

SPECIAL REPRINT EDITION

Direct Selling News[®]

Serving the Direct Selling and Network Marketing Executive

Volume 5, Issue 9 September 2009

The **\$100** *Million* Club

A snapshot of 68 direct selling companies with annual global wholesale revenue of \$100 million or more

Congratulations to
MonaVie
No. 14



Dear Friend,

It is quite humbling to be recognized as one of only 68 direct selling companies with annual global wholesale revenues of \$100 million or more. This recognition speaks to the effort that has been expended since MonaVie's inception in 2005 in laying a solid foundation for which we can build a global brand. It speaks of persistence, hard work, vision, and belief. It proves that faith is more powerful than fear. And finally, it is further evidence that MonaVie has what I believe to be the greatest group of distributors ever assembled at one company in the history of direct selling.

When I look at the list of companies in the \$100 Million Club, I can't help but notice that of the 13 direct selling companies in the world that had larger revenue than MonaVie as of 2008, the youngest of these companies had been around for over two decades; some were even over 100 years old. So this award also speaks to the fact that MonaVie—a company that launched in 2005—is just getting started. Our best days are yet to come!

I want you to know that I feel an enormous responsibility to finish what I started. I spend my time with people who stand for something and who are committed to making this world a better place. In life, there are lifters and there are leaners. I want to be numbered with the lifters. I want us to lift together! I want us to make MonaVie the best company *for the world*. I want us to prove to the world that hard work is a virtue, not a vice, that persistence and determination is still rewarded, and that those old-fashioned values I learned as a young boy in the potato fields of Idaho are not only rewarded, but required. I'm looking for those who are similarly minded.

I know that we can lead the way; I know that the world needs MonaVie; and, I know that we have the character to make it happen. Remember, one person can make a difference. That one person is you. Are you ready? I invite you to join the MonaVie team as we continue making a difference around the world.

Here's to MonaVie continuing to become the best company for the world,

A handwritten signature in cursive script that reads "Dallin A. Larsen".

Dallin A. Larsen
Founder, Chairman & CEO
MonaVie

No. 14
MonaVie LLC
\$854.9 million



M O N A · V I E

Country: United States

MonaVie's nutritional beverages with corresponding gel formulations feature a blend of açai berry and other body-beneficial fruits. The company's philanthropic aim is to improve the lives of people living in poverty in the slums of Brazil.

Wholesale Corporate Revenue: \$854.9 million

Marketing Style: Person-to-person

Compensation Plan: Multi-level

Products: Nutritional/functional beverages

Markets: 11 countries, plus U.S. territories

Distributors: Not available

Employees: Not available

Headquarters: South Jordan, Utah

Year Founded: 2005

The \$100 Million Club

by **Brittany Glenn and Barbara Seale**

Welcome to the \$100 Million Club, our effort to chronicle the global direct selling companies that have reached the \$100 million mark. To our knowledge, this is the first list of its kind—an attempt to record the power of the direct selling industry by the numbers.

We compiled our list using sources such as Hoover's Company Records and Dun & Bradstreet, SGA Executive Tracker Companies, Standard & Poor's Descriptions Plus News, Company Briefs—Gale Group, Global Duns Market Identifiers, Market Guide Company Profiles, America's Corporate Finance Directory and Directory of Corporate Affiliations, the companies' own Web sites, the Direct Selling Association, the World Federation of Direct Selling Associations and other sources.

We then made every effort to contact each of the following 68 companies, so we could confirm that the information gathered was accurate. You will see an asterisk next to companies that did not verify the accuracy of the information we gathered.

We will be the first to admit that this list is not complete. We did the best we could,

and it is our sincere attempt to journal the might of the direct selling industry. What we discovered is that—despite the economy—direct selling companies are a force to be reckoned with. "Almost miraculously, our organization has continued to grow," says Joe Urso, Aerus Chairman and CEO. "Selling high-end products is not easy, especially in a down economy. Our team has continued to grow by inspiring others to pursue the opportunity for a better life that we offer."

Aerus is not the only company that continued to prosper in 2009, despite the recession. MonaVie recorded its best year of sales while The Pampered Chef saw a five percent increase in recruiting and Tastefully Simple's sales rose five percent.

In fact, a number of the companies on our list are seeing continued success in the face of economic adversity. "Like everyone, we closely monitored the

economic situation last year," said Mary Kay President and Chief Executive Officer David Holl. "We had a solid year in 2008, and are optimistic about 2009. Of course, we don't take anything for granted. As a company we realize that we must stay focused on providing quality products that end consumers want and a solid business opportunity for women. Now, more than ever, the Mary Kay opportunity is helping women sustain their families during this challenging economy."

And many direct selling executives tell us they believe the industry will emerge from the recession bigger, faster and stronger. "Over the next few years, we anticipate that MonaVie will continue to experience the kind of phenomenal growth that we've had over the last several years," said MonaVie founder, chairman and CEO Dallin Larsen.

Meet the class of 2009

For your convenience, we've listed the companies in numerical order.

Ranking	Company	Wholesale Corporate Revenue	Ranking	Company	Wholesale Corporate Revenue
1	Avon Products Inc.	\$10.7 billion	34	KOYO-SYA Corporation	\$290 million
2	Alticor Inc. (Amway Corp)	\$8.2 billion	35	K.K.ASSURAN	\$289 million
3	Vorwerk & Co KG (includes JAFRA Cosmetics)	\$3.4 billion	36	Market America*	\$282 million
4	Mary Kay Inc.	\$2.6 billion	37	Tiens/Tianshi	\$275 million
5	Herbalife Ltd.	\$2.4 billion	38	LR Health & Beauty Systems GmbH	\$274.2 million
6	Primerica Financial Services Inc.	\$2.2 billion	39	ERINA Co. Inc.	\$250 million
7	Tupperware Brands Corp.	\$2.2 billion	40	Isagenix International	\$245 million
8	Natura Cosmeticos SA	\$1.9 billion	41	Diana Co. Ltd.	\$239 million
9	Oriflame Kosmetiek B.V.	\$1.9 billion	42	Nikken Global Inc.	\$216 million
10	Forever Living Products	\$1.7 billion	43	Team National (National Companies)	\$210 million
11	Nu Skin Enterprises Inc.	\$1.2 billion	44	Stampin' Up!	\$200 million
12	Pola	\$1.1 billion	45	CUTCO/Vector Marketing*	More than \$197 million
13	Melaleuca Inc.	\$887 million	46	Ambit Energy	\$197 million
14	MonaVie LLC	\$854.9 million	47	Summit International	\$180.6 million
15	Ignite Inc.	\$825 million	48	YTB International (Your Travel Biz)	\$162.5 million
16	Belcorp/L'Bel Paris*	More than \$750 million	49	Jewels by Park Lane*	\$150 million
17	Omnilife Manufactura, S.A. de C.V.*	\$750 million	50	Tastefully Simple Inc.	\$144 million
18	Partylite (Blyth)	\$650 million	51	BearCere'Ju Co. Ltd.	\$140 million
19	Noevir Co. Ltd.	\$586.7 million	52	PM-International AG	\$133.8 million
20	ACN	More than \$500 million	53	Arsoa Honsha Co. Ltd.	\$132 million
21	Shaklee Corp.	\$500 million	54	Chandean Co. Ltd.	\$125 million
22	Pre-Paid Legal Services Inc.	\$464.5 million	55	Keller Williams Realty	\$119 million
23	Charle Corporation Ltd.	\$463.6 million	56	Scentsy	\$103 million
24	Arbonne International Inc.*	\$450 million	57	4Life Research	More than \$100 million
25	Tahitian Noni International Inc.	\$450 million	58	Agel Enterprises LLC	More than \$100 million
26	USANA Health Sciences	\$429 million	59	Creative Memories	More than \$100 million
27	Nature's Sunshine*	\$381.3 million	60	Fortune Hi-Tech Marketing (FHTM)	More than \$100 million
28	Expert Alliance Co. Ltd.	\$360.2 million	61	FreeLife International LLC	More than \$100 million
29	Mannatech	\$332.7 million	62	The Longaberger Company	More than \$100 million
30	Naturally Plus Co. Ltd.	\$330 million	63	Neways Inc.	More than \$100 million
31	FORDAYS Co. Ltd.	\$320 million	64	Pampered Chef Ltd.	More than \$100 million
32	Telecom Plus*	\$301.2 million	65	XanGo LLC	More than \$100 million
33	Aerus LLC (formerly Electrolux LLC)	\$300 million	66	Yanbal International	More than \$100 million
			67	GNLD International (Golden Neo-Life Diamite)*	\$100 million
			68	Southern Living At Home	\$100 million

For more information, contact: