

President's Challenge

2012 Market America International Convention

January 7, 2012 – July 6, 2012

The President's Challenge is issued by President and CEO JR Ridinger with the purpose to keep people on the right track towards accomplishing the objectives 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.

Independent Distributors who satisfy all criteria will be provided with preferred seating at the next World Conference and will be recognized on stage. The best reward you will experience, however, 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! Here's how it's done.

1. Personally sponsor six new qualified Distributors. All six personally sponsored Distributors must also register 10 Preferred Customers online.
2. Two of the six personally sponsored Distributors must be part of Generation Y (age 18-29).
3. Two of the six personally sponsored Distributors must have personally sponsored two Distributors.
4. Create your personal 'My List' on your SHOP.COM Web Portal. Click 'My Account', then click 'My Lists'. In addition, each of the six personally sponsored must create their 'My Lists'.
5. Become an official UnFranchise Owner (UFO) or re-qualify as a UFO.
6. Purchase seven tickets to the 2012 International Convention directly from the Company. Note: Ticket numbers must be documented. Proof of purchase will be required.
7. Create 2,400 BV worth of ma® branded products for personal use and/or sales. Create 300 IBV for personal use and/or sales.
8. 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.

9. Create a Twitter account, a Facebook profile and a LinkedIn account, and download the ma Network Facebook application. Create and post a ShopBox on Facebook. 'Like' and 'Follow' Market America and SHOP.COM on Facebook and Twitter.

10. Satisfy the criteria to qualify for the Advertising Bonus Pool (ABP) for the three Q-date periods starting January 1 and ending March 31 or the three Q-date period starting April 1 and ending June 30.

- 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
- Have at least one new customer (the new customer cannot be an existing PC) order a Market America-branded product from your Web Portal during the Advertising Bonus Pool period.**

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