

Marketing Xocolate International Corporation Adds Pizzazz to Workweek With ‘Thrilling Thursday’ Weekly Company Updates

RENO, Nev. (Jan. 13, 2009) — As part of its ongoing efforts to keep distributors worldwide up-to-date on the latest product and network news, Marketing Xocolate International Corporation ([MXI-Corp](#)) has commenced a new program, “[Thrilling Thursdays](#).” Thrilling Thursdays are semi-monthly postings of announcements, news, network and distributor recognition and rank advancements.

“In our industry, changes, good news and product updates are always happening, and Thrilling Thursdays are the best, most efficient way to share this news with our worldwide network,” said Andrew Brooks, founder and executive vice president of MXI-Corp. “We have launched these Thursday announcements to make information more readily available and to keep that communication channel open with our distributorship.”

Thrilling Thursday announcements are posted on the MXI-Corp Website twice a month. Typically, Thrilling Thursdays include a letter from a member of the MXI-Corp executive management team, updates from Xoçai™ headquarters and a listing of new rank advancements. Additionally, the distributor update includes any new details on incentive programs, rewards trips and special promotional programs. Thrilling Thursdays are also used to share the latest news from distributors around the world, including personal recognitions or honors.

“‘Thrilling’ pretty much describes the type of information and announcements shared in these semi-monthly announcements communicated through Thrilling Thursdays,” said MXI Ambassador Adam Green, president of [Winner’s Circle International](#). “These are a great mechanism for staying up to date and ‘in the know’ on everything MXI and Xoçai™.”

Thrilling Thursdays are available on the [Xoçai™ Website](#) and are available to be viewed by anyone. The announcements are posted every other Thursday morning.

About Marketing Xocolate International Corporation

Established in 2005, Marketing Xocolate International Corporation ([MXI-Corp](#)) is the world leader in healthy, dark chocolate products. All MXI products are focused on potent doses of delicious, antioxidant-rich Belgian cacao. MXI-Corp believes that the high levels of natural antioxidants that are found in its cacao can provide a viable solution to individual nutritional needs. The Xoçai™ (sho-sigh) line, which currently includes nine products, is manufactured utilizing a cold-press process, which preserves the nutritional values of the company’s proprietary blends of vitamins and minerals. Nevada-based MXI-Corp is a privately held company. The Brooks family, owners and operators of MXI-Corp, have total combined chocolate sales of more than \$1 billion.

Archived press releases can be found at www.AdamPaulGreen.com.