

XANGO

XanGo Canada Talking Points: Company Facts

Based on input from our Canadian distributors, we have provided a series of informational guidelines that can help you promote your XanGo business. This is the last in the three-part series, and focuses on XanGo-specific talking points that characterize the company's growth, expansion and future goals.

Other previous messages on our product and about the direct sales industry in Canada include the following and may be found at <http://www.myxango.ca>.

- 1) Canada Guidelines
- 2) XanGo Canada Statistics
- 3) XanGo, LLC, Company Facts

The goal of all three of these e-mails is to be responsive to your needs as distributors and to help you and your prospects understand the XanGo brand and the tremendous opportunities associated with it. We hope this latest e-mail helps you on your journey of establishing a viable, successful XanGo business.

XanGo: Growing From a Strong Foundation

- ❖ Started with 14 employees in 2002, XanGo is experiencing phenomenal – yet strategic – growth with 700 employees and more than 750,000 distributors worldwide.
- ❖ XanGo has expanded from its base in the U.S. into 16 international markets: Canada, Mexico, Japan, Australia, Malaysia, Germany, Sweden, United Kingdom, Singapore, Hong Kong, Ireland, New Zealand, Philippines, Trinidad/Tobago and Bermuda.
- ❖ XanGo has grown from one small leased office in Salt Lake City to a beautiful 30-acre corporate campus south of Salt Lake City that features three buildings totaling nearly 300,000 square feet.
- ❖ Upon completion next year, one of these buildings will become XanGo's new international headquarters.

XanGo's Future Calls for Continued, Sustainable Expansion

- ❖ With the evolution of an established worldwide brand and premium mangosteen supplement products, XanGo is poised for continual expansion in coming years.
- ❖ XanGo's strategic international expansion plan is based on proper market, legal and regulatory analysis to ensure long-term, sustained growth.
- ❖ XanGo plans to expand into Taiwan and several additional European markets in 2008.

XanGo Offers its Distributors a Superior Sales Model to Enhance Their Success Anywhere the Company Operates

- ❖ XanGo has twice in the past two years been recognized by direct sales associates for its superior sales model:

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- Best Network Marketing Company, 2005-06, as voted by industry distributors
- Distributors Choice Award, 2006: Award for the best compensation plan
- ❖ With corporate-sponsored sales teams in several key markets, XanGo offers an unparalleled support system to help distributors succeed, including:
 - Annual leadership retreat
 - Regional meetings
 - Annual convention
- ❖ More than 85 percent of distributors use XanGo™ Juice and do the business; only 5 percent are strictly about the business.
- ❖ XanGo distributors stay active selling the product 30-percent longer than the industry average.

XanGo Goodness: Inspiring a Movement of Improving Lives Around the Globe

- ❖ XanGo Goodness has been a key component of the business plan since the day the company opened its doors, with a significant portion of corporate profits supporting charity.
- ❖ XanGo Goodness supports worthy charities that improve the education, safety, environment, health, welfare and well-being for children around the world.
- ❖ XanGo Goodness transcends mere “check-writing.” It is a global movement that inspires distributors to get involved in their community and improve outcomes.
- ❖ XanGo is a title sponsor for Canadian-based charity Right to Play’s “Learning to Play, Playing to Learn” program. The purpose of the program is to teach children in grades 4-6 the importance of sports and play as a tool for growth and development.
- ❖ To date, XanGo Goodness has supported charitable organizations in the U.S., Canada, Mexico, Germany and Japan. Additionally, XanGo has contributed to worthwhile philanthropic efforts in Peru, Thailand and Africa.
- ❖ The reach of XanGo Goodness will naturally expand with company growth.

XanGo Culture: It’s Not Just an Ordinary Company

- ❖ XanGo represents a unique culture of focus and dedication where employees and distributors are encouraged to be entrepreneurial and innovative.
 - XanGo won the *Utah Business Magazine*, Best Companies to Work For: “Most Creative Environment Award” (2006)
 - XanGo was also named in the Best Places to Work 2007 publication of *Utah Valley Q Magazine*.
- ❖ XanGo fosters a culture of volunteerism and service by providing employees two hours of paid leave per month for volunteer activities.
- ❖ XanGo organizes and hosts approximately 750 events per year for its distributors and employees.
- ❖ XanGo is forward thinking as exemplified by its cutting edge Web site and Podcasts.

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XanGo: From the Beginning, Guided by Visionary Leaders

- ❖ XanGo's founders provide solid leadership based on seasoned executive level experience in the natural products and direct sales industries.
- ❖ The XanGo compensation plan is a powerfully simple plan that pays 50 percent commission on EVERY bottle of XanGo™ Juice sold. XanGo's unique product, coupled with its outstanding compensation plan, has fueled and sustained XanGo's phenomenal worldwide growth.
- ❖ Led by its innovative founders, XanGo consistently achieves new standards and outdoes the competition.
- ❖ XanGo's award-winning team is constantly receiving recognition from industry and business groups.

Executive Awards

- ❖ 40 Under 40 – Gordon Morton, 2006 Utah Business Magazine
- ❖ Ernst & Young Entrepreneur of the Year 2006, Emerging Category – Aaron Garrity/Gary Hollister

Company Awards

- ❖ Philippines Quality Awards for Business Excellence – Most Outstanding Nutritional Beverage (2006)
- ❖ Ranked # 1 in 2005 and 2006 for the Utah Valley Entrepreneurial Forum – Top 25 Companies Under 5 years
- ❖ National Ernst & Young 2006 Entrepreneur of the Year – XanGo as one of three national finalists
- ❖ Mountain West Capital Network – Utah 100, Emerging Elite Award (2006)
- ❖ Utah Valley Entrepreneurial Forum 2006 – Top 25 Under 5 (number one spot, second year in a row)
- ❖ Top Growth Company – Gold Medal (2006) – *Nutritional Business Journal*

If you have any questions about what you can say to promote your XanGo business, please contact educationandconduct@xango.com. Our Canadian distributors are doing an awesome job and have made Canada one of the top XanGo markets in the world. Many thanks for all you do and for your tremendous leadership!

Sincerely,

The **XanGo** Management Team

XanGo's news coverage in Canada can be found by visiting www.xangonewscenter.com and clicking on the Canadian flag.