

General Guidelines for current and future MEs during Germany/ Austria Pre-Launch Activities

As FreeLife prepares for its expansion into Germany and Austria, we realize that our success depends on how well we work together and help our current and future Marketing Executives achieve their goals. In this effort, we are excited about working together as the FreeLife Team as we spread our message of service, good health, and abundance to people throughout Germany and Austria.

Opening of any new market always generates a flurry of excitement, and energizes and strengthens the passion for making a difference in people's lives that lies in all of us. In order to build on this excitement, and to ensure a built to last company in Germany and Austria, we must consider a few things prior to a new market opening.

The international business world is a complex environment, even more so within our Direct Selling Industry. FreeLife will always invest a considerable amount of time, energy, and money into making sure that we responsibly lay the appropriate groundwork for our MEs to succeed and build a business to last a lifetime. It is imperative that current and future MEs ensure they are also working within the appropriate boundaries set by the local government and business culture. This memo is intended to lay out what FreeLife deems acceptable and responsible activities by MEs prior to a new market launch.

Responsible Activities:

- 1) Only posting information online via website or blogs about FreeLife International, GoChi, and FreeLife's business opportunity, which have been approved by FreeLife's Compliance Department.
- 2) Printing material and hosting meetings that share information about FreeLife International, GoChi, and FreeLife's business opportunity, which have been approved by FreeLife's Compliance Department.
- 3) Hosting Conference Calls. All conference calls must adhere to the same strict standards as outlined for printed and online materials.

Irresponsible Activities:

- 1) Committing prospective MEs to your organization prior to the pre-enrollment period beginning in March.
- 2) Once the pre-enrollment period begins, MEs shall not recruit prospective MEs who have already signed a pre-launch Germany application with another FreeLife Marketing Executive.
- 3) Inferring that you are the only FreeLife ME in Germany/Austria who can enroll new people into FreeLife.
- 4) Making claims regarding GoChi benefits that are not acceptable in the market in which you are advertising and/or targeting. (See Approved Marketing Claims)

APPROVED MARKETING CLAIMS FOR GOCHI IN EUROPE

GoChi is sold in Europe as a fruit juice. Therefore, any testimonials, scientific or clinical studies, endorsements or images related to pharmacists or scientists, or direct health claims associated with curing, preventing, or alleviating specific symptoms related to one's health must be avoided. Approved claims are as follows:

- Contributes to the total antioxidant capacity of the body thereby neutralizing free radicals
- Supports women's and men's health
- Promotes overall energy and stamina

Any claims or testimonials made about GoChi by MEs or future MEs outside of these 3 are not approved, and could jeopardize FreeLife's standing in Germany, Austria, and Europe in general. Product claims are highly regulated and enforced by European officials.

PRE-LAUNCH AND LAUNCH TIMELINE

MEs both current and future will be permitted to post online approved advertisements associated with the FreeLife business opportunity, information about FreeLife the company, approved benefits of GoChi, and host meetings and conference calls.

March, 2008

MEs will be able to access a Germany link found on www.freelife.com. This link will contain a PDF of the official FreeLife Germany ME application for download and print. Additional details associated with Doing Business in Germany/Austria will also be available for download and print. Instructions on how to handle these ME applications once completed are explained below in the **INSTRUCTIONS** section.

Specific dates on when people can begin purchasing GoChi, when enrollments can take place, and when product will begin shipping will be forthcoming shortly

PRICING (prices include 19% German VAT)

ME Enrollment	€35.00
Retail Price GoChi	€190.50
Preferred Customer Price GoChi	€152.50
AC100 Price GoChi	€133.50
Value Pack PC Price GoChi	€762.50
Value Pack AC100 Price GoChi	€667.00
S&H Germany (1 case)	€8.50
S&H Germany (each additional case)	€4.75
S&H Austria (1 case)	€13.00
S&H Austria (each additional case)	€6.00
Pick up at the office (per order)	€3.00

INSTRUCTIONS FOR ME APPLICATIONS DURING PRE-LAUNCH PERIOD

Beginning in March, 2008, MEs will be able to go online to access and print the official FreeLife Germany ME application. It will be the responsibility of the ME to maintain these hard copy applications until they can be entered into the FreeLife.com Germany & Austria website. During this period of time between March 2008 and when the FreeLife.com enrollment and purchase website is available for Germany & Austria, MEs are solely responsible for structuring their organization as they see fit. Pre-Enrollment ME applications will not be processed by the FreeLife Germany office when it opens its doors for business.

We look forward to a very successful launch of Germany and Austria and know that we will make a difference in the health and financial future of many people across these two great countries.

Sincerely,

Your FreeLife Team