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VIAVIENTE THE VISION AND THE MISSION

Song: Freedom for All

Female Voice Intros Craig:

Ladies and Gentlemen, it is my pleasure to introduce someone I have known for a long time. As I've gotten to know him over the years I respect him more for his consistency, his loyalty to his friends and business associates, his leadership and conviction of doing the right thing along with doing for one what he does for all. Just the other day, I ran into someone who had known him over 30 years and he said that he is the same today as he was 30 years ago. You can always count on him as a friend, he is as loyal as loyal can be. He starts to help others and always lends a helping hand. In addition to his faith, which guides him through the peaks and valleys, he focuses on the positive and enjoys each and every day. His formal educational background is a Business Degree from Southern Methodist University and a Masters of Business Administration from the Ivy League University of Pennsylvania's Wharton Graduate School of Business. He has been an advisor to billionaires and presidents but what he is most proud of and enjoys the most are his two sons.

In 1991, he had a question, which turned into a quest – Could you slow down aging to live in a state of youthfulness. He assembled the dream team of anti-aging experts and in 2003, they were able to deliver his dream product, an all-natural fruit-based good tasting whole food that has added years to his life and to hundreds of thousands of other lives. And to deliver his message around the world he uses the Internet with a virtual sales force on commissions that are paid electronically. Truly, efficiency at its best. Join me in welcoming the visionary, the founder and the president of ViaViente, Mr. Craig Keeland.

Craig Keeland, President and Founder of ViaViente:

We created ViaViente to be a company that is “Built To Last” and to provide you with Freedom for All and Freedom for Life. I wanted ViaViente to provide you with the Opportunity to Achieve Your Optimum Health. I also wanted ViaViente to provide you with Freedom for All and Freedom for Life through the Opportunity to Increase your Income and Create Residual Income that would provide you with Financial Freedom for Life. Those who have joined us in ViaViente are also Discovering the Champion Within Themselves as they share the Benefits of our amazing product with others.

ViaViente's Mission is to Restore Health and Hope Around The World. Let me share with you How We Restore Health. Later I will share with you how we Restore Hope

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Around the World. We restore health by sharing our product and its benefits to others. This reflects our Vision, which is to Circle the Globe with Millions of users who take our product twice a day to achieve their optimum health along with Freedom from aches and pains and Freedom to feel more energy. Our product model is based on one person sharing the benefits of our product with another person. Our company ships every order direct to the consumer. Each one of our consumers, or product users, is called a Preferred Customer. And every Preferred Customer joins the company at no charge over the Internet and is eligible to purchase ViaViente at the wholesale price.

ViaViente the product means “Alive With Youth.” The reason that it is alive with youth, is that it is an All-Natural, High Anti-Oxidant, Anti-Inflammatory, Whole Fruit Juice Puree.

ViaViente’s Mission began in 1991. Our objective was to have one product that would allow us to “Live Longer in a State of Youthfulness.” We wanted this product to be a naturally good tasting, high anti-oxidant, mineral-rich liquid that would support “Increased Energy Levels and the Body’s Healing Abilities.”

I gathered several people together, and we began a journey of hard research into how we could make this kind of anti-oxidant rich product a reality. We found that only a handful of very dedicated scientists were focused on Anti-Aging. The term anti-oxidant was just beginning to be used to describe nutritional elements that could slow the aging process.

One name that kept coming up in our research was Dr. Richard Cutler. He was head of the Anti-Oxidant studies at the National Institute of Aging in Baltimore, Maryland. This agency is a division of the National Institutes of Health.

More discoveries showed me the importance of Minerals as the Energy Source, and that our foods are depleted of minerals due to over farming and use of chemicals on the soil. I was fortunate to meet Dr. Harvey Ashmead who is known as the Father of Mineral Chelation. Dr. Ashmead created a process of taking a mineral and wrapping it with an amino acid protein to increase the absorption of the mineral. Dr. Ashmead had researched minerals since 1955 and held numerous patents on Mineral Chelation. He understood that Mineral Chelation is the key to increasing our energy levels.

Dr. Ashmead also gave me a book that described a group of people where one in 64 lived over 100 years of age and in excellent health. The Vilcabamba Valley where they lived was located in a rainforest very near the equator. The Vilcabambans’ water source from high in the Andes Mountains had a mineral profile that appeared to be the perfect balance of minerals to support optimum human health. In fact, the January 1973 cover story in National Geographic authored by Dr. Alexander Leaf of Harvard Medical School featured the story of the Centenarians of Vilcabamba. In 1981 medical journalist Dr. Morton Walker traveled to Vilcabamba to study the Centenarians. After analyzing their hair and

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drinking water samples, Dr. Walker confirmed that the villagers’ mineral-rich water was in fact the perfect balance to support optimum human health and was the key to their long lives and health. These people lived free from health issues and the aches and pains that are so common to most of us.

Additional searching lead me to Dr. Mark Pedersen, one of the few product formulators who knew how to blend Vitamins, Minerals and Herbs together to achieve a Synergistic Effect. This means that when Vitamins, Minerals and Herbs are placed together correctly, their power together is greater than just the sum of their individual strengths. It’s like adding 1 plus 1 plus 1 and getting a total of 5 instead of three. This synergy creates a Super Charged Effect. Through collaboration with Dr. Pedersen, we discovered that the fruits grown around Vilcabamba in the rainforest also contributed to the Centenarians long lives and health. Because these fruits were native to the equator where the sun’s rays are most intense year round, these fruits were found to contain an extremely high antioxidant value.

The name Dr. Linus Pauling also kept surfacing. Dr. Pauling was the only winner of 2 unshared Nobel Prizes. You may have heard him referred to as the Father of Vitamin C.

I developed a personal relationship with each of these experts and many others. As I spoke with each of them on the phone and made numerous trips to visit them, we developed an immediate bond. You might ask why what was so special about me? While other people had approached these renowned scientists about creating a high antioxidant and mineral-rich product using their research, others wanted to make money by manufacturing a product as cheaply as possible.

I simply wanted to create one good tasting liquid product that would allow anyone to “Live Longer in a State of Youthfulness.” I wanted this product for myself. I soon discovered that the experts I was talking with wanted a product like this for themselves also. And together we realized we could create this good tasting, high antioxidant, mineral-rich product so everyone could live longer in a state of youthfulness. We agreed to only use the finest ingredients available in the world and to have the product manufactured in a pharmaceutical lab to preserve the highest quality.

After twelve years of hard work by many dedicated professionals, in July of 2003 the first bottle of ViaViente was released to the public. Today, it is “Restoring Health Around the World.” One of our goals was not to create a fad, but to create a product that was “Built To Last” and a company that was “Built To Last” and would be around for many many generations to come.

After making a commitment to use the product for 12 consecutive weeks, users are experiencing Freedom From Aches and Pains and Achieving Their Optimum Health. Though the product was first released in the United States, in just a few years its

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reputation has spread globally. It is now available in many countries including Canada, Mexico, Japan, Taiwan, Hong Kong, Singapore, the Philippines, Australia, New Zealand, and soon to be in other countries. To learn more about our product, its development, and benefits go to www.12Weeks.info. Let me repeat that. It's [www dot one two weeks dot info](http://www.12Weeks.info).

I've just shared with you ViaViente's Vision "To Restore Health Around the World." Now I'm going to share with you how "We Restore Hope Around the World." We do this by offering Freedom for All and Freedom for Life. Freedom for All means helping you generate additional income to pay for children's braces, vacations, children's college education. Even to pay off a home mortgage or buy a new car. Freedom for Life means having a business that is "Built To Last" and giving you the "Freedom To Build Residual Income" and realize your financial and life dreams. ViaViente was designed for the long-run by being "Built To Last." My commitment was to establish a company that would be around a long time after I am gone, and for the next generation to pass it on to even the next generation. This is what I mean by "Built to Last."

ViaViente's business model is Simple, Equitable and Fun.

Simple

We have 1 product which is distributed direct to the consumer WorldWide over the Internet.

Our Commission Plan is Simple. We offer a referral commission. For those who want to earn even more money, we offer a matrix with bonus pools.

1. Everyone can join the company for free and become a Preferred Customer who can then purchase the product at the wholesale price.
2. For those Preferred Customers who want to earn extra money, they refer others who become Preferred Customers. Then they earn a referral bonus of \$25 every time that Preferred Customer purchases 3 bottles.
3. As you have already figured out, to earn \$100 a month or \$1200 a year, you would only need 4 Preferred Customers who purchase 3 bottles each month.
4. When a Preferred Customer has 10 Preferred Customers who each buy 3 bottles per month, they will earn \$250 per month, which = \$3,000 a year. This extra income that our Preferred Customers earn gives them Freedom for All to pay for their children's soccer uniforms, a family vacation, or even buy a new car.

All of our Communications are simply provided to you over the Internet.

All Product Ordering is simply over the Internet.

Your Commissions are simply delivered to You over the Internet.

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You can now understand that our business model is Simple and why it is “Built To Last.”

Equitable

Everyone joins ViaViente as a Preferred Customer for no fee. And every Preferred Customer purchases the product at wholesale price.

It’s Equitable because Preferred Customers can elect to receive commissions on their referrals, who become Preferred Customers. For Preferred Customers who want to earn even more money, they cross the line to become a Distribution Agent. Distribution Agents can earn residual income that will provide them with financial Freedom for Life.

Both Preferred Customers and Distribution Agents are compensated based on their productivity. The way you earn a little money is to gather new Preferred Customers. They way you earn a lot of money is to gather new Preferred Customers and teach them to do the same thing. **This way you are showing others how to achieve Freedom for All and Freedom for Life.**

You can now understand that our business model is Equitable, and “Built To Last.”

Fun

It’s Fun to be Healthy and Active – Our product delivers Benefits! It’s fun when you refer someone to ViaViente – you experience the Benefits of a Thank You, and you earn a nice “Referral Commission!” It’s fun being on our Conference Calls and attending our Events – hearing from others, how Via changed their lives for the better. Making friends all over the Country and all over the World! It’s fun going on a first class trip to Hawaii when you achieve our Platinum rank. And even more fun when you go to Tahiti after achieving our Presidential rank. It’s fun – positively impacting other people’s lives. **As you begin achieving your life dreams you will also discover “The Champion Within You.” Realizing what a Champion you are is one of the most fun things you will ever experience in your life.**

You can now understand that our business model is Fun, and “Built To Last.”

ViaViente is A WorldWide Distribution Company that is Simple, Equitable, and Fun.

At ViaViente, we are on the March to “Restore Health and Hope Around the World” and provide Freedom for All and Freedom for Life with a business model that is Built to Last. By helping others who want to help themselves achieve better Health, which in turn produces Happiness within, each of us knows we are making a positive impact on someone else’s life and Discovering The Champion Within You.

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I'm Craig Keeland –

Wishing you all the Best In –
Achieving Freedom For All and Freedom For Life

Add Song – Freedom for All

Announcer:

We would like for you to listen to this CD for 21 consecutive days. Why 21 consecutive days? Psychologists tell us that practicing something for 21 days is required to make it a habit. Whether you commit to an exercise program, decide to take the time to read to your kids or dedicate yourself to learning sales techniques, if you practice something every day for 21 days, it becomes habitually engrained in your mind. What the mind can conceive and believe, you can achieve. ViaViente is a better way of life. Every journey begins with the first step. By listening to this CD for 21 consecutive days, this message will become a part of you.