bonus from their sales. If you are active and qualified with 200 PV, you earn a \$40 Star Maker Bonus from their sales. If you are not qualified in the week that one of your personally sponsored distributors reaches the rank of Star, you will have the following three weeks to become qualified in order to earn the Star Maker Bonus.

## TERMINOLOGY

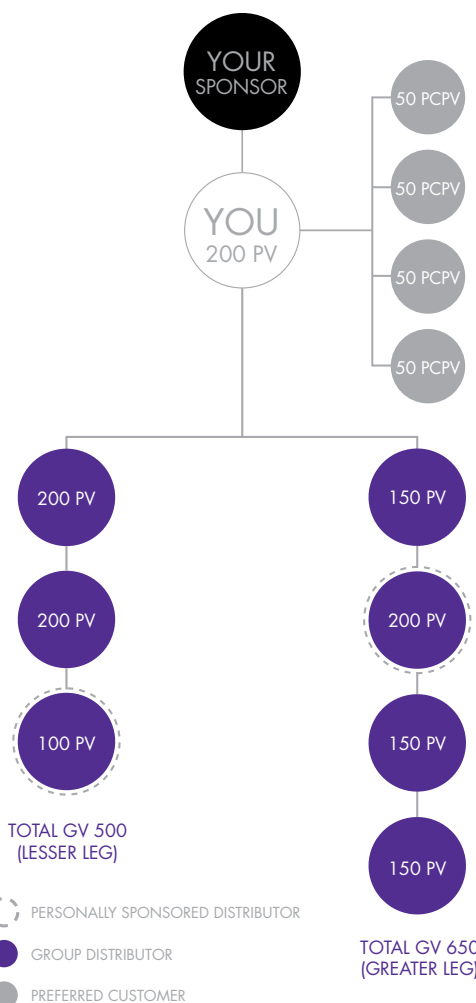
\* **Preferred Customer:** One of your customers who is enrolled in MonaVie's database and can place orders without your direct involvement. AutoShip is not required to be a preferred customer.

† **Volume:** Refers to the points assigned to products. PV is personal sales volume from products ordered for selling to your regular customers and from products ordered by your preferred customers. GV is group sales volume from products ordered by your downline for selling to their regular customers and it also includes products ordered by their preferred customers.

‡ **Preferred Customer Personal Volume (PCPV):** Volume associated with a purchase made by a preferred customer, which is half of the volume of a purchase associated with a distributor.

§ **Active:** Must generate a minimum of 100 PV every four weeks.

\*\* **Qualified:** Must have at least one personally sponsored and active distributor on both your left and right legs.



## 05 TEAM BONUSES

Team bonuses are another pillar of the MonaVie Compensation Plan. As a new distributor, your focus will be on developing a base of retail and preferred customers. You'll also focus on helping your down-line generate volume through sales.

The team bonus aspect of the plan is calculated from your placement tree, which has two legs, left and right. You will be compensated based on successfully building sales volume within your placement tree. Your sponsor (or anyone else in your placement tree) may also place people in your placement tree. As your group begins to grow, you are entitled to team bonuses based on the total sales volume generated in your lesser leg.

**CALCULATING TEAM BONUSES:** You must be active and have at least one personally sponsored and active distributor on both your left and right legs to be eligible to earn team bonuses. In addition, you must have a minimum of 500 GV on each of your placement tree legs in the bonus week.

Once you reach 500 GV on your lesser leg, team bonuses are paid on that leg as well as matching volume on your greater leg. Any unpaid GV carries over to the following week, as long as you remain active.

Any week your personal sales volume is over 200, the overage will be applied to your lesser volume leg. Team bonuses are limited to \$10,000 per week, per business center. Although team bonuses may be earned by being active with 100 PV, you can maximize your FOB, BOB, and Star Maker Bonus earnings by remaining active with 200 PV.

In this example, you are active with 200 PV because you receive 50 PV from your sales to each of your four preferred customers; you also earn \$100 in preferred customer bonuses (4 sales x \$25 each). In addition, you are also qualified because you have personally sponsored distributors on both your left and right legs who are active with at least 100 PV. Therefore, you qualify for 10% in team bonuses, which equates to earning 5% of the balanced volume from both your left and right legs. In this example, you would earn a team bonus of \$50 (10% of 500 GV).

# PERSONAL ENROLLMENT TREE AND THE EXECUTIVE CHECK MATCH BONUS

## 06

### EXECUTIVE CHECK MATCH BONUS

To further reward our executive field leaders for their sales, and their downline organization sales, we have created the Executive Check Match (ECM) bonus,\* which allows you to earn a bonus on the first \$2,500 of the team bonuses paid to distributors in your personal enrollment tree. This consists of distributors you personally sponsor, the distributors they personally sponsor, and so on. The ECM bonus is calculated from up to seven generations of executives in your personal enrollment tree. As your executive rank increases, so does the number of generations on which you can be paid an ECM bonus.

The ECM bonus is calculated by generations. A generation can include the executives found in each of your personal enrollment tree legs and distributors at various Star ranks. A generation ends when a qualified executive is found, regardless of depth. The ECM bonus is calculated on unlimited width. Therefore, in order to maximize your income, you should strive to continue advancing to higher executive ranks, as well as to personally sponsor distributors, thereby creating more personal enrollment tree legs on which you can earn an ECM bonus.

\*The ECM bonus is generated from the sales volume of the distributors in your personal enrollment tree. It is paid weekly and is based on a floating percentage. MonaVie guarantees a 50% payout of all bonus volume. After the various other ways of earning bonuses with MonaVie are calculated, any remaining available bonuses are allocated to the ECM bonus and then paid, along with other earned bonuses for the week. Bronze Executives and above must be active with at least 200 PV to earn an ECM bonus. Weekly ECM bonuses cannot exceed the volume from your lesser volume leg.

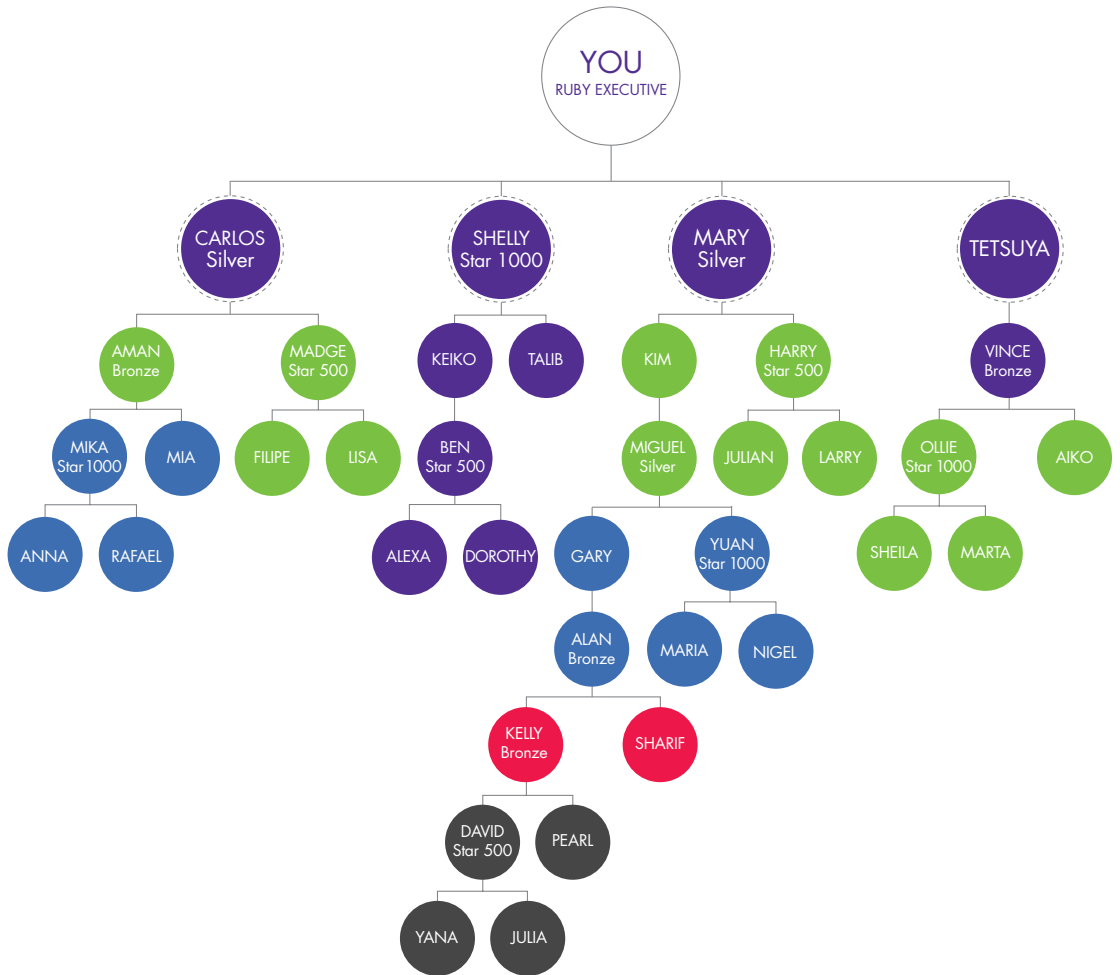
### EXAMPLE ILLUSTRATION

The illustration on the right is designed to help you better understand the ECM bonus. In this example, you are a qualified Ruby Executive, which enables you to earn an ECM bonus through four generations of distributors or higher on each of your four personal enrollment tree legs. Once a qualified “paid as” distributor or higher is found on any leg, it completes the first generation of distributors for that particular leg.

Let’s look at the leg that begins with Mary. In this particular leg, you would earn an ECM bonus through Kelly because she is a fourth generation distributor. To be paid deeper on this leg (allowing you to earn an ECM bonus on David’s team bonus), you would need to advance to Emerald Executive, which would allow you to be paid through five generations of distributors.

Let’s look at one final example. On the personal enrollment tree leg beginning with Shelly, no executive exists in this line; therefore, everyone in this line is considered first generation.

To maximize your MonaVie ECM bonus earnings, you should strive to reach the highest executive ranks.



- PERSONALLY SPONSORED DISTRIBUTOR
- SECOND GENERATION DISTRIBUTOR
- FOURTH GENERATION DISTRIBUTOR
- FIRST GENERATION DISTRIBUTOR
- THIRD GENERATION DISTRIBUTOR
- FIFTH GENERATION DISTRIBUTOR

| EXECUTIVE RANKS  | BRONZE | SILVER | GOLD | RUBY | EMERALD | DIAMOND | BLUE DIAMOND |
|------------------|--------|--------|------|------|---------|---------|--------------|
| GENERATIONS PAID | 1      | 2      | 3    | 4    | 5       | 6       | 7            |



## 07

### LEADERSHIP BONUS

We have reserved 2.5% of our total company GV for our Blue Diamond Executives and above. In this group, you may earn shares in the MonaVie Leadership Pool based on your “paid as” rank from the sales volume generated through your personal enrollment tree legs. With each rank advancement, you receive additional shares. This bonus is paid weekly.

## 08

### MULTIPLE BUSINESS CENTERS

As your MonaVie business grows, you can potentially have a total of four business centers (initial center plus three additional centers), with each potentially earning \$10,000 per week in team bonuses.

You are awarded your second business center at Hawaiian Blue Diamond and your remaining two business centers at Black Diamond. While additional business centers allow you to maximize your income earning potential, they are not required for you to advance within the MonaVie Compensation

Plan. A distributor can reach Triple Crowne Black Diamond, the highest rank in MonaVie, by focusing on his or her initial business center.

To qualify for income on multiple business centers, you must maintain the business requirements of a qualified Blue Diamond and be active with 200 PV. Additionally, you must maintain seven Star 500 legs under your initial business center. Additional business centers will have unlimited earning capability if your initial business center is qualified and paid as a Black Diamond. If, however, the “paid as” rank for your initial business center falls below Black Diamond for any given bonus period, all additional business centers will be paid at their respective “paid as” ranks.

In addition, all enrollment tree GV from additional business centers will count toward the qualification and rank advancement of your initial business center if your initial business center remains qualified and paid as a Black Diamond.

BLACK DIAMOND REWARDS\*  
PUT YOU IN THE DRIVER'S SEAT.



\* You must be fully compliant with your distributor agreement to be eligible for any Black Diamond rewards.

# REWARDS AND COMPENSATION\*

## BLACK DIAMOND

- Earn remaining two business centers (third and fourth)
- Participation in the MonaVie Leadership Pool
- \$1,500 Black Diamond Mercedes Car Allowance<sup>†</sup>
- Black Diamond ring (men) and pendant (women)
- Your personalized Black Diamond documentary

## ROYAL BLACK DIAMOND

- \$100,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- MonaVie Day: we're rolling out the red carpet for you—fly first class to the U.S. then board the MonaVie jet and fly to Salt Lake City, Utah, for your official day at MonaVie headquarters
- Participation in the MonaVie Jet Credit program<sup>§</sup>

## PRESIDENTIAL BLACK DIAMOND

- \$300,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- Five night accommodations at the Atlantis Resort (Bahamas) in the MonaVie Reef Towers Penthouse<sup>\*\*</sup>; first class airfare for two provided
- Participation in the MonaVie Jet Credit program<sup>§</sup>

## IMPERIAL BLACK DIAMOND

- \$600,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- Adventure-filled Mediterranean getaway aboard a luxurious private yacht<sup>††</sup>
- Participation in the MonaVie Jet Credit program<sup>§</sup>

\* All rewards are nontransferable and have no deemed cash value.

<sup>†</sup> When you first achieve the rank of Black Diamond, you earn \$1,500 from MonaVie as part of the MonaVie Mercedes program. After you provide proof that you have leased or purchased a new black Mercedes car (\$1550 or \$550), MonaVie will pay you \$1,500 per month as an allowance for your car. After one year, MonaVie will review your distributorship's earnings. You will continue to receive a monthly allowance for the next year, and subsequent years, based on how many weeks in the previous year you maintained your qualified and active rank of Black Diamond: 40 weeks plus = \$1,500; 30–39 weeks = \$1,000; 20–29 weeks = \$750; 15–19 weeks = \$500. You must be continually active with at least 200 PV to earn the Black Diamond car allowance.

<sup>‡</sup> Annual access.

<sup>§</sup> As a qualified Royal Black Diamond Executive or above, you will earn MonaVie jet credits based on the "paid as" rank of your highest ranking business center. MonaVie jet credits are earned on a weekly basis at the following rate: Royal Black Diamond = 0.5, Presidential Black Diamond = 0.75, Imperial Black Diamond = 1, Crowne Black Diamond = 1.5, Double Crowne Black Diamond = 2, and Triple Crowne Black Diamond = 2.5. Jet credits do not expire and can only be used within the continental U.S.

<sup>\*\*</sup> This is a one time trip for first time Presidential Black Diamond qualifiers only.

<sup>††</sup> One time trip; hosted by a member of the MonaVie Executive Management team.



### CROWNE BLACK DIAMOND

- \$1,000,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- Your second personalized Black Diamond documentary
- MonaVie Exotic Car program in partnership with duPont Registry—choose the car of your dreams (Lamborghini, Ferrari, Maserati, Rolls-Royce, or Bentley)
- Participation in the MonaVie Jet Credit program<sup>‡</sup>

### DOUBLE CROWNE BLACK DIAMOND

- \$2,000,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- Five star trip to any one of five exotic locations (South Africa, the Rhine River, Switzerland, China, or Scotland)<sup>††</sup>
- Participation in the MonaVie Jet Credit program<sup>‡</sup>

### TRIPLE CROWNE BLACK DIAMOND

- \$3,000,000 cash bonus
- Participation in the MonaVie Leadership Pool
- Accommodations at the Zermatt Resort (Midway, Utah) in the three bedroom MonaVie Chateau Villa<sup>†</sup>
- Participation in the MonaVie Jet Credit program<sup>‡</sup>
- A stratospheric adventure—MonaVie is taking you out of this world!<sup>†††</sup>

### ANNUAL REWARD TRIPS

#### Ruby Fly-In<sup>††</sup>

As a new MonaVie Ruby, you'll fly to Midway, Utah, for training, networking, and fun at the world famous Zermatt Resort.

#### Diamond Destination<sup>††</sup>

New MonaVie Diamonds will enjoy sand, surf, and sun during an all expense paid trip for two to the Grand Wailea Resort in Maui, Hawaii.

#### Black Diamond Celebration<sup>§§</sup>

Enjoy some of the world's most exciting and exotic destinations as a new MonaVie Black Diamond.

<sup>†</sup> Annual access.

<sup>‡</sup> As a qualified Royal Black Diamond Executive or above, you will earn MonaVie jet credits based on the "paid as" rank of your highest ranking business center. MonaVie jet credits are earned on a weekly basis at the following rate: Royal Black Diamond = 0.5, Presidential Black Diamond = 0.75, Imperial Black Diamond = 1, Crowne Black Diamond = 1.5, Double Crowne Black Diamond = 2, and Triple Crowne Black Diamond = 2.5. Jet credits do not expire and can only be used within the continental U.S.

<sup>††</sup> One time trip.

<sup>†††</sup> To participate in your second Diamond Destination, you must advance to Hawaiian Blue Diamond before the end of the qualification period. To participate in additional Diamond Destination events, you must remain a qualified Hawaiian Blue Diamond for 60% of the qualification period.

<sup>§§</sup> To participate in the Black Diamond Celebration, you must remain a qualified Black Diamond for 60% of the qualification period.

# MONAVIE

## RANK QUALIFICATIONS

| RANKS                        | QUALIFICATIONS  | WEEKLY EARNING POTENTIAL                |
|------------------------------|---|---|
| <b>STAR RANKS</b>            |   |   |
| STAR                         | Must be personally active and have two personally sponsored and active distributors, regardless of placement position.  |   |
| STAR 500*                    | 500 GV in your lesser volume leg during a one week period.  | Total weekly earning potential \$1,000  |
| STAR 1000                    | 1,000 GV in your lesser volume leg during a one week period.  | Total weekly earning potential \$1,000  |
| <b>EXECUTIVE RANKS</b>       |   |   |
| BRONZE                       | 2,000 GV in your lesser volume leg during a one week period and a minimum of one personal enrollment tree leg that includes a qualified STAR 500 or above.                  | Total weekly earning potential \$1,000  |
| SILVER                       | 3,000 GV in your lesser volume leg during a one week period and a minimum of two personal enrollment tree legs that include a qualified STAR 500 or above in each leg.      | Total weekly earning potential \$1,500  |
| GOLD                         | 5,000 GV in your lesser volume leg during a one week period and a minimum of three personal enrollment tree legs that include a qualified STAR 500 or above in each leg.    | Total weekly earning potential \$2,500  |
| <b>EXECUTIVE ELITE RANKS</b> |   |   |
| RUBY                         | 10,000 GV for two consecutive weeks in your lesser volume leg and a minimum of four personal enrollment tree legs that include a qualified STAR 500 or above in each leg.   | Total weekly earning potential \$5,000  |
| EMERALD                      | 15,000 GV for two consecutive weeks in your lesser volume leg and a minimum of five personal enrollment tree legs that include a qualified STAR 500 or above in each leg.   | Total weekly earning potential \$7,500  |
| DIAMOND                      | 20,000 GV for three consecutive weeks in your lesser volume leg and a minimum of six personal enrollment tree legs that include a qualified STAR 500 or above in each leg.  | Total weekly earning potential \$10,000 |
| BLUE DIAMOND                 | 25,000 GV for four consecutive weeks in your lesser volume leg and a minimum of seven personal enrollment tree legs that include a qualified STAR 500 or above in each leg. | Total weekly earning potential \$20,000 |
| HAWAIIAN BLUE DIAMOND†       | 75,000 GV for four consecutive weeks in enrollment tree volume‡ with no more than 25,000 GV coming from any single enrollment tree leg.                                     | Total weekly earning potential \$25,000 |

\* Distributors must be personally active and qualified to advance any rank, Star 500 and above.

† Hawaiian Blue Diamond and Executive Premier Rank distributors must maintain the requirements of a qualified Blue Diamond.

‡ Enrollment tree volume refers to sales volume earned by your personal enrollment tree sales organization in one bonus week.



| RANKS                                      | QUALIFICATIONS   | WEEKLY EARNING POTENTIAL           |
|--|--|------------------------------------|
| <b>EXECUTIVE PREMIER RANKS<sup>†</sup></b> |  |                                    |
| BLACK DIAMOND                              | 150,000 GV in enrollment tree volume with no more than 50,000 GV coming from any single enrollment tree leg for four consecutive weeks.                | Unlimited weekly earning potential |
| ROYAL BLACK DIAMOND                        | 300,000 GV in enrollment tree volume with no more than 75,000 GV coming from any single enrollment tree leg for four consecutive weeks.                | Unlimited weekly earning potential |
| PRESIDENTIAL BLACK DIAMOND                 | 500,000 GV in enrollment tree volume with no more than 100,000 GV coming from any single enrollment tree leg for four consecutive weeks.               | Unlimited weekly earning potential |
| IMPERIAL BLACK DIAMOND                     | 750,000 GV in enrollment tree volume with no more than 125,000 GV coming from any single enrollment tree leg for four consecutive weeks.               | Unlimited weekly earning potential |
| CROWNE BLACK DIAMOND                       | 1,050,000 GV in enrollment tree volume with no more than 150,000 GV coming from any single enrollment tree leg for six out of eight consecutive weeks. | Unlimited weekly earning potential |
| DOUBLE CROWNE BLACK DIAMOND                | 1,400,000 GV in enrollment tree volume with no more than 175,000 GV coming from any single enrollment tree leg for six out of eight consecutive weeks. | Unlimited weekly earning potential |
| TRIPLE CROWNE BLACK DIAMOND                | 1,800,000 GV in enrollment tree volume with no more than 200,000 GV coming from any single enrollment tree leg for six out of eight consecutive weeks. | Unlimited weekly earning potential |

<sup>†</sup> Hawaiian Blue Diamond and Executive Premier Rank distributors must maintain the requirements of a qualified Blue Diamond.

All references to income, implied or stated, through the MonaVie Compensation Plan are for illustration purposes only. MonaVie does NOT guarantee any level of income or earnings to any distributor. Earnings from the MonaVie Compensation Plan solely depend on sales and each distributor's skill, ability, and personal application.

# COMPENSATION PLAN Q&A

## 01 Why am I considered “active” for four weeks rather than an entire month?

Because we pay bonuses weekly rather than monthly, our definition of “active” is a four week rolling period rather than an entire month (each week runs from Saturday at 12:01 a.m. (MST) to Friday at midnight).

## 02 If I go inactive, what happens to my volume and organization?

All accumulated placement tree volume will be reset to zero; however, once you reactivate by generating 100 PV, you will once again begin to accumulate group sales volume as products in your placement tree organization are sold.

## 03 Once I’ve earned bonuses, when can I expect to be paid?

The commission week ends Friday at exactly midnight (MST). Any earned commissions will be paid seven days later, which is the Friday after the end of the commission week. However, the first time commissions are earned, we must process your personalized MonaVie cash card, where your commissions are deposited. Anticipate that it will take approximately 7–10 business days after the end of the commission period to receive your card in the mail.

## 04 When team bonuses are paid, what volume is deducted from my business center?

Any sales volume on your left and right legs that was used to earn team bonuses will be deducted. Any unpaid volume will continue accumulating as long as you remain active.

## 05 What is AutoShip?

This optional, stress-free program allows you to establish a standing monthly order with MonaVie. Your product will be delivered to you on a regular basis. You can put your AutoShip order on hold, change it, or cancel it at any time by calling 1-866-217-8455 or sending an email to [distributorsupport@monavie.com](mailto:distributorsupport@monavie.com). (Please notify us at least two days before your next scheduled AutoShip order for changes to take effect for that AutoShip date.)

## 06 How do I generate PV?

You can generate personal sales volume in two ways—through product sales made to your preferred customers and through purchasing product to use in building your business.

# INCOME DISCLOSURE STATEMENT GLOBAL 2008



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                 | Average Weekly Number of Distributors Paid at This Rank | % of Average Weekly Distributors | Weekly Income (US Dollars) |          |               | Annualized Average Check | Weekly Average Hours Worked* |
|---|---|----------------------------------|----------------------------|----------|---------------|--------------------------|------------------------------|
|   |   |                                  | High                       | Low      | Average Check |                          |                              |
| Distributor                             | 46,766  | 50%                              | \$699                      | \$0      | \$23          | \$1,214                  | 4                            |
| Star                                    | 32,172  | 35%                              | \$880                      | \$0      | \$35          | \$1,817                  | 6                            |
| Star 500                                | 7,933   | 8%                               | \$815                      | \$50     | \$76          | \$3,947                  | 6                            |
| Star 1000                               | 3,267   | 4%                               | \$1,040                    | \$100    | \$172         | \$8,963                  | 6                            |
| Bronze Executive                        | 1,168   | 1%                               | \$1,000                    | \$200    | \$357         | \$18,572                 | 7                            |
| Silver Executive                        | 639   | 1%                               | \$1,500                    | \$300    | \$564         | \$29,310                 | 8                            |
| Gold Executive                          | 386   | <1%                              | \$2,500                    | \$500    | \$1,027       | \$53,413                 | 9                            |
| Ruby Executive                          | 145   | <1%                              | \$5,000                    | \$1,000  | \$2,015       | \$104,759                | 12                           |
| Emerald Executive                       | 66  | <1%                              | \$7,500                    | \$1,500  | \$3,090       | \$160,656                | 13                           |
| Diamond Executive                       | 32  | <1%                              | \$10,000                   | \$2,000  | \$3,884       | \$201,987                | 16                           |
| Blue Diamond Executive                  | 76  | <1%                              | \$20,000                   | \$2,500  | \$7,481       | \$388,986                | 20                           |
| Hawaiian Blue Diamond Executive         | 24  | <1%                              | \$25,000                   | \$4,544  | \$12,711      | \$660,995                | 20                           |
| Black Diamond Executive                 | 27  | <1%                              | \$101,761                  | \$6,505  | \$28,584      | \$1,486,366              | 27                           |
| Royal Black Diamond Executive and Above | 7   | <1%                              | \$134,517                  | \$28,483 | \$65,548      | \$3,408,500              | >40                          |

The income statistics above are for all MonaVie Distributors who were paid bonuses during the period from July 4, 2008 to June 26, 2009, at the above ranks, excluding rank advancement bonuses. 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 \$2,918.22. From July 2008 to June 2009, approximately 87% of individuals who executed a MonaVie Distributor Application and Agreement, and made at least one purchase in the last 12 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 18,000 distributors performed by MonaVie through our online ordering system.

Drink it. Feel it. Share it.®

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