

## NEW SALES PROGRAM ANNOUNCED FOR AFFILIATE PROGRAM



**For Immediate Release June 12, 2009** - Vita-Mix announces a new program called *Vita-Party* for the Affiliate Sales program that will provide Affiliate program members with a new way in which to promote and sell Vita-Mix machines. Vita-Party, as it is called, is a home party sales method. The launching of this program provides a professional way for Affiliates to book and hold live demonstrations of the Vita-Mix machine at house parties.



Vita-Party has unique branding, a logo, professional promotional tools, a training manual, easy access to the Vita-Mix recipe database, and other information on how to be successful in this program. Vita-Party has a unique web page that contains the information needed to conduct a Vita-Party. This page is located in the private Affiliate Portal for Affiliate program members on Vitamix.com. When a Vita-Mix machine owner is approved for the Affiliate program they will be emailed password and access information for a special webpage called the Affiliate Portal. The portal contains all the promotional tools for the Affiliate program, including the new Vita-Party program.

Affiliates who participate in Vita-Parties do not need to be “web savvy,” just personable and motivated. We hope this new sales method will spark the interest of other Vita-Mix owners who may be interested in promoting the Vita-Mix machine but may not have the web experience that is needed for other methods of promoting a Vita-Mix Affiliate business. All ordering and other Affiliate procedures remain the same.



***If interested in making money promoting and selling the Vita-Mix machine, please read the Terms & Conditions and fill out the Affiliate application and await approval. You will be emailed after your application has been reviewed.***



**AFFILIATE**

<http://www.vitamix.com/household/affiliates/index.asp>