

XanGo's Brand Evolution

From Obscure Purple Fruit to Billion Dollar Brand

From bringing the mangosteen out of obscurity in Southeast Asia to global mass distribution, category creator XanGo, LLC is the first company to market a premium mangosteen beverage, XanGo[®] Juice.

In 2002, privately owned global nutrition company XanGo started with 14 employees in the United States and today operates in more than 20 countries and territories with approximately 750 employees. One million distributors participate in XanGo's global network, including operations in the United States, Mexico, Canada, Malaysia, Germany, Australia, Japan and other international markets.

In the fall of 2007 XanGo continued its mangosteen category domination by releasing XALO[™] in select European markets. This new beverage fuses aloe, mangosteen, grape seed and green tea to offer pure and nourishing benefits in a complete and functional beverage. XanGo then expanded its roster of premium, functional products with the introduction of the XANGO 3SIXTY5[™] whole food nutrition multi-vitamin brand in May 2008. Utilizing chelated technology, driving increased absorption, and combining the mangosteen rind with botanical phytonutrients from 12 fruits and 12 vegetables, the 3SIXTY5 whole food formula provides a complete blend of vitamins, minerals, essential fatty acids and CoQ10 to fully complement a daily dose of globally renowned XanGo[®] Juice.

XanGo's latest product innovation is the introduction of Glimpse[™] Intuitive Skin Care, launched in November 2008. This innovative personal care brand features three exclusive, xanthone-rich ingredients from the mangosteen delivered through a proprietary BioActive X³ Complex[™] that uses toxin-free ingredients and green chemistry technology. Glimpse is available in two product systems – one providing nutrition for normal to dry skin and the other designed for normal to combination skin.

As the category leader, XanGo continues to be the forerunner with other initiatives such as:

- **Mangosteen research** – With scientific partners that include Northridge, Calif.-based Medicus Research and Weber State University, XanGo is spearheading the scientific exploration of the whole mangosteen fruit through a tiered approach based on safety, standardization and efficacy. In a study published in the June 2007 issue of the *Journal of Separation Science* and in accordance with AOAC protocol, researchers established a standard scientific method for testing and measuring the nutrient-rich xanthones found in the mangosteen. XanGo also released preliminary results from a separate bioavailability study of xanthones and XanGo Juice that indicated usage of the whole mangosteen fruit as a delivery vehicle leads to high xanthone absorption. This pre-clinical trial showed that unnaturally elevated levels of xanthone consumption through extracts were shown to result in decreased absorption efficiency.

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- XanGo Goodness – This worldwide cause-related movement mobilizes XanGo's global resources to better the lives of others through philanthropic action. XanGo corporate partners, distributors, employees and consumers participate by giving their time and money to sustainable efforts that serve and support children, families and communities. XanGo partners with respected charities in North America, Australia, Asia and South America to fully support global humanitarian needs.
- Landmark jersey-front sponsorship – XanGo expanded its brand presence through a landmark jersey-front title sponsorship deal with Major League Soccer and Real Salt Lake, the first of its kind in major league U.S. professional sports. As part of the sponsorship, XanGo built and donated a practice facility for Real Salt Lake, located on XanGo's Utah campus.
- XanGo.TV – In the fall 2007 XanGo continued its leadership in the direct selling industry with the launch of XanGo.TV. As the first brand-centric video sharing site in the space, XanGo.TV is dedicated to broadcasting the XanGo lifestyle by providing visitors an inside view of the real-life stories, insights and experiences from millions of distributors and consumers worldwide. Hosting a library of videos and podcasts, XanGo.TV chronicles the company's genesis as a category creator to its advent as an evolving global billion-dollar brand.
- Recognition – XanGo's success, driven by the founder's vision, has been recognized on numerous fronts such as:
 - From 2004 through 2008, XanGo's founders recognized as part of *Utah Business Magazine's* annual "Forty Under 40" award list
 - Virgo Publishing's 2008 inaugural "Focus on the Future" Humanitarian Award
 - *Utah Business Magazine's* 2008 CEO of the Year – Aaron Garrity
 - 2008 *PR News* recipient for "Overall Leader in CSR Practices" for companies with less than 1,000 employees
 - *Utah Business Magazine's* 2007 Best Companies to Work For Awards for top company to "Foster a Fun Working Environment"
 - 2007 Natural Products Association research award for analysis of selected xanthenes in the mangosteen fruit
 - "Best Company to Work For" at 2007 *Utah Valley BusinessQ Magazine* awards
 - National Ernst & Young 2006 Entrepreneur of the Year – XanGo one of three national finalists
 - *Nutrition Business Journal* Top Growth Company – 2006 Gold Medal recipient