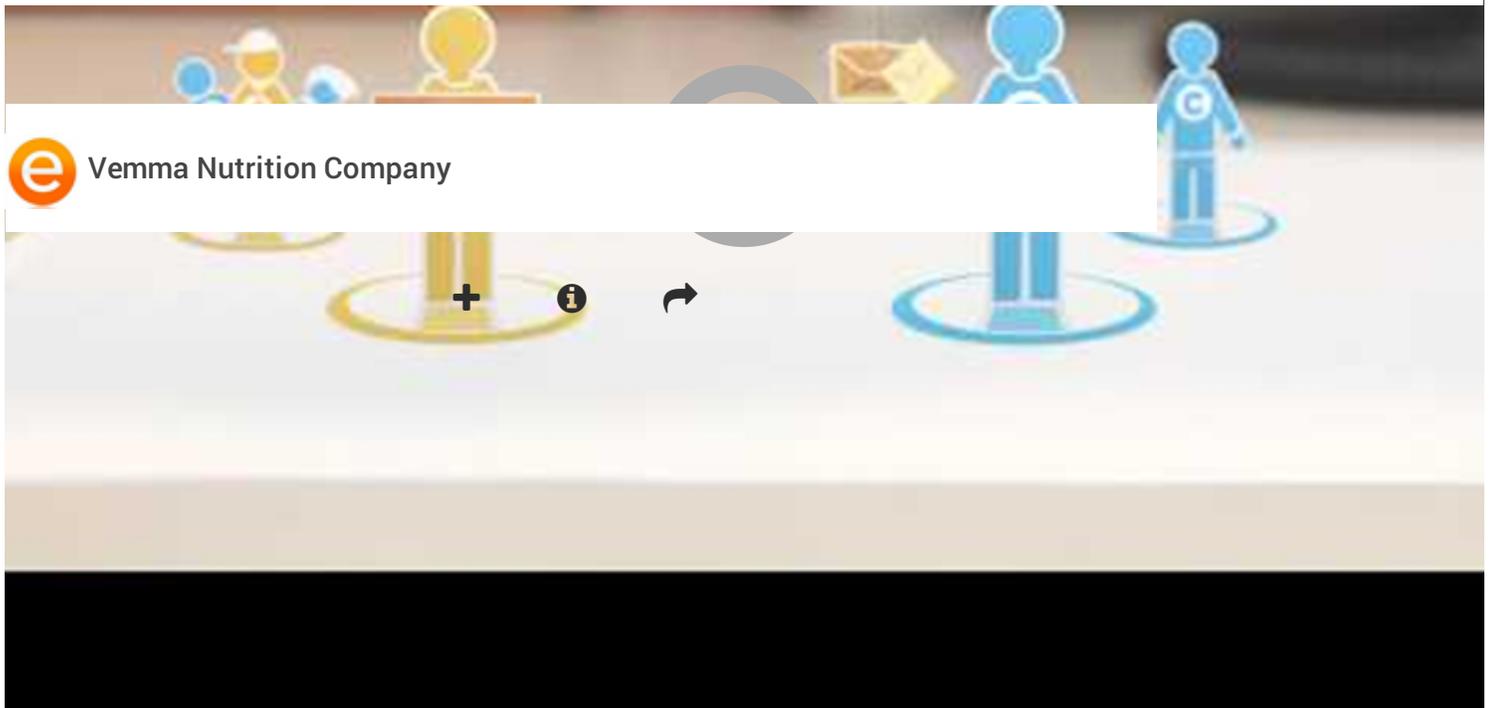


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Wellness company changes its business model after 89% growth reaching \$221 million in 2013.

Vemma Nutrition Company

(Tempe, AZ – April 1, 2014) – In a surprising announcement, after nine successful years in the network marketing/MLM industry, Vemma CEO BK Boreyko made a bold change to the very foundation of the company he and his sisters founded by announcing Vemma's big switch to an affiliate marketing model.

“We've always done things a bit differently than a typical MLM/network marketing

company. We have a very dynamic culture of leaders that like to do business in very transparent and progressive ways. Vemma prides itself on being different, to stand out from the rest," explains Boreyko. "If your goal is to become a household brand, it only makes sense to make a few more necessary operational and compensation plan changes to complete the move. To be more like Amazon.com and less like Amway. To give our potential customers and Affiliates a better, more modern and transparent description of how we do business."

"This has been in the works now since late last year," Boreyko continues. "It all started when I read an article in *Fast Company* magazine on Jeff Bezos. I had the idea to move our third-party fulfillment to Amazon. Unfortunately, after months of high-level talks with Amazon senior management, costs prevented us from making the move. During that time, I began to study their affiliate marketing model and the similarities to how we do business really hit me. A tremendous amount of high-level field leader discussions helped get us to where we are today, a progressive affiliate marketing company that uses a multi-tiered compensation plan. Some of the biggest changes our Affiliates will notice are now everyone who joins Vemma must first join as a customer, and there is now no requirement to personally purchase product in order to earn bonuses."

Vemma also chose to move to an affiliate marketing model because it's more customer acquisition focused and aligns with its current standards: everyone is first a customer with zero sign-up costs; customers can earn free product and product credits; Affiliates don't have to buy product to be paid; there are no renewal fees; and Affiliates have free, fully enabled ecommerce websites, free Back Office support, and the free mobile app capabilities to manage and promote their independent Vemma businesses. To learn more about Vemma's move to affiliate marketing, watch [this video](#) .

President and Co-Founder of Affiliate Summit Inc. Missy Ward applauded the move by

Vemma and said she believes affiliate marketing is the perfect match for the company, based on her experience with Vemma for the past five years. "Moving to an affiliate marketing model is a brilliant move on their part, as affiliates are on the cutting edge of content creation, mobile apps, social media and niche marketing," Ward says. "Great affiliate programs create win-win opportunities for everyone involved."

Vemma is also now a member of the Performance Marketing Association (PMA), whose member companies include Amazon.com, Google and ebay.com, just to name a few. Later this month, over 10,000 Vemma Affiliates will gather in Las Vegas for the company's annual convention.

About Vemma

Founded in 2004 by BK Boreyko and his two sisters Karen and Lauren, Vemma Nutrition Company enjoyed \$100+ million growth last year as one of the premier industry leaders specializing in premium liquid nutrition. Every month, thousands of new customers experience the positive difference of the clinically studied Vemma formula. The Vemma brands include the clinically studied Verve healthy energy drink and [Bod-e](#) , a weight loss line. Vemma is headquartered in Tempe, Arizona and distributes its products through global affiliate marketing. For more information, please visit vemmas.com .