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# MORINDA CELEBRATES 20TH YEAR IN BUSINESS AND SECOND ERA OF GROWTH

## A PROMISING 2016 PROVIDES MORINDA WITH MUCH TO CELEBRATE

AMERICAN FORK, Utah—1 July 2016—In the beginning of a company's existence, the thought of a 20 year anniversary is merely a far-off dream that realistically may never become a reality. It's hard to believe that Morinda, the pioneers of the health juice industry with their world-famous Tahitian Noni Juice, is already celebrating that very anniversary. What's even harder to believe is that, at the ripe age of 20, Morinda's future looks brighter than ever before.

Only a few dozen network marketing companies have made it to 20 years in business. In an extremely competitive and ever-evolving industry, companies often find themselves getting lost in the noise. Luckily for Morinda, the company has not only been able to cut through the chaos and land comfortably among the ranks of the most stable and successful companies in the industry, but continues to flourish and thrive. With recent updates to the company's product lines, business model and marketing strategy, the future has never been brighter for Morinda.

Founded in 1996, Morinda's message--that the Tahitian Noni fruit has irrefutable benefits to one's overall health--was met with incredible reception.

"I remember the days just prior to our official launch," reminisced Kelly Olsen, Morinda's Founder and Chief Marketing Officer. "We were on pins and needles trying to anticipate the reaction the world would have to Tahitian Noni Juice and Morinda. Our answer was fast in coming... we grew at such an incredible rate, it became a legend in the network marketing industry!"

Within their first five years, the company experienced a record-breaking 300 percent growth rate. After having set such an incredible precedent, Morinda has effectively maintained and expanded that success to this day. They continue to celebrate year-over-year growth and have dubbed their 20th year in business as the start of Morinda's second era of growth.

"This past year has been a historic year in so many ways," Olsen said in his 2015 Global Update. "The most gratifying of all is news that sales in 2015 will exceed 2014 by a significant margin! As we have seen these sales unfold during the year, it has become clear we truly are entering a new era of growth."

The upcoming year indeed promises to be big for Morinda—they plan to release dozens of new products, including an exclusive line of essential oils incorporating the oil of the noni seed and a series of luxurious commemorative items to celebrate their 20th year in business. In addition to exciting new products, Morinda is celebrating with a world-wide day of service.

The company's corporate offices around the world plan to gather together to participate in service projects that benefit their local communities. On June 20, Morinda's Japan office will be holding a donation event to go toward the earthquake relief fund. On July 1, Morinda's official anniversary date, the corporate headquarters, located in American Fork, Utah, will be hosting a food drive for Community Action Food Bank and completing service projects that will result in donations to both Kids on the Move and the Boys and Girls Club of Utah County. Many other markets are also working on the details for their 20th anniversary service celebration.

"We are so excited to celebrate our 20th anniversary," said Shon Whitney, Morinda's Vice President of Sales & Marketing. "We're especially proud to be giving back to the communities that have supported us for 20 years."

Certainly Morinda has much to celebrate. As the company hails back to their roots in their second era of growth, Morinda is the network marketing company to watch.

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### About Morinda

Founded in 1996, Morinda is a global, research-driven company with a mission to use the power of nature to help people live healthier, longer lives. Cutting-edge technology and extensive research have allowed Morinda to develop an innovative TruAge product line, as well as other nat-ural wellness products that reflect its passion to help people live younger, longer. Morinda is headquartered in Provo, Utah, and has a presence in more than 70 countries worldwide. Learn more at [www.morinda.com](http://www.morinda.com).