



2010 Income Disclosure Statement

One of the first questions you probably asked as a new Reliv Distributor, and one of the first questions you will be asked by the prospective Distributors you recruit is, “How much money can I make doing the Reliv business?” We have prepared the tables below to help you answer that question. Keep in mind that what you or anyone earns as a Reliv Distributor depends primarily on the efforts of that individual Distributor.

Distributors join Reliv for various reasons. Some join because they appreciate the quality products and have no present interest in the income opportunity. Some enjoy the products and use the income opportunity as a way to share the products with friends and family and to earn additional income. Finally, certain Distributors see the income opportunity as a career choice. The most powerful element of Reliv’s compensation plan is that it adjusts to your goals.

At Reliv, we believe our products are the best in the world, and that our opportunity is unequalled in the industry. As a result, there is no need to exaggerate the earnings potential of our business. There are five ways to earn money through Reliv:

- Retail profit through the sale of Reliv products to consumers
- Wholesale profit through the sale of Reliv products to downline Distributors
- Override income through sales of Reliv products by your downline Master Affiliates
- Cash Bonuses
- Ambassador Program

Reliv emphasizes that its business is based on the sale of products to the end consumer, including a reasonable amount to be used for personal consumption by Distributors and their family. Distributors should never purchase products solely for the purpose of receiving a commission, nor should they encourage others to do so. It is each and every Distributor’s responsibility to encourage, train and support his or her organization in the development of each Distributor’s own business.

The objective of this disclosure is to provide all Distributors with accurate data about the earnings potential of a Reliv Distributorship. The information contained herein reflects Distributor earnings in the year 2010. The earnings of the Distributors in this disclosure are not necessarily representative of the income, if any, that a Reliv Distributor can or will earn through his or her participation in the Reliv Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any such representation or guarantee of specific earnings would be misleading. Success with Reliv results only from successful sales efforts, which requires hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.

The following table displays the number, earnings and experience of Reliv's committed business builders. These Distributors have invested time and energy to develop several customers and/or have helped others start their own Reliv business. Distributors who reach Director Level and above put themselves in the position to earn significant income from their Reliv business. In the table below, an active distributor is defined as a Distributor in good standing as of December 31, 2010 that received at least \$600 in earnings during 2010.

Rank	Total Distributors	Active Distributors	% of all Distributors	% of Active Distributors	High Earnings	Low Earnings	Average Earnings	High Months Active	Low Months Active	Average Months Active
11-PDR	140	139	0.18%	1.37%	\$877,284	\$3,415	\$96,654	267	55	166
10-MDR	312	306	0.41%	3.01%	\$81,425	\$654	\$23,407	243	11	128
9-SDR	243	228	0.32%	2.24%	\$37,674	\$613	\$10,063	267	11	105
8-KDR	785	667	1.04%	6.57%	\$43,781	\$618	\$4,960	267	2	80
7-DIR	2,239	991	2.97%	9.77%	\$9,721	\$600	\$1,858	226	2	45
6-MAF	4,047	1,513	5.38%	14.92%	\$5,556	\$5	\$378	225	1	28

The following table displays the number, earnings and experience of the remaining ranks of Reliv distributors (Retail Distributor thru Master Affiliate). Many of the Distributors reflected in the following table enjoy the Reliv products and have joined Reliv to receive a personal discount for their families. While many of these individuals are working towards building a successful business, they often distribute our products at retail to customers or wholesale to downline Distributors through their network of families and friends. Anyone joining Reliv has the potential to build a business on their own terms and at their own pace. In the table below, an active distributor is defined as a Distributor in good standing as of December 31, 2010 that received at least one commission check during 2010.

Rank	Total Distributors	Active Distributors	% of all Distributors	% Active Distributors	High Earnings	Low Earnings	Average Earnings	High Months Active	Low Months Active	Average Months Active
5-QMA	135	20	0.17%	0.19%	\$723	\$9	\$228	104	3	35
4-SAF	19,289	4,167	25.67%	41.1%	\$5151	\$6	\$174	266	1	81
3-KAF	3,957	558	5.26%	5.5%	\$1157	\$6	\$111	208	1	32
2-AFF	10,812	821	14.38%	8.09%	\$767	\$5	\$74	215	1	24
1-RTD	33,182	728	44.15%	7.18%	\$352	\$5	\$48	116	1	14

The table below represents the percentage of all distributors and the average income of those who received bonus and commission checks in one to twelve calendar months during 2010.

1 Check	2 Checks	3 Checks	4 Checks	5 Checks	6 Checks	7 Checks	8 Checks	9 Checks	10 Checks	11 Checks	12 Checks
14.81%	11.6%	9.68%	8.33%	7.26%	6.28%	5.52%	4.88%	4.3%	3.75%	3.16%	2.5%
\$259.29	\$313.7	\$362.62	\$412.07	\$463.22	\$525.52	\$586.18	\$653.63	\$726.82	\$820.49	\$950.83	\$1,153.87

*Note that a Distributor in good standing is a Distributor who either joined Reliv or renewed his or her Distributorship in the last 12 months and has not terminated his or her distributorship as of December 31, 2010.

**The incomes above are in addition to and do not include profits earned on the resale of products to consumers that took place in the field.