
YOUNGEVITY FIELD MEMORANDUM

TO: FIELD LEADERS AND DISTRIBUTORS
SUBJECT: WEBSITE POLICY COMPLIANCE
DATE: 2/21/2014
CC: CUSTOMER SERVICE STAFF

Attention Field Leaders and Distributors:

As you know, since 1997, Youngevity has established a strong, recognizable name and brand that embraces health, wellness and a well-balanced lifestyle to consumers and Independent Distributors. To protect and maintain the integrity and value of our brands, we have implemented a comprehensive approach involving trademarks, patents, copyrights, and other forms of intellectual property.

As Youngevity continues to expand and grow, so does the need to uphold and enforce the Policies and Procedures that are central to the success of our Distributors and the long-term stability of Youngevity. As with all strategies and endeavors, Youngevity is committed to its core values, strategic direction, along with future growth and will focus efforts on increasing the awareness and education of our Policies and Procedures. These efforts come with fair and equitable policing and enforcement.

While enforcement of all Policies and Procedures is critical, Youngevity will focus its efforts on web URL infringements. Please refer to the **DISTRIBUTOR WEBSITE POLICY** attached to this memo or in the current Policies and Procedures. While there are several important policies relating to Distributor marketing here are a few current challenges:

J 1: No Distributor shall produce, promote, or use copyrighted, trademarked, service marked, or proprietary materials of any kind describing the Company's names, products, or logos, if said materials are not obtained from, or approved by, the Company in advance in writing, prior to their production or use. Distributors shall not use or appear on television, radio, including Internet blogs, internet radio, podcasts, or any other media to promote or discuss the Company or its programs without prior written permission from the Company. All media inquiries shall be referred directly to the Company. Distributors may use the Youngevity Advertising Approval form to submit for approval any such media promotions.

In addition, Distributors shall not misuse or misrepresent him/herself or any of the Company's products through the use of any other person's name, company name, trademark, or any other personal or copyrighted information, symbols, logos, or trade names without the express written permission of both the other party and the Company.

J 10 a: The names Youngevity, Youngevity International, 90 for LIFE, among others, are registered trademarks, as are the other Company and Product names owned by the Company. The name Youngevity or any trademark or salesmark of the Company, in its entirety, in part, or hyphenated may not be used in any domain name, URL, or email address, except as explicitly approved by the Company.

J 10 a: The name and Distributor Identification Number of any and all Youngevity Distributors responsible for content of a website must be displayed on the front, index, home, or main page of the website.

E 1: Distributors shall not produce, promote, or use any copyrighted or otherwise proprietary materials containing the Company's names, programs, products, or logos, except those that are pre-approved and obtained directly from the Company. Any materials used that are not provided by the Company, must be approved in advance by submitting said material in concert with the Youngevity Advertising Approval Application. Details of who may submit, and what can and cannot, and what will and will not be approved is detailed in the application, which can be obtained by contacting Customer Service.

E 2: Distributors shall not misrepresent product attributes and qualities to customers. Unauthorized, unwarranted, and unjustified product claims shall not be made.

Youngevity's current website policies are clearly outlined. For the protection of everyone involved in the incredible Youngevity opportunity, it's imperative that Distributors understand and abide by these policies. The online world allows millions of people to become exposed to our life-changing products and opportunity, and Youngevity is committed to this essential channel for Distributors to share, and market, its products and opportunity.

Youngevity has wisely chosen the direct-selling method to market and provide the best business opportunity available. While we respect the ingenuity and creativity that the Internet provides for our remarkable Distributors, we also respect guidelines and rules to help all Distributors have a fair and successful experience. We ask and remind Distributors to please keep this marketing method in mind as they share their personal businesses through one-on-one personal contact.

Adherence to Policies and Procedures provides a fair and safe environment for everyone involved in the amazing Youngevity opportunity while maintaining our commitment and desire to become the next billion-dollar brand.

If you should have any questions about this current focus, or any other part of our Policies and Procedures, please don't hesitate to contact the Customer Service Staff or any member of the Executive Marketing Team.

Thank you,

William Andreoli
President