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TRIVITA

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TriVita Enhances Business Model to Support Launch of its New Product Line

SCOTTSDALE, Arizona, January 8th, 2009 - TriVita, Inc. announced they are enhancing their direct-to-consumer business model to feature a Share-and-Earn program for TriVita customers in conjunction with the launch of their new Sonoran Bloom™ product line scheduled to launch April 1st, 2009.

TriVita joined the Direct Sellers Association in 2008 to evaluate the possibility of offering a reselling business program to its Members.

"After reviewing our long-term goals of taking our new Sonoran Bloom™ product line international, we knew we had to change from an exclusively media-driven commerce model. This new channel of distribution will help us grow not only domestically but also in those countries whose media infrastructure and regulatory restrictions make growth very challenging," said Michael Ellison, TriVita CEO. "TriVita Members and Affiliates will have the opportunity to tell others about their personal product experiences, by sharing and sampling our products."

TriVita's new Share-and-Earn program is backed by a significant compensation plan that pays out a true 70% on all Sonoran Bloom™ products sold and consumed by new Affiliates for ninety days. This increased compensation opportunity is designed to help TriVita create new product distribution channels as well as helping the new Affiliate earn an extra \$500 to \$2,000 in their first 90 days.

"When we created the Share-and-Earn compensation program we took the new Affiliate into careful consideration knowing the nature of the high fall-out rate in Direct Sales. We want to change that by helping new Affiliates experience some level of success in their first 90 days. So we created a compensation plan that would reward the enroller and their team up to three generations but also reward the Directors and even the Presidential Directors for their support of a new and growing team in their organization," said Marcus Ellison, Senior VP of Sales & Marketing.

TriVita is partnering with fellow Direct Seller Association Member Supplier VERTEX to implement the requisite internal restructuring.

"We have selected VERTEX to support our new sales tax systems which include both software and ongoing support services. We believe that with the support of the Direct Sellers Association services and the long-standing successful relationships it has with its member companies, we have a very promising future for our growth goals," said Don Kurtenbach, CFO of TriVita.

"The new Sonoran Bloom™ product line - which includes a proprietary Opuntia liquid concentrate and Streptocantha gel - have significant health applications and benefits," said TriVita Chief Science Officer, Brazos Minshew.

"These products offer our Members and Affiliates true wellness benefits by helping with detoxification and reducing inflammation. The source plants for the Sonoran Bloom™ products are considered healing food plants and were used by ancient people in the Sonora desert. Not only will this story be told by TriVita, but also by our Members and Affiliates, who we believe will want to share these discoveries and results with people all over the world," said Minshew.

The target date for the launch of the new Share-and-Earn program is April 1st, 2009. Promotional and training events are scheduled in 30 cities to reinforce the launch of both the reselling program and the Sonoran Bloom™ product line. TriVita is planning a special kick-off event to introduce the new Sonoran Bloom™ product line and provide Affiliate training on the Share-and-Earn compensation program March 26th in Phoenix, Arizona.

TriVita, Inc., is dedicated to inspiring people to experience greater wellness. A trusted health solutions and Nutraceutical provider since 1999, TriVita develops unique and proprietary Nutraceutical formulas and offers health and wellness services that support the whole person - physically, emotionally and spiritually. TriVita combines the latest information and resources from the medical community on disease prevention with the latest scientific breakthroughs in nutrition. Each product is made under the strictest quality control standards in the dietary and food supplement industry. All manufacturing and laboratory processes meet or exceed the most current Good Manufacturing Practices as published by the Food and Drug Administration in March 2003 and the new product labeling requirements for 2009.

For more information,
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