

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.**

2010 World Conference President's Challenge Documentation Form

Deadline for Submission: All entries must be received at Market America no later than January 4, 2010. Please PRINT or TYPE clearly. Incomplete or illegible submissions will not be accepted.

Name: _____ Phone: _____

Business Name: _____ P.A.T.Live Ext: _____

City, State: _____ 9-Digit Distributor ID: _____

Requirements: The President's Challenge applicable dates are July 4th, 2009 through January 1, 2010. Submit the following information to receive credit for completing the Challenge.

- o **Personally sponsor SIX new qualified Distributors . THREE must activate**

(1) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID # (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

(2) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID #: (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

(3) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID # (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

4) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID # (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

5) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID # (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

6) Name: _____ ID # _____

Date of Product Preview: _____

Date of Home Kickoff Meeting: _____

Names of ten (10) Preferred Customers and PC ID # (1) _____

(2) _____

(3) _____

(4) _____

(5) _____

(6) _____

(7) _____

(8) _____

(9) _____

(10) _____

- **Become an official UnFranchise® Owner (UFO) or re-qualify as a UFO.**

Date and Copy of UFO Letter: _____

- **Purchase ten (7) tickets to the 2010 World Conference directly from the company or your upline. (Attach copy of invoice showing purchase of tickets and ticket numbers or copy of tickets). If you purchased tickets from another distributor, that distributor must provide written acknowledgement of the sale to you that includes their name, your name, the ticket numbers and their signature.**

- **Have a total of fifteen (10) active registered Preferred Customers. (Each of the 10 must complete their online profile to include e-mail address.)**

All ten customers must have made at least 3 purchases from the web-portal during the Challenge period. Please attach a copy of the 10 Preferred Customers 3 Webportal orders.

(1) Name & PC ID # _____

(2) Name & PC ID # _____

(3) Name & PC ID # _____

(4) Name & PC ID # _____

(5) Name & PC ID # _____

(6) Name & PC ID # _____

(7) Name & PC ID # _____

(8) Name & PC ID # _____

(9) Name & PC ID # _____

(10) Name & PC ID # _____

- Create 2400 BV worth of MA Branded products for personal use and/or sales (provide order numbers from order tracking showing purchase of products or customer receipts).
- Create 300 IBV for personal use and/or sales (provide order numbers from order tracking or customer receipts).

Print this form and mail or fax it along with the required documentation to the attention of President's Challenge Coordinator, & the 2010 World Conference President's Challenge by January 1, 2010 to be recognized at 2010 MA World Conference.

Fax: 336.544.6311