

XanGo Distributor Media Relations Policy

Introduction:

As a successful independent distributor, you have opportunities to promote news about your business and your belief in XanGo™ Juice through local community newspapers, TV and radio stations. Local or industry media may approach you, and we want you to be prepared to have a comfortable experience. It is important for you to understand that you do not represent XanGo's corporate position. You represent your own personal experience with XanGo Juice and your role as an independent XanGo distributor.

General Media Policy:

- **Know when to contact XanGo Public Relations:** XanGo wants you to receive personal media coverage success, but also wants you to recognize when you may need to contact XanGo's corporate public relations office. Contact XanGo PR:
 - When the story has national potential
 - If the story calls for a wider company/product perspective
 - When asked about corporate sales figures or business strategy. **DO NOT** disclose or project financial figures.
- **Stick to the facts:** Be honest. Focus on your *personal* experiences with XanGo Juice and stay away from curative claims. The benefits you receive from XanGo Juice are unique to you.
- **Celebrate your business:** Be sure to emphasize your position as a local, independent business owner and distributor for XanGo Juice.
- **Be a smart business promoter:** Make sure the reporter spells your name and the name of the company and product correctly: XanGo LLC and XanGo™ Juice. Give the reporter your card. Mention your Web site and make sure the reporter has your Web site address.
- **Never say "no comment":** If you feel you cannot answer a question, make sure the reporter understands why.
- **Use common sense:** Above all, trust your gut instinct. If something doesn't feel right, don't do it. Stay positive and remember why you're working with the media in the first place – you are an influential, independent distributor for XanGo and you want to share your work with others.
- **Share your success:** Send a copy of the article or tape of the interview to XanGo's public relations department. They can be emailed to pr@xango.net or U.S. mail to: XanGo Public Relations, P.O. Box 900, Lehi, UT 84043.

If you are familiar with XanGo's key messages, this will help you gain control over the interview instead of being controlled. Refer to the press kits section in the XanGo News Center at www.xangonewscenter.com for corporate messaging.

Another tool to help you prepare for media or to proactively communicate with them is the Grassroots PR Kit. The Grassroots PR Kit delves more deeply into working with local media and promoting your XanGo business by generating buzz for XanGo™ Juice. It is available for purchase through XanGo customer service.

If you have further questions on the XanGo Distributor Media Policy, please contact XanGo Public Relations.