



Built on Product. Powered by People.

## President's Challenge 2012 Market America World Conference July 2, 2011 – January 6, 2012

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 will be provided with preferred seating at the World Conference and will be recognized on stage. 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!

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. Two of the six personally sponsored Distributors must have personally sponsored two Distributors.
3. Become an official UnFranchise Owner (UFO) or re-qualify as a UFO.
4. Purchase seven tickets to the 2012 World Conference directly from the Company. Note: Ticket numbers must be documented. Proof of purchase will be required.
5. Create 2,400 BV worth of ma® branded products for personal use and/or sales. Create 300 IBV for personal use and/or sales.
6. Listen to at least two audios per week from your ma MP3 player. Use the Audio Curriculum Measuring and Monitoring Worksheet (available in the UnFranchise Business Account > Downloads> Training), Document the audios that you listened to and the key points learned.
7. Create a Twitter account, a Facebook profile and a LinkedIn account and download the ma Network Facebook application.
8. Invite a minimum of 100 people to get paid to shop with ma Cashback using the Invite Friends tool on your Web Portal.
9. Satisfy the criteria to exercise the IBV month-to-month accrual option (this criteria needs to be satisfied for the months of August through December). The month-to-month IBV month-to-month accrual option criteria are as follows:
  - Complete the Getting Starting Wizard
  - Order 10, 20 or 30 IBV each month by your Q-date (Based on your IBV commission earnings)
  - Make \$50 in personal purchases from Partner Stores by your monthly Q-date
  - Generate 50 BV in sales from your Web Portal, Mini-Website(s) and/or PC Autoship by your monthly Q-date from Preferred Customers

Note: In order to verify that you have satisfied the IBV requirements, simply refer to the "IBV Qualification Report" on your UnFranchise® Business Account.

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 2012 Market America World Conference President's Challenge) by January 11, 2012 in order to be recognized at the 2012 World Conference. Please mail or fax your submission. Do not email. You must include the documentation form with your challenge criteria.