

The President's Challenge is issued by President and CEO, JR Ridinger. The purpose of the President's Challenge is to keep people on track to accomplish the tasks and activities necessary to build a successful UnFranchise® business. It's important to remember that the difference between success and failure is very simple. The individual who succeeds simply *does* what the individual who failed *did not do* or was *not willing* to do. Distributors who satisfy the entire criteria for the Challenge will be recognized on stage at the 2010 World Conference. The best reward you will experience is that you will be closer to reaching your goals and achieving what you desire. The only way to fail is to quit or simply not try. You have everything it takes. *The time is now to make it happen!*

The President's Challenge

Market America 2010 World Conference

July 4, 2009 – January 1, 2010

1. Personally sponsor **six** new qualified Distributors. All six personally sponsored Distributors must register 10 Preferred Customers online. In addition, each new Distributor must conduct one product preview and one home business briefing.
2. **Three** of the **six** personally sponsored Distributors must activate.
3. Become an official UnFranchise Owner (UFO) or re-qualify as a UFO.
4. Purchase 7 tickets to the 2010 World Conference directly from the Company.
Note: Ticket numbers must be documented. Proof of purchase will be required.
5. Have a total of 10 active registered Preferred Customers. Each of the 10 registered Preferred Customers must complete their online profile and have a valid e-mail address.
6. The Ten registered Preferred Customers must have made a minimum of 3 online purchases from your web portal (these purchases may be ma branded products or purchases from the partner stores) during this challenge time period.
7. Create 2400 BV worth of ma branded products for personal use and/or sales.
Create 300 IBV for personal use and/or sales.

To be eligible as a President's Challenge winner, you must completely fulfill all of the criteria, and submit a color photo. All entries must be received at the corporate office (Attn: President's Challenge Coordinator & the 2010 Market America World Conference President's Challenge) by January 4, 2010 in order to be recognized at the 2010 World Conference. Please mail or fax your submission. Do not email. **You must include the documentation form with your challenge criteria.**

