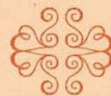


TASTING SUCCESS

MXI Corp is
revolutionizing
an industry
with its unique
brand of
chocolate,
Xoçai™.

by Lauri Dodd





The executive team at MXI Corp is comprised of a family who loves their chocolate. They've been in the business of making quality chocolate for nearly a decade. And, more recently, they've gone back to their network marketing roots for the ideal way to get that product into the hands of more people around the world.

The family first ventured into low-carbohydrate foods for health reasons with the launch of their company, Pure De-lite™. When Founder and President Jeanette Brooks was diagnosed with diabetes, she began searching for a way to lower her weight and improve her health—without sacrificing taste in the products she loved. At the time, Dr. Robert Atkins' low-carbohydrate diet had taken the world by storm. It seemed everything people were consuming was low-carb. And yet, Jeanette realized there were no low-carb chocolate bars to speak of—at least not those she felt tasted very good.

So she and her family set about to bring a product to market that was both tasty and healthy—never realizing how much of an impact their chocolate bar would have on the world.

A MOUTH-WATERING PROPOSAL

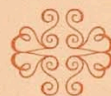
About 10 years ago, Jeanette, her son, Andrew, and her brother, Kurtis Nielsen, did their research and developed their superior chocolate. With product in hand, Jeanette put her marketing savvy to the test. She worked the phones and mailed samples and, sure enough, the business took off

“Just replace the bad chocolate with the good chocolate—and if you want to share it... we'll pay you for it.”

—Andrew Brooks, Founder and Executive Vice President,
Sales and Marketing

like a rocket. “Within a very short time, we had built our low-carb business to \$5 million, selling from our kitchen table,” Jeanette says. “Before we knew it, Wal-Mart called us and wanted to put our bars in their stores.”

Not many people outside the retail industry realize it, but that never happens. Wal-Mart doesn't call people about products—people call them. And then they wait. It can take up to three years to get an appointment with the retail giant. And after that meeting, there is certainly no guarantee the product will be accepted on store shelves—but this family's product was. And it did well. So well that Wal-Mart and others were begging for more.



TASTING SUCCESS

Sales climbed steadily from \$5 million to \$300 million. Then something unexpected happened. When Dr. Atkins died, the popularity of his diet went with him. And the low-carb craze began to fizzle. Since their chocolate bars had been marketed along with other Atkins-type products, excitement waned, and the little chocolate company went back to work to form a new plan.

A TEAM—STRONG AND UNIFIED

The team of leaders at the helm of MXI Corp is unmatched in their experience and dedication to their mission—to bring health and wealth to the world through Healthy Chocolate. Their management expertise is the driving force behind the Xoçai™ products' meteoric success.

No matter how successful MXI Corp becomes, each member of the executive team would tell you they are a family first. Jeanette, the vivacious marketing expert, is the spirit behind their healthy-chocolate product offering. After all, it was her diabetes diagnosis after the birth of her sixth child that prompted the family to search for sugar-free, low-carb alternatives to treats available in the marketplace.

But before MXI Corp was even a concept, Jeanette had a long list of career successes. After earning her master's degree, she became an educator. That's when she turned to network marketing to make ends meet for her family. She went on to start her first business at the age of 29, and within a year she was a multimillionaire.

Andrew Brooks is the Founder and Executive Vice President of Sales and Marketing. The youngest of the group at 32, his résumé is no less impressive. He has already co-founded three megasuccessful companies. And as if that weren't enough, he earned two bachelor's degrees in business management and Spanish in three years, and was on his way to Harvard to earn his MBA when the chocolate opportunity began to take shape. Andrew sidelined his educational pursuits for the time being, and hasn't regretted his decision for a moment. "I grew up in a network marketing family, so it was a natural that we would eventually sell our product in this arena,"

Andrew says. "It has been an incredible experience to be able to have a direct impact on so many people's lives. I wouldn't change it for the world."

Founder and Executive Vice President of Information Technology Kurtis Nielsen is the technical guru of the bunch. After earning his bachelor's degree, he spent close to

20 years working with some of the most prominent companies in the network marketing industry. Kurtis learned the ins and outs of a wide variety of compensation plans and began to pick and choose what he thought would comprise the best aspects. With that vast knowledge, Kurtis, Jeanette and Andrew devised a compensation plan for the company that rewards the efforts of both newcomers as well as seasoned professionals from the industry. "We wanted to help people make money at any level with MXI Corp," Kurtis says. "Every day we see people doing this business part time, making more money than they ever imagined, and that was our goal from Day One."

TOSSING THE RETAIL WRAPPER

In retrospect, the executive team is glad they have the retail experience under their belts for a couple of reasons. It was a good proving ground for their chocolate products, and it has strengthened their resolve to improve the health and wealth of people around the world.

"Within a very short time we had built our business to \$5 million, selling from our kitchen table!"

—Jeanette Brooks, Founder and President

When they took a closer look at the low-carb sales statistics, they were surprised to learn that their No. 1 selling product was the dark chocolate bar, not the milk chocolate bar. Upon further investigation, they learned fate was on their side. "Word had been slow in getting out to the public about the antioxidant properties and overall healthy benefits of dark chocolate," Andrew says. "And yet we soon realized we had a whole group of professionals and medical doctors out there promoting our dark chocolate for us."

That was only the first glimpse at the power word-of-mouth marketing would play in their product's success. The best was yet to come.

AN UNTAPPED MARKET

The executive team reformulated their dark chocolate bar, making it even healthier, and the original plan was to reintroduce the bar to the retail shelves. They knew they had a hot



product on their hands that was not only nutritious, but delicious as well. And they had to get the word out to the rest of the world. Wal-Mart® and the others were ready. But the executive team had an alternative idea.

Always in the back of their minds was the fact that, with Dr. Atkins' passing, they'd lost their voice for their products. To prevent that from happening again, the team decided to sell their chocolate via a team of network marketers, ensuring an ever-growing voice and



endless distribution channels. "We knew we were on to something big, because this was a product that no one else had," Kurtis says. "We each had a proven history of success with network marketing and knew it would be the best avenue for our products."

To prove they were on the right track, Jeanette and Andrew aimed to sell \$250,000 worth of chocolate in a 60-day prelaunch. Instead, the small band of entrepreneurs and founding distributors sold \$1.75 million in that period. So they embarked upon a mission to recruit a team of dedicated people who would share the message about their life-changing product with the masses—for a healthy profit in return.

Three years later, MXI Corp operates in five countries and has an associate base in excess of 70,000 members. Sales tripled in 2007, and doubled again in the first six months of 2008.

FROM CACAO BEANS TO CHOCOLATE DREAMS

"My motto is 'from cacao beans to chocolate dreams,'" Jeanette says. "And it's true. We're here to help people reach heights that they never even dreamed were possible. We've always been

passionate about helping people become healthier with our chocolate. But for the past three years, MXI Corp has been helping people become wealthier, too."

It seems the market has been hungry for a product like Xoçai™, the Healthy Chocolate™. According to statistics, nine out of 10 people love chocolate and crave it every day. The average American eats an estimated 12 pounds of chocolate every year. So, obviously, the market for Xoçai™ already exists. "We are fortunate in the fact that we don't have to create our consumer," Andrew says. "We just have to educate them about the benefits of our Healthy Chocolate. All we ask is that people replace the bad chocolate with the good chocolate—and if you want to share it with others, we'll pay you for doing it."

When the executive team was selling their low-carb products, Pure De-lite™, in the retail marketplace, one-half of every dollar went to external costs, funding marketing entities such as advertising agencies, shelf stockers, brokers, wholesalers and retailers. "We decided we would rather put that money directly into the pockets of a team of people on the front lines sharing Xoçai™ every day," Jeanette says.

As the Xoçai™ opportunity began to unfold, Jeanette was ready. She had been searching for a way to make a difference on a grand scale, and she knew immediately this was her chance. "I want to be of service to

people," she says. "I know that the ultimate gift is to serve others, and network marketing is the ultimate service business."

The company is debt-free and the executive team makes up the board of directors. Each member of the executive team plays an active role in the day-to-day operations of MXI Corp. The group

"We had a group of doctors promoting the health benefits of our dark chocolate for us."

—Andrew Brooks, Founder and Executive Vice President, Sales and Marketing

believes there are many positives to being such a tight-knit team. Since they know each other so well, decision-making becomes easier. And they will always leave the boardroom not only a unified team—but also a stronger family because of the experience... bonded together with a common goal of changing the world—one Healthy Chocolate at a time. **SFH**