

about Market America

Market America, Inc.



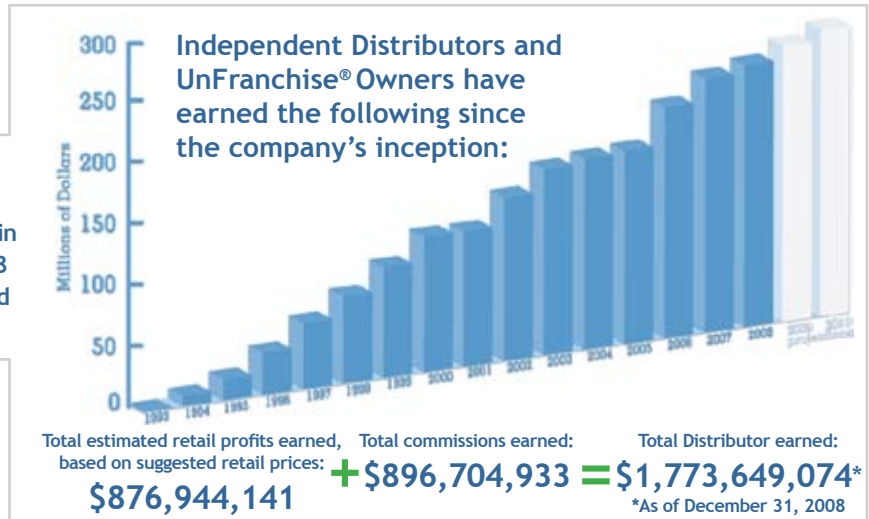
Market America's mission is to provide a system for entrepreneurs to create an ongoing income, while providing consumers worldwide with a better way to shop. Through revolutionary technology and the power of people, we are creating the economy of the future.

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

With more than 3 million customers and 165,000 Independent Distributors and UnFranchise® owners worldwide, Market America has generated over \$3 billion in accumulated retail sales, and individuals have earned \$1.8 billion in commissions and retail profits based on suggested retail prices (as of December 31, 2008).

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

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/ services along with more than 3,000 partner stores. 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®.



This unique formula allows over 165,000 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 and social networking environment. [Click to view video: Market America 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 to view video: 2009 ma World Conference Company Overview](#)



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 to view video: Market America – Where Brand Equity Meets Talent](#)

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

With a dynamic real community of entrepreneurs and loyal customers, Market America tracks customer's 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, stocks, etc., consumers can access over 35 million products and services (ma's brands and the partner stores) making it the largest Internet shopping site on the planet! Think of it this way... it is like owning your own amazon.com – but much better! Amazon.com is currently the world's #1 online retailer. However, based on the number of products and services that can be accessed through your Web Portal, we are three times bigger!

The company provides a systemized and standardized approach, just like a franchise. Everyone follows a proven business plan/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.

In many ways ma is a cross between QVC and Amazon.com:

- We liken unto QVC because, as a product broker, we are presented 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 UFOs (UnFranchise® Owners) 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 to reach \$1 billion within a year or two.
- 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 2,000 name brand stores/companies (e.g., Target, Best Buy, Apple, Nike, Victoria's Secret, Bloomingdales, Barnes & Noble) in addition to the 2,500 exclusive ma branded products/services. Therefore, each Web Portal is the largest Internet shopping site on the planet! People actually get paid to shop and for leading to others who shop. We have sophisticated software that tracks whom leads to who resulting in rewards, commissions, and a ongoing income.



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

A Web Portal

News, weather, sports, finance, entertainment, music, games, movie listings, blogs, e-mail, gift cards, and travel 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 an UnFranchise® Owner (UFO) who can guide them on the Portal and maintains a personal connection and relationship (high tech and high touch). With our global community, banding together as a group of entrepreneurs, we are using our people power and our buying power to make money rather than the mass marketers and advertisers of the last century. We are ultimately buying through each other with 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 and we, as entrepreneurs, make the money as opposed to the big corporations. 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.



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



Microsoft FAST, the world's leading, most intelligent enterprise search platform, delivering secure, relevant, accurate, and timely answers and insight to find new revenue, improve decision making, and transform the way organizations solve business problems.

Quick Facts

- Over \$3 billion in accumulated retail sales
- Since the company's inception, individuals have earned nearly \$1.8 billion following our business plan (as of December 31, 2008)
- Annualizing at \$500 million in sales per year on the way to \$1 billion annually (growing 25% per year)
- Over 35 million additional products/services through affiliates and direct partners
- 2,500 exclusive Market America branded products/services
- 165,000 UnFranchise® Owners in five countries, spreading across three continents
- Over 3 million registered Preferred Customers worldwide
- 6.4 million page views per month average (2008 total per average worldwide)
- New 30,000 sq. ft. Technology Research & Development Center; 200,000 total sq. ft. headquarters and fulfillment center in Greensboro, NC
- 250 new IT developers and a partnership with Microsoft, for enterprise search on our Portal



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

TOP 500 GUIDE

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 more 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 [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 US based companies based on four year growth percentage rates, was recognized as the 99th ranked company in terms of total revenue among the 5000 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 My World

maMyWorld is Market America's entertainment Portal designed to keep you and your customers informed about all your favorite artists. Read the latest music news, album reviews and shop for new CD releases, download ringtones, purchase concert tickets and artist merchandise. Featured artists include The Rolling Stones, Celine Dion, Journey, Boyz II Men, Faith Hill, The Counting Crows and Alejandro Sanz! With a variety of internationally recognized artists on board, and endless shopping and entertainment possibilities, maMyWorld is truly a valuable business-building tool and music-shopping destination. Direct access to maMyWorld can be found on any ma Web Portal – myworld.marketamerica.com.



Click each name to view these exclusive videos for maMyWorld, by five of today's leading artists >



Keith Urban



Faith Hill



Boyz II Men



Journey



Counting Crows

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 to view the Market America Isotonix OPC-3® video.](#)

Horphag Research awarded for work with Pycnogenol

Horphag Research Ltd., who 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 the ingredient 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 7000 patients, confirming its safety, non toxicity and clinical efficacy since 1975. The published studies have validated Pycnogenol's role in promoting a wide range of health benefits (including cardiovascular, circulatory, joint health to name a few).* [Click here to download the Frost & Sullivan award announcement](#)



Media Links

2009 Market America International Conference Highlight Video – [Click to view video](#)

Highlights from the annual Intl. Conference in Greensboro, NC, Aug. 2009. Over 20,000 in attendance.

2009 Market America World Conference Highlight Video – [Click to view video](#)

Highlights from the annual World Conference in Miami, FL, Feb. 2009. Over 20,000 in attendance.

2009 Triad Business Journal: Market America Hiring – [Click to view video](#) (click on the video at right)

Triad Business Journal declared Market America "recession proof" and "on a roll" in CBS-2 News video.

NPR Radio – 2009 Triad Business Journal business report – [Click to listen to audio](#)

Fox 8 News 2008 International Convention Coverage – [Click to view video](#)

Channel 14 News 2008 International Convention Coverage – [Click to view video](#)

Fox News Segment on the benefits of Pycnogenol® – [Click to view video](#)

Market America is the worldwide exclusive supplier of isotonic capable Pycnogenol® – Isotonix OPC-3.

OPC-3 on USA TV Channel WETM18 – [Click to view video](#)

News segment featuring a woman with dramatic results from using Market America's Isotonix OPC-3.

Distributor Patricia Feeney on NBC 10 – [Click to view video](#)

News segment featuring Market America Distributor.

Health Professional Products, Services and Systems

nutraMetrix® Advanced Nutraceuticals

nutraMetrix is dedicated to providing solutions specifically for health professionals. With an exclusive focus on healthcare practitioners, nutraMetrix enables any health professional to implement customized nutritional interventions, wellness and weight-management solutions for their patients. Through its line of advanced nutraceuticals and the nutraMetrix Educational Institute, nutraMetrix is promoting health one health professional and one patient at a time. Health professionals in all fields throughout the United States are incorporating nutraMetrix products, services and systems. For more information and 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 (Market America)

Led by our Medical and Scientific Affairs team, nutraMetrix specializes in solutions exclusively for health professionals, offering those practitioners a complete line of nutraceuticals and customized nutritional programs for an ever-changing healthcare landscape. The nutraMetrix line of nutraceuticals, nutritional genetic testing, customized nutritional supplements and the Transitions Lifestyle System® form the cornerstone of our products and programs. Now qualified health professionals — through nutraMetrix — can integrate wellness, nutrition and weight-management solutions seamlessly into their existing practices.

With over 3,500 nutraMetrix Consultants, 2,500 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.

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 Pharmacopeia 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 (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 natural of all supplements.”
— Jim Wilmer, Ph.D. Chief Science Officer (Market America)

Comprehensive low-glycemic weight management system

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

A commitment to your education and staff training

nutraMetrix is the principal corporate sponsor of the nutraMetrix Educational Institute (nEI), a nonprofit, 501 c3 organization, providing accredited continuing health professional education in nutrition and nutraceutical applications. MDs can receive AMA Category I CME credits and allied health professionals can receive CEUs. Please visit the nEI website nutrametrix.org/nei.

A nutraMetrix Consultant to service all of your needs at no cost to you

Our nutraMetrix Consultants (NCs) are devoted individuals who work closely with you and your staff. They provide the resources for a smooth implementation of our products and programs in the convenience of your own office. With numerous corporate trainings, our NCs are equipped with the knowledge to help you achieve unprecedented financial success.

A customized nutraMetrix Web Portal

A customized nutraMetrix Web Portal makes all nutraMetrix products from your business easily available to your patients. You have the ability to customize your Portal, select your featured products and inform your patients of upcoming events at your practice. With e-commerce capabilities, your patients can reorder products and services online.

A business model to achieve unprecedented financial success

Make an appointment with your nutraMetrix Consultant to discuss our innovative business model and how nutraMetrix programs can work best for you and your patients.



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 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.



Special Edition Publications

Haute Living Special Editions

Haute Living magazine is a luxury lifestyle publication dedicated to featuring business moguls who are changing the world. Throughout its five years in publication, Haute Living has featured some of the most powerful people in the world in its pages — names such as Giorgio Armani, Ian Schrager, Jade Jagger, Shaquille O’Neal, Russell Simmons, and Market America’s own JR and Loren Ridinger. Haute Living CEO Kamal Hotchandani was so struck by JR and Loren’s passion and Market America’s power and growth, he decided to feature the Ridingers on the magazine’s special Five-Year Anniversary edition (right).



[Click here to read the article about Market America, ‘Creating Their Own Economy’ in the 5th Anniversary issue of Haute Living magazine - below are a few outstanding quotes from the article:](#)

“Market America is refusing to participate in the recession”

“It’s easy to feel down in today’s world. The economic circumstances that are plaguing the country are widespread, affecting virtually every industry, and it seems that no one is immune... with one notable exception. In 2008, Internet shopping phenomenon Market America saw its profits increase by a whopping 20 percent, a figure that is on track to be topped in 2009. At Market America, there is no recession.”

“Market America provides people with a way to supplement their income by a few hundred dollars a month, or build an empire that will allow them to live a life of which most can only dream.”

“In the last 17 years, Market America has exploded into an international conglomerate that has generated more than \$3 billion in sales thus far with no end in site. It is projected to exceed \$1 billion in sales over the next year or two with \$10 billion projected in five to 10 years.”

“Market America is at the forefront of Internet commerce, revolutionizing the way people shop. Shopping trends have shifted over the course of the last century; from door-to-door sales to catalogs to shopping malls, the way people secure their goods has always been evolving. Market America is ahead of the next revolution.”

“Market America has been able to harness the power of the Internet for its UnFranchise owners, and given thousands of people the ability to take control of their own destiny.”



The Haute Living Special 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.



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, stocks 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.

- **Unlimited Shopping**
OneStopCart
Hot Deals & Comparison Shopping
Customer Rewards
- **Shop All Departments**
Most Popular Categories
Find What You Want Faster
- **GoNow Mail**
Instant Notifications
Unlimited Storage
- **ma TV**
Exclusive Media Content
Videos & Business-Building Tools
- **ma Travel**
Powered by Travelocity
Incredible Vacation Deals
- **Product & Content Search**
Powered by Microsoft FAST
- **MyList**
Save Your Favorite Products
Convenient Automatic Reordering
- **Breaking News**
Powered by the Chicago Tribune
- **Interactive Blogs**
Fashion Cents
ma Blog
- **Social Networking**
ma Chatterbox
ma MyWorld
- **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
- **Partner Stores**
Thousands of Retailers
Over 35 Million Products & Services
- **Movies**
Local Listings & New Trailers
Order Tickets Online
- **Custom Nutrition Services**
Nutri-Physical Free
Nutritional Analysis