



marketamerica
 Built on Product. Powered by People.®

About Market America

Market America, Inc.

ma® Market America's mission is to provide a system for entrepreneurs to create an ongoing income, while providing consumers worldwide with a better way to shop. Through revolutionary technology and the power of people, we are creating the economy of the future.

Founded in 1992, ma is a Product Brokerage and Internet Marketing Company that specializes in One-to-One Marketing.

With more than 3 million customers and 180,000 Independent Distributors and UnFranchise® Owners worldwide, Market America has generated over \$3.4 billion in accumulated retail sales, and individuals have earned over \$2 billion in commissions and retail profits based on suggested retail prices (as of December 31, 2009).

Headquartered in Greensboro, NC, the company employs over 500 people globally with international operations in the United States, Australia, Canada, Hong Kong and Taiwan (Philippines in 2010).

Through One-to-One Marketing, Market America combines the Internet with the power of people, creating the ultimate online destination. As a result, we have revolutionized a brand-new industry, setting a standard by which all other businesses are measured — Built on Product. Powered by People®.



Market America – An Overview

Market America (marketamerica.com) is one of the largest online retailers for consumers worldwide, featuring exclusive products and services (ma brands) along with offering more than 3,500 of the top Internet retailers. Together, Market America offers over 35 million products and services. Our proprietary business model combines the power and scope of the Internet with the personalization of One-to-One Marketing to sell products and services. Market America utilizes comparison shopping, customer reviews, live chat assistance, and a state-of-the-art search engine powered by Microsoft®.



ma World Headquarters • Greensboro, North Carolina



This unique formula allows over 180,000 people to provide customized service to over 3 million registered customers worldwide. Market America also delivers lifestyle content, an entertainment Portal, social networking and a wealth of video and rich-media content, creating the web's preeminent social networking environment.

• [Click here or on the image to view video: Market America Overview.](#)



• [Click here or on the image to view video: 2009 ma World Conference Company Overview.](#)



Market America hosts two international annual conferences: The International Convention (each August, in Greensboro, NC) and the ma World Conference (each February, in Miami, FL).

• [Click here or on the image to view video: 2009 International Convention Highlight Reel.](#)



Market America not only delivers the finest in brand power, cutting-edge technology and exclusive services, it also provides support through a growing list of high-profile talent.

[Click here or on the image to view video: Market America – Where Brand Equity Meets Talent.](#)



Learn more about Market America’s Paid to Shop program (ma Cashback), as the company’s Senior Vice President, Loren Ridinger, gives an interactive tour on how to earn up to 35 percent cash back just by shopping at the stores you already love and trust on marketamerica.com.

[Click here or on the image to view video: Get Paid to Shop at marketamerica.com.](#)



During the worst recession since the Great Depression, Market America has grown in all aspects of the business. Learn how to thrive amidst such uncertain times by becoming an entrepreneur and taking control of your own financial future.

[Click here or on the image to view video: We Refuse to Participate.](#)



In one of his most powerful closing presentations ever, JR Ridinger uses a giant hamster wheel to demonstrate how people get stuck in a rut, working their lives away for someone else’s gain. Use this powerful video to motivate others to take control of their own financial future through Market America.

[Click here or on the image to view video: JR Ridinger and the Giant Hamster Wheel.](#)

A Web Portal, an Opportunity, and the Power of People

With a dynamic real community of entrepreneurs and loyal customers, Market America tracks customers’ profiles and buying habits in order to match products to people and people to products. Each entrepreneur has a Web Portal supplied by the company. Through your individual Web Portal, in addition to news, weather, entertainment, free e-mail, etc., consumers can access over 35 million products and services (ma’s brands and Partner Stores), making it one of the largest Internet shopping sites on the planet! Think of it this way... it is like owning your own amazon.com – but much better!

Market America provides a systemized and standardized business model, just like a franchise. Everyone follows a proven business system and the company provides the support, training, technology, products and growing visibility. We call it the “UnFranchise® Business” because you have all the benefits of a franchise but do not have to pay a franchise fee. Additionally, instead of paying the franchisor a royalty, ma pays you commissions and retail profits from the sales through their Portal and referral network. Customers get paid for shopping and UnFranchise® Owners earn royalties from the shopping on their site and from referrals.

“Think of Market America as a hybrid between QVC and Amazon.com – a company with its own language.” – Haute Living Magazine

- Our business is similar to QVC because, as a product broker, we are presented with thousands of products. We only take the most market-driven and unique products. QVC sells direct to the consumer over TV, using someone to explain the product to the viewer. We do the same thing on the Internet and use Customer Managers and intuitive technology to explain the product and educate the customer. The company is annualizing at \$500 million in retail sales and growing at 25 percent per year. I expect Market America to hit \$1 billion in volume within two to three years, \$10 billion within five years, and \$50 billion within 10 years from international expansion (Europe and Latin American countries are next) and the shopping experience with the new paid to shop and paid to be online programs.



- We are like amazon.com in that we have aggregated millions of products and services into one shopping experience. Over 35 million products and services can be accessed through each individual Web Portal. Each Web Portal has over 3,500 name brand stores and companies (e.g., Target, Best Buy, Apple, Nike, Victoria’s Secret, Bloomingdales, Barnes & Noble) in addition to the 2,500 exclusive ma-branded products and services. Therefore, each Web Portal is one of the largest Internet shopping sites on the planet! People actually get paid to shop and for referring others to shop from their Web Portal. We have sophisticated software that tracks from whom leads are generated, resulting in retail profits, commissions and a ongoing income.

Like amazon.com, but with powerful differences and advantages:

A Web Portal

News, weather, sports, finance, entertainment, music, games, a customizable toolbar, movie listings, blogs, e-mail, gift cards, travel and more can all be accessed in addition to the shopping capabilities.

An Opportunity

Market America provides the most realistic and lucrative business plan – the UnFranchise® Business Development System. The UnFranchise business can yield a very substantial ongoing income for those individuals who are serious and willing to follow the system.

The Power of People

Every customer is assigned a Customer Manager who can guide them on the Portal and maintain a personal connection and relationship (high-tech and high-touch). With our global community of entrepreneurs, we're banding together and combining our economic buying power to make money, along with the superstores like Target from which people continue to shop. We are ultimately buying through each other using an incredible tracking system that enables us all to be compensated! We are leveraging people power to provide better products at a better price. We don't compete for shelf space since there's no product inventory so we, as the entrepreneurs, can still create an ongoing income as opposed to the big corporations making all the profits.



Market America and Microsoft



Microsoft FAST, a subsidiary of the software development giant, Microsoft, is the world's leading and most intelligent enterprise search platform. Microsoft FAST delivers secure, relevant, accurate, and timely answers and insight to find new revenue, improve decision making, and transform the way organizations solve business problems.



“Market America and Microsoft FAST both realize that their relationship is more than just typical business alliance. Microsoft FAST is not merely a technology vendor, but rather a strategic business partner of Market America.” – Haute Living Magazine

ma® will be to One-to-One Marketing what McDonald's® is to franchising and what Microsoft® is to computerization.

Quick Facts

- Over \$3.4 billion in accumulated retail sales
- Since the company's inception, individuals have earned over \$2 billion in retail profit and commissions following our business plan
- Annualizing at \$500 million in sales per year on the way to \$1 billion annually
- Over 35 million additional products/services offered through partner stores
- 2,500 exclusive Market America-branded products/services
- 180,000 UnFranchise® Owners in five countries, spreading across three continents
- Over 3 million registered Preferred Customers worldwide
- Over 30 million page views per month average (2009 total per average worldwide)
- 30,000 sq. ft. Technology Research & Development Center; 200,000 total sq. ft. Headquarters & Fulfillment Center in Greensboro, N.C.; Localized Business Centers in Taiwan, Hong Kong and Australia
- 250 new IT developers, engineers, programmers and architects, in addition to a partnership with Microsoft for enterprise search on our Portal.

marketamerica.com > The Ultimate Online Destination

Our Web Portal, combined with Market America's people power, provides the most efficient and friendliest experience found anywhere on the Internet. With unlimited shopping — including 2,500 exclusive ma-branded products, thousands of Partner Stores, a universal checkout, comparison shopping and exclusive deals — Market America's Web Portal is the most innovative online destination ever created. Combine that with features like Microsoft FAST product and content search, customer rewards that allow you to get paid to shop, rich media content, plus news, weather, movie listings and more — all in a single location. Plus, with a dedicated Customer Manager responsible for ensuring a pleasant shopping experience, Market America delivers a personal touch unmatched by any other retailer, online or off.

“Market America’s home page is an entirely addictive online experience that ultimately generates revenue for its users.”
 — *Haute Living Magazine*

- **Unlimited Shopping**
 ma® EZcart™
 Hot Deals & Comparison Shopping
- **Shop All Departments**
 Most Popular Categories
 Find What You Want Faster
- **Partner Stores**
 Thousands of Retailers
 Over 35 Million Products & Services
- **ma cashback Program**
- **GoNow Mail**
 Free E-mail
 Unlimited Storage
- **ma TV**
 Exclusive Media Content
 Videos & Business-Building Tools
- **ma Travel**
 Powered by Travelocity
 Incredible Travel & Vacation Deals
- **Product & Content Search**
 Powered by Microsoft FAST
- **My List**
 Save Your Favorite Products
 Convenient Automatic Reordering
- **Breaking News**
 Powered by the *Chicago Tribune*
- **Interactive Blogs**
 My Fashion Cents
 ma Blog
 CEO's Blog
- **Social Networking**
 ma Chatterbox™
 ma MyWorld
 ma Toolbar
 ma Network
- **Exclusive ma Brands**
 Thousands of Products & Services
 Customer Reviews
 Product Demos
- **Accurate Weather**
 Powered by the National Weather Service
- **ma Newsstand**
 Digital *Powerline* & Other
 Well-Known Publications

The screenshot shows the Market America website homepage. At the top, there's a navigation bar with the Market America logo and a search bar. Below the navigation, there are several promotional banners and sections:

- travelocity**: A banner for booking flights and hotels together, saving up to \$315 on average.
- Cellular Laboratories**: A large banner for skincare products with the headline "Erase the past 10 years... with Cellular Laboratories™". It features a list of "Top Selling Products" including items like "Erase SPF 15", "Ultimate Aftershave", and "Erase Moisturizer".
- Chatterbox**: A section for building personalized virtual rooms and sharing photos, links, and more.
- MYWORLD**: A section for entertainment, offering music and dining channels.
- Featured Brands**: A row of logos for brands like Cellular Laboratories, Heart Health, Isotonix, motives, and TIME! PRESCRIPTION.
- Featured Partners**: A row of logos for partner stores like Walgreens, Saks.com, STAPLES, TARGET, and Walmart.
- Market America: Your One Stop for Internet Shopping Websites**: A section with a welcome message and a list of partner stores including Wal-Mart, Target, and Barnes & Noble.
- Awards**: Two circular award logos: "Retailer TOP 500 E-Retailer" and "200 Top 100 Retailers".

- **Movies**
 Local Listings & New Trailers
 Order Tickets Online
- **Custom Nutrition Services**
 Nutri-Physical® Free
 Nutritional Analysis

Market America & The Social Media Revolution

Market America enables you to always be on the cutting edge of the latest technology and capitalize on the growing social and economic impact of the Internet, social networking and online shopping. The advancements in technology are making communication and connectivity instantaneous, thus fueling the UnFranchise® businesses of our growing global community of entrepreneurs.



Social media (i.e., Facebook, Twitter, MySpace, ma® Chatterbox™) provides a valuable tool to reach people instantaneously exposing them to products, services and our business system. Although social media is a valuable tool, it will not take the place of personal interaction and relationships. The combination of people power and technology is the solution!

A Web Portal + The UnFranchise® System + MPCP + Social Media + People Power = Ongoing Income!

[Click here or on the image to view video: Social Media Revolution](#)

ma network

While other companies are trying to build social networking into their shopping sites, Market America has taken an opposite approach, bringing marketamerica.com to Facebook with a new application called ma® Network.

On social networks, there is a wealth of information. People tell you more about themselves than they would ever reveal on a shopping site. There is so much interactivity going back and forth between people – their likes, their dislikes, their wants, their emotional experiences, how they are feeling at the moment, and what they experienced throughout the day.

ma Network bridges the gap between social media and online shopping with one simple, easy-to-use interface that lets you search, shop, save and share with over 400 million potential customers! ma Network mirrors the user's activity on marketamerica.com back to ma Network, streaming updates in the news feed, alerting friends and customers to hot deals, product recommendations and reviews. Beyond that, ma Network allows users to actually browse Market America's 35 million products without ever leaving Facebook!



ma chatterbox think inside the box™

Connect with your friends, customers and business partners through ma Chatterbox – Market America's social networking platform. As a social media hub, ma Chatterbox enables you to integrate your Facebook and Twitter profiles into your ma Chatterbox account.



The Internet changed the way people shop, but the paradigm is shifting once again. Mobile technology is the way of the future, and once again, Market America is ahead of the curve. The new ma Mobile site and application allows users to browse and purchase from marketamerica.com and its thousands of Partner Stores, plus it offers the same ma Cashback program and comparison shopping – all from the palm of your hand.

Welcome to ma® MyWorld

Your Web Portal gives you access to music, fashion, travel, and dining through Market America's digital dashboard.

ma MyWorld Music

The ma MyWorld music platform blurs the line between fans and their favorite recording artists. Read the latest music news and album reviews, shop for new CD releases, download ringtones, purchase concert tickets, and find the hottest merchandise for your favorite performers.

In a recent article, AOL Musica describes how Market America has positioned itself to compete directly with iTunes through its technological capabilities (such as the live streaming of Alejandro Sanz's concert), its global reach, and through its partnerships with celebrities such as Sanz, Paulina Rubio, Eva Longoria Parker and Emilio Estefan.

ma MyWorld Diner

At ma MyWorld Diner, you can view over 550,000 restaurant listings across the U.S. and Canada, read professional reviews, and find \$25 restaurant certificates to your favorite places for \$10 or less! For the restaurant owner, you can also inquire about our enhanced listings to promote your business.



Click each name to view these exclusive videos for ma MyWorld, by five of today's leading artists ▶



[Keith Urban](#)



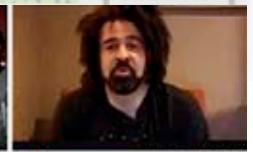
[Faith Hill](#)



[Boyz II Men](#)



[Journey](#)



[Counting Crows](#)

“ma MyWorld is a digital dashboard that encompasses something for everyone. It's a customizable Portal that allows users to arrange their home pages based on interests in music, fashion, travel, sports and dining.” — *Haute Living Magazine*

Market America in the Media



2009 Triad Business Journal: Market America Hiring — [Click here or on the image to view video](#)
Triad Business Journal declared Market America “recession proof” and “on a roll” in CBS-2 News video.



Fox 8 News 2008 International Convention Coverage — [Click here or on the image to view video](#)



Channel 14 News 2008 International Convention Coverage — [Click here or on the image to view video](#)



Isotonix OPC-3® on USA TV Channel WETM18 — [Click here or on the image to view video](#)
News segment featuring a woman with dramatic results from using Market America's Isotonix OPC-3.



Fox News Segment on the benefits of Pycnogenol® — [Click here or on the image to view video](#)
Market America is the worldwide exclusive supplier of isotonic-capable Pycnogenol — Isotonix OPC-3.



Distributor Patricia Feeney on NBC 10 — [Click here or on the image to view video](#)
News segment featuring Market America Distributor.

NPR Radio — 2009 Triad Business Journal Business Report — [Click here to listen to audio](#)

Market America Debuts at #66 Among Internet Retailer's Top 500 Companies



In the *Internet Retailer's* 2008 annual "Top 500" rankings, Market America not only made the list for the first time, but debuted in the exclusive top 100, coming in at number 66. The Top 500 Guide breaks down financials, operations, customer satisfaction, performance, marketing, corporate information, website features and functions, payment systems, and vendors. Additionally, those ranked in the top 100 are profiled in depth, with a corporate overview and 2008 highlights.

Internet Retailer identified Market America's launch of ma MyWorld, its dedication to improved site search, and the launch of ma Chatterbox™ among the significant achievements the company has made recently. Among mass merchants, Market America was ranked 13th in 2008 web sales — and among all retailers, offers the 4th highest amount of SKUs at 35 million.

Internet Retailer is the leading publication in e-commerce and its Top 500 Guide is used by thousands as a reference point for the world's top Internet companies. Inclusion among the top 100 Internet companies is further proof that Market America and its Customer Managers are taking their place as leaders in Internet Marketing and One-to-One Marketing. The print edition of the Top 500 Guide can be purchased by visiting the [Internet Retailer Top 500 Guide website](#).

Market America Ranked 99th by Revenue on Inc. Magazine's Top 500/5000 List



Market America, which debuted this year on *Inc. Magazine's* exclusive top 500/5000 list, an annual ranking of the top U.S.-based companies based on four-year growth percentage rates, was recognized as the 99th ranked company in terms of total revenue among the 5,000 ranked companies, and ranked as the fourth retailer based on 2008 revenue. Market America was ranked 4,422 on *Inc.'s* fastest growing companies list based on growth rates from 2005-2008.

Inc. 5000 is an exclusive ranking of the nation's fastest-growing private companies. The list represents the most comprehensive look at the most important segment of the economy — America's independent-minded entrepreneurs. Inclusion on this list and Market America's strong standing is further evidence that Market America has created a recession-proof business that continues to grow despite the struggling economy. For a full list of America's fastest growing companies who join Market America as the top revenue earners, click here: inc.com.

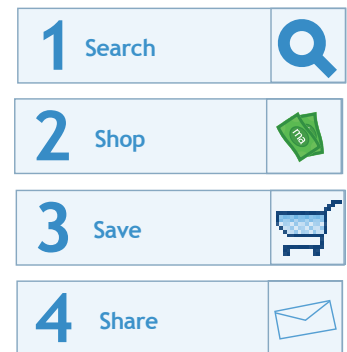
ma cashback

ma® Cashback is the revolutionary new shopping program from Market America that saves you money and pays you to shop! Get paid for purchasing online the things you want and need, and have them delivered right to your door.

Earn up to 35 percent cash back for purchasing Market America branded products and those from our Partner Stores where you see the ma Cashback logo. Plus, get 1/2 percent cash on referral purchases forever.

Find exactly what you need from tens of millions of products and services using our lightning fast search technology. Shop from home and save time, gas, and the hassle of fighting crowds. The ma Cashback program rewards you for doing what you already love to do — shop!

Here's how it works:



- [Click here or on the image to view video: ma Cashback overview.](#)
- [Click here or on the image to view video: Get Paid 2% - 35% Cash Back at marketamerica.com.](#)
- [Click here to read what *Internet Retailer* published about Market America's 35 percent growth in response to the launch of its revolutionary new paid to shop program.](#)
- [Click here to see how ma Cashback compares to other programs.](#)



Market America Brands – More than 2,500 Exclusive Products and Services

Isotonix®

The world's most advanced nutraceuticals

Isotonic solutions offer the fastest and most efficient absorption of all oral forms of nutritional supplementation. All Isotonix® products are made from the highest quality ingredients available.

Broken down to its roots, *iso* means “the same” and *tonic* means “pressure” or “tone.” Therefore, Isotonix nutritional supplements have the same pressure as bodily fluids, and since they are not encapsulated or compacted into a “form,” there is no need for fillers, binders, coatings, etc. This eliminates the lengthy breakdown process during digestion, ensuring maximum delivery and superior results.

Isotonix OPC-3® – Headlining Market America’s Exclusive Product Line

We are the worldwide exclusive supplier of isotonic-capable Pycnogenol® (French maritime pine bark extract). For further details visit pycnogenol.com. [Click here or on the image to view the Market America Isotonix OPC-3 video.](#)



Horphag Research awarded for work with Pycnogenol

Horphag Research Ltd., which manufactures and supplies Pycnogenol for Market America, has received the prestigious 2008 Frost & Sullivan Excellence in Research of the Year Award in the North American health ingredients market.

The award recognizes the company’s pioneering efforts in conducting several research projects over the years in addition to numerous clinical tests, validating Pycnogenol’s health benefits. Pycnogenol is one of the most evidence-based health ingredients in the industry with over 220 scientific publications and 80 clinical trials on 7,000 patients, confirming its safety, nontoxicity and clinical efficacy since 1975. The published studies have validated Pycnogenol’s role in promoting a wide range of health benefits (including cardiovascular, circulatory, and joint health to name a few).*

- [Click here to download the Frost & Sullivan award announcement.](#)
- [Click here to view a recent study published on SAGE Journals Online.](#)

motives®

by loren ridinger

Fashion and style icon Loren Ridinger has created an innovative cosmetics line that is revolutionizing the entire industry. Motives® by Loren Ridinger combines a perfect blend of art, science and technology to create an incredible selection of customizable color combinations to suit everyone, regardless of age or skin tone. Innovative hues and high-quality formulas mixed with affordability make these fabulous products the most desired in the beauty industry. Whether it’s a soft, natural look for daytime wear, or a dramatic evening look, Motives empowers women everywhere to look and feel beautiful. From Custom Blend foundations and dual perfection powders to luxurious crème eye shadows and long-lasting rich formula lipsticks, Motives provides high-end cosmetics at a price anyone can afford. By creating such a customizable line, Motives ensures that each product is as unique as the women who wear them.

But the success of Motives goes beyond beauty. By becoming a Motives Color Consultant, you can create the lifestyle you have always imagined by empowering people everywhere to look and feel beautiful. You have the power to realize your full financial potential and bring YOUR dreams to life with Motives cosmetics!

- [Click here or on the image to view video: Motives Product Demo.](#)
- [Click here or on the image to view video: Motives: Before and After.](#)
- [Click here or on the image to view video: Motives: Official Cosmetics – 2009 Miami Fashion Week.](#)

Product Demo



Before & After



2009 Miami Fashion Week



* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Health Professional Products, Services and Systems

nutraMetrix® Advanced Nutraceuticals



The nutraMetrix Division is dedicated to providing wellness solutions specifically for health professionals. nutraMetrix enables any health professional to implement customized nutritional interventions, wellness and weight-management solutions for their patients. Through its line of advanced nutraceuticals, programs and services, nutraMetrix is promoting wellness one health professional and one patient at a time. For more information, to browse products or to view frequently asked questions, please visit our website nutrametrix.com.



“nutraMetrix is accomplishing what health insurance cannot do, what the pharmaceutical companies will not do, and what the federal government has failed to do: create and lead a wellness revolution.”
— Julian Blumenfeld, M.D., Chief Medical Officer
(nutraMetrix/Market America)



Led by our Medical and Scientific Affairs team, nutraMetrix offers practitioners a complete line of nutraceuticals and customized nutritional programs to meet the demands of an educated client. The nutraMetrix line of nutraceuticals, customized nutritional supplements and the Transitions Lifestyle System® form the cornerstone of our products and programs. Now Health Professionals – through nutraMetrix – can integrate wellness, nutrition and weight-management solutions seamlessly into their existing practices.

With over 5,000 nutraMetrix Consultants, 3,000 nutraMetrix Health Professionals and a dedicated corporate nutraMetrix team, nutraMetrix is set to accomplish what health insurance companies cannot do, what the pharmaceutical companies will not do and what the federal government has failed to do. nutraMetrix is promoting the health of America, one health professional and one patient at a time.

“Once I had my own experience with nutraMetrix products, I’ve shared them to improve the quality of life for others. It’s made me a better doctor.” — Milan Moore, M.D. (Orthopedic Surgeon, WA)

About nutraMetrix Advanced Nutraceuticals

We work with our vendors to carefully select the highest quality ingredients available. Our products are sourced from wherever the best raw material is found and our quality control extends to each ingredient as well as the overall product. All ingredients included in nutraMetrix dietary supplements are held to FDA Good Manufacturing Practice (GMP) standards. Ingredients held to this standard must pass a series of tests and meet strict acceptance criteria.

“Every product is scientifically engineered and must be manufactured consistently with regard to purity, quality, potency and composition.”
— Mark Lange, Ph.D., Director of Quality Control (nutraMetrix/Market America)



High-quality nutraceuticals with the exclusive nutraMetrix label for health professionals

nutraMetrix Advanced Nutraceuticals offers:

- Targeted health regimens
- Custom nutrition solutions
- Isotonic-capable supplements
- Anti-aging supplements
- Children’s health supplements
- Mind and energy supplements
- Sports nutrition supplements
- Heart health supplements
- Digestive health supplements
- Prenatal supplements
- Skin health supplements
- Vision health supplements

Fact: the market for multivitamin and calcium supplementation alone is currently \$1.8 billion.



“As a means of delivering nutrients to the body, an isotonic-capable nutritional supplement is the most efficient and best utilized nutritional supplement.”
— Jim Wilmer, Ph.D., Chief Science Officer (nutraMetrix/Market America)

Comprehensive low-glycemic, weight-management system

A low-glycemic, weight-management system that patients will enjoy and adhere to, the Transitions Lifestyle System® focuses on behavior modification and body composition. The Transitions Lifestyle System provides patient education materials, a daily journal, entrées and shakes, as well as clinically proven supplements to promote sustainable weight loss. With the Transitions Lifestyle System, patients can enjoy lifelong success.*

According to the FDA, 50 million Americans spend \$30 billion each year in the quest to lose weight and 8 million enroll in a structured weight-loss program.



nutraMetrix® Educational Institute (nEI)



The mission of the nutraMetrix Educational Institute (nEI) – nutrametrix.org/nei, a not-for-profit educational institution, is to educate health professionals on the science of nutrition, nutritional interventions and the applications of nutraceuticals in clinical practice. With its accreditation sponsors, the Educational Institute offers AMA Category I CME hours to physicians, CE hours to some allied health professionals and CE hours to RNs. The Educational Institute works with a diverse and highly educated clinical and guest faculty from industry, academics and practice to achieve its goals and mission.

A world of support

A commitment to professional education

nutraMetrix® is the principal corporate sponsor of the nutraMetrix Educational Institute™ (nEI), a nonprofit, 501 (c)(3) organization, providing accredited continuing health professional education in nutrition and nutraceutical applications. Please visit the nEI website nutrametrix.org/nei.

A nutraMetrix Consultant to service Health Professional practices

Our nutraMetrix Consultants (NCs) are devoted individuals who work closely with Health Professionals (HPs). They provide the resources for a smooth implementation of our products and programs in the convenience of an HP's office. With numerous corporate trainings, our NCs are equipped with the knowledge to help HPs achieve unprecedented financial success.

A customized nutraMetrix Web Portal

A customized nutraMetrix Web Portal makes all nutraMetrix products from a HP's business easily available to patients. HPs have the ability to customize their Portal, select their featured products and inform their patients of upcoming events in their practice. With e-commerce capabilities, an HP's patients can reorder products and services online.

A business model for Health Professionals to achieve unprecedented financial success

For more information on our innovative business model and how nutraMetrix programs can work best for you, please e-mail nutrametrix@nutrametrix.com.

nutraMetrix® Elite – a revolutionary online medical community is coming soon...

nutraMetrix Elite will provide patients/clients with a suite of services that will help track and manage all of their health and lifestyle information in one easy-to-use, collaborative online community. nutraMetrix Elite is not just a website to store electronic health records. It is an online medical concierge where you can get instant access to doctors, health coaches and the best products 24/7. It is a vibrant online medical community that encourages interaction and dialogue between members, from patients to medical professionals to individuals, looking to lead a healthier lifestyle. And yes, it is also a place to securely store your electronic medical records.

- Patient-Managed Health Profiles
- Electronic Medical Records (EMR) Storage
- Interactive Patient Education
- Health Tracker
- Online Marketplace

** These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.*

Special Edition Publications

Haute Living “Creating Paradise” Edition

Haute Living magazine is dedicated to the American Dream and to those individuals who have achieved untold levels of success. In the past two months alone, exclusive interviews with some of the world’s biggest names have appeared in this magazine: Sumner Redstone, who is the chairman of Viacom and CBS, music industry legend Clive Davis, and Sir Richard Branson, who discussed his Virgin empire. What separates the moguls featured in *Haute Living* from the rest of the population is that these individuals are not looking for paradise – they took it upon themselves to create it.

The special edition of *Haute Living* is dedicated to the concept of creating paradise through Market America. This unique issue of *Haute Living* is more than just a magazine; it is a resource guide, a roadmap to understanding Market America, and a priceless tool for anyone who is interested in using Market America’s proven plan for success.

Below are a few outstanding quotes from the latest special edition of *Haute Living*:

“Market America has grown into a worldwide enterprise that has created more than 300 millionaires and paid out \$2,005,238,928 to its Distributors. That’s right – billions.”

“The company is projected to exceed \$1 billion annually in sales over the next year or two with \$10 billion annually projected in the next five to 10 years.”

“This is an entrepreneurial system that gives people the tools and the knowledge to start their own business with a minimal investment and no overhead.”

“Market America is about connecting product with people, ultimately paying people to shop. This proven model has allowed Market America to create its own economy, which has proven to be recession proof.”

“The beauty of the idea behind Market America is that its members succeed by helping others succeed. It is a proven entrepreneurial system that provides the tools and plan for anyone who is willing to work and follow the plan to succeed.”

“Currently there is a strong riptide pulling business away from stores retailing and flooding Internet marketing because it is a much more efficient and cost-effective method for targeting consumers. Market America has been anticipating that shift and poised itself to take advantage.”

“Marketamerica.com is more than just a website; it’s a revolution.”

- [Click here to view *Haute Living*’s article, which provides a detailed overview of how Market America is creating their own economy.](#)
- [Click here to see *Haute Living*’s blog post covering Market America’s World Conference, the celebrities that it draws, and the power it has to change lives.](#)



The *Haute Living* “Creating Paradise” Edition (below) not only gives the most thorough presentation of Market America as a company and its vision; it also presents how through *ma*, individuals can have the potential to achieve virtually limitless prosperity.



Healthier You Magazine

The October 2007 issue of *Healthier You* magazine will tell you how and why the U.S. healthcare system is in desperate need of a paradigm shift. Market America is being recognized as a catalyst for this wellness revolution.

Changing Lives Across the World



Market America spent months planning, promoting and pulling off the most successful fundraiser in the history of the company! More than \$125,000 was raised by Market America toward the Rally for Kids with Cancer at an event held in Miami last November. Loren Ridinger, who served as the event chair, JR Ridinger and friend Eva Longoria Parker came together along with 20 other celebrities for the first ever Rally for Kids with Cancer event in Miami Beach which benefited the Jackson Memorial Foundation, International Kids Fund (IKF) and Holtz Children’s Hospital.

Market America and the Make-A-Wish Foundation partnered in 2007 to send 8-year-old Michael Harris of Lexington, N.C. to Disney World shortly after the holiday season. Market America also held a luncheon for Michael and his family, which included a gift-giving segment to help him prepare for his trip and a surprise phone call from his favorite TV show host, Howie Mandel of NBC’s “Deal or No Deal”.

Motives® by Loren Ridinger is proud to team with the American Heart Association through “Go Red” – a fabulous new lipstick that you can feel good about flaunting. For one full year, 25 percent of “Go Red” proceeds will be donated to the American Heart Association. Motives “Go Red” lipstick was launched at the “Go Red for Women” fashion show at Funkshion Fashion Week in Miami Beach in October 2009.

