



MONAVIE DECLARED OFFICIAL JUICE OF THE BOSTON RED SOX

SALT LAKE CITY – (BUSINESS WIRE) – MonaVie (www.monavie.com), maker of the premier blend of the Brazilian acai berry, announces for the second year in a row its partnership with the Boston Red Sox (www.redsox.com), the 2007 World Champions, which makes MonaVie® an official juice of the Major League Baseball team.

“We’re proud to continue our relationship with MonaVie for a second season,” says Red Sox Chief Sales and Marketing Officer Sam Kennedy. “MonaVie’s commitment to growth in their category and excellence in the marketplace makes them valued partners of the Boston Red Sox.”

The sponsorship agreement supports MonaVie’s mission and focus on health and wellness, and will help MonaVie’s growing distributor workforce to introduce MonaVie Pulse™, MonaVie Active® and MonaVie® Original acai beverages to a new demographic of enthusiasts.

“We are thrilled to be associated with the Boston Red Sox,” says MonaVie Founder and President Dallin Larsen. “It is no coincidence that we are partnering with a team that clearly demonstrates a dedication to achievement and a winning attitude.”

The partnership comes on the heels of a growing interest and enthusiasm for MonaVie products among professional and amateur athletes. “I believed that when we started MonaVie, we’d attract world-class athletes,” says Larsen. “This partnership with the Boston Red Sox shows that we’ve done just that.”

ABOUT MONAVIE LLC

MonaVie LLC is a rapidly growing company that distributes products to markets around the world. Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality products, specifically for person-to-person distribution. Developed with a philosophy of Balance-Variety-Moderation, MonaVie brand products deliver phytonutrients and antioxidants to promote and maintain a healthy and active lifestyle.

For more information about MonaVie brand products or to join the MonaVie family, call 1-866-217-8455, or visit www.monavie.com.

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