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Mila Sales Spike with Lifemax Prosperity Promotion

Largest Promotion In Company's History Yields Bonuses Exceeding 250,000 USD

ORLANDO, FL (March 9, 2010)—[Lifemax](#), a network marketing company known for [Mila™](#), the world's healthiest whole raw food, has concluded its first month running the largest promotion in its history. Top earners in the two-part global promotion have already achieved more than 250,000 USD in only the first month of the 15-month eligibility window. Lifemax Independent Distributors have been participating from across the world, including North America, Philippines, Singapore, and Ireland.

“Already experiencing steady month-over-month growth with only one full calendar year in operation, Lifemax has seen a revenue spike in the last month alone of more than 32% directly attributable to this promotion,” said Lifemax President Mike Battistelli. “More importantly, the promotion is designed so that when a distributor achieves promotion bonuses, a strong foundation is established for the strategic and long-term growth of their distributorship.”

Designed to promote and reward rank advancement in the Lifemax compensation plan, the Prosperity Promotion offers bonus payouts of 1,000 USD, 10,000 USD, and 50,000 USD for achieving the ranks of Director (level 3), Executive Director (level 4) and Diamond Director (level 6), respectively. Additionally, the Product Activation Bonus—an already lucrative component of the Lifemax plan—is doubled during the first 90 days of the promotion.

The promotion entry window runs from February 1, 2010 to April 30, 2010, but eligibility to earn 50,000 USD by becoming Diamond Director within one's first 365 days effectively extends the promotion one full year to April 30, 2011 for those Lifemax Independent Distributors who register during the promotion window.

“Revenue growth and the accompanying increase in bonus payout is only one measure of this promotion's early success,” commented Battistelli. “An even more exciting and longer lasting benefit is the record-breaking number of new distributors that have partnered with us to bring Mila to the world during this promotion, and the countless lives they will change by introducing Mila to their friends and loved ones. In only its first month, the Prosperity Promotion has more than exceeded our most optimistic expectations.”

About Lifemax, Inc.

Lifemax is a network marketing company known for [Mila™](#), its proprietary mixture of *Salvia hispanica* L. seed. Mila has been carefully selected to optimize bioavailability and maximize nutritional value with its blend of omega-3 fatty acids, antioxidants, fiber and phytonutrients. The chief mission of Lifemax, Inc. is to "Change the Health and Wealth of the World" by sharing the healthiest whole raw food and empowering our network of independent distributors to create financial freedom. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. To learn more about Lifemax, visit: <http://www.Lifemax.net>.

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