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A LETTER FROM PHIL POLICH, CEO

By abenis In Announcements Feb 16th, 2015 0 Comments 6641 Views

WakeUpNow Family,

For the past 4 years WakeUpNow has been an integral part of my life. The IBO's and corporate staff have become like family to me and my family. As a collective team we have left a footprint in the network marketing industry that nobody could have ever expected. Led by President Jason Elrod's leadership and vision, we became known as the company that put the distributors first, and allowed more people to "win" than ever before.

As the top investor in the company I cheered the success, provided oversight as a board member, and trusted in the management team that we had assembled. Most of that trust was well placed, as was evidenced by the industry-changing momentum that we produced. Some of it, unfortunately, was severely misplaced.

By taking advantage of the office of Chief Executive Officer, Kirby Cochran had made decisions that put the company on an irreparable negative trajectory; and sadly, he went to great lengths to keep many of these decisions secret from the rest of the management team and board of directors.

When I stepped in as CEO in September I did so with an additional personal investment, and every intention of righting the ship. As I worked with a group of outside financial analysts it became clear that the issues ran deeper than originally expected.

Together with Jason, we worked diligently for the last 120 days doing everything we possibly could to turn it around. We explored every option, turned over every rock, and connected with every contact we had. Not enough can be said about Jason and his care for the distributors and his monumental effort to preserve the company for the thousands of people who he had come in contact with during his tenure. It's not an exaggeration to call him the most distributor friendly president in the history of networking marketing.

As we made progress, we continued to discover that Kirby Cochran's deceptive actions had put the company in a position from which it could not recover. In the end, his decisions for a privileged few outweighed the incredible heart and dedication of the many.

With that said, effective immediately, WakeUpNow will cease all network marketing operations in the United States. We will continue to sell our products, including Awaken Thunder and the WUN Fit line of products. We will diligently work to fulfill all financial obligations of the company. I will continue to work with the creditors and vendors in anticipation of getting all obligations resolved.

It goes without saying that our hearts are heavy over this decision. It wasn't taken lightly, and it wasn't done without understanding the impact on the lives of so many people that worked with us.

Our hope is that your life is better for having been a part of the #WUNLife. We hope

<http://blog.wakeupnow.com/letter-phil-polich-ceo/>



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you move on to what is next and be better because of the experiences you have had with WakeUpNow. We hope you will remember the company for the way we changed the entire network marketing industry.

Sincerely,

Philip J. Polich
CEO
WakeUpNow, Inc.

COMMENTS

66 comments



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Phil, thanks for this update. Will pass the message

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My life is definitely better because of the experiences with WUN over the past year. We saw many on our team enjoy achievements for the first time in their online endeavors. We held on til the end, hoping and believing you could turn this around. It was a valuable learning experience and a catapult to greater opportunities.

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Jeremy BigChips Neal · Follow · Top Commenter · Asheville, North Carolina · 1,677 followers

Sad day indeed! For those like me waiting on the Corporate statement. Here you go. #RIPWUN Great things were accomplished and even better memories! To all my family that is doing things RIGHT, and ethical may your roads blessed beyond measure.

To those doing it dirty....I wouldn't want to be you. #JustSayin

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Ivan Lopez · West Hills College Lemoore

I'll definitely still purchase Thunder! It truly is the BEST energy drink out in the market. Thanks Phil, and the people who ran WUN with integrity!

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This company was an industry GIANT. What a movement you guys created it. People can't deny that.

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