

Regulation

On the operating procedures for Vision International People Group distributors on the Internet

1. Introduction

The purpose of this regulation is to govern the work of the Company's distributors on the Internet. It defines the rules and obligations for all Company distributors with reference to the utilization of:

- Company name
- Company products
- the Company's logotype and trademarks
- ethical norms for advertising and promotion of websites, and
- relationships with persons engaged in the preparation and promotion of their pages on the Internet, with the Company, and with the visitors to the distributors' own Web pages (sites).

2. Distributors' rights

A distributor has the right to:

2.1. Freely create Web documents (pages, sites) by himself or by resorting to the help of third persons on a paid or free-of-charge basis and to post them on the Internet.

2.2. Utilize in the design of his sites the Company's logotype, names and description of Company products, and textual materials taken from Company sites without corrections and without entering into them changes that distort the substance of the aforesaid materials.

2.3. A distributor has the right to post on his website a link to the Company's website for the purposes of concluding a contract with the Company. Contracts shall not be concluded other than from the Company's official website.

2.4. freely discuss Company Products at forums, chat-rooms, and conferences, and in guest books and newsgroups of any sites; and to express his opinion about their components, conditions and results of usage, and achievements, with obligatory observation of the rules of the given forums, chat-rooms, conferences, guest books, and newsgroups.

2.5. Utilize news groups and generally known and legally operating mailings to get and make available information about one's activities as they relate to work in the Company.

2.6. When preparing one's own Web site, to utilize links to Company sites and to include code elements specially prepared by the Company in the code on one's own Web pages to integrate the Company's news banners.

3. Distributors' obligations

A distributor has the following obligations:

3.1. Indicate in a clear and legible script on the title page of the site that the site belongs to an independent Company distributor, indicating the distributor's full name.

3.2. Post a link to the Company's official site on his site's title page.

3.3. Register as a self-employed entrepreneur.

3.4. In a timely fashion, before the site is posted on the Internet, to send the site's textual materials and illustrations to the Company's Ethics Department for checking as to its consistency with the requirements provided for in the Regulation On the Procedure for Advertising Activities Conducted by Vision International People Group Public Limited Distributors in the Mass Media and with Company ethics. It is not permitted to post materials on the Internet prior to receiving permission from the Company's Ethics Department In the event of

intention to place materials in a language other than Russian, the distributor is obligated to attach to the material sent a complete translation into Russian, maintaining the structure and form of the version written in the language in which the material is to be posted.

3.5. Distributors are not allowed to use on their websites the words “sale” and “store” on their own behalf. It is only the Company that has the exclusive right to sell its products to distributors and clients. Distributors disseminate information about the Company’s (Whole Health Option) philosophy, its core values, products, about officially published results of usage thereof, about their personal experience in the usage of the Company’s products, and about how the Company operates. Distributors also render services [to the Company’s clients] in procuring products at their request.

3.6. When preparing Web documents using textual or graphics materials taken from Company sites (Company Distributors’ sites), to post the following phrase in every Web document containing borrowings: “Materials for this page were taken from the Company site (an independent Distributor’s site plus the distributor’s first, middle, and last name).” The URL with a current hyperlink to the Company (independent Distributor’s) site ABSOLUTELY MUST be given.

3.7. A distributor does not have the right to borrow a design or its elements or the general conceptual idea either from the Corporate site www.vipgroup.net or from other sites, the rights to which are protected by copyright or otherwise.

3.8. Monitor the advertising campaign and the content of his sites in order to avoid utilization of textual and graphics information that is not in accord with Company ethics (posting information of erotic, pornographic, or other content) and spam (unauthorized mass mailings by electronic mail).

3.9. A distributor does not have the right to engage in unauthorized mass mailings by electronic mail (spam) regardless of the nature of the information being disseminated.

3.10. Regularly monitor the content of the guest books, forums, and chat-rooms at his sites, while immediately removing information that is not in compliance with the Company’s ethical norms or that could besmirch its reputation.

3.11. Treat the Company, its products and its leaders with respect, and make sure no statements are made or actions performed that could besmirch its reputation.

3.12. A distributor does not have the right to utilize his Web pages (site) to obtain income not envisaged by the Company’s marketing plan.

3.13. All the distributors who have websites of their own are required to bring them in line with the current Regulation on the operating procedures for distributors on the internet.

3.14. The Company’s site will contain links only to those distributor’ websites which will have passed tests by the Distributor Relations Department and found consistent with all the Company’s requirements.

4. Responsibility

Distributors who have violated the manner of conducting activities established hereby bear responsibility as provided for by the Company’s Code of Ethics and are also subject to civil and criminal liability as provided for by current law.

5. Terms and Definitions

This article defines the terminology applied in the Company relating to various forms of relationships between the Company and its distributors in order to introduce a uniform understanding of the special terms used when working on the Internet.

A short glossary of terms:

5.1. Web document: any electronic document accessible for perusing on the Internet. Thus, all the pages on the Company's site are interconnected Web documents.

5.2. Web browser: software used to access Web documents. The most widely used browsers are Internet Explorer, Netscape Navigator, and Opera.

5.3. Meta tags: optional special auxiliary elements in a Web document that are of significance to search engines and catalogs without influencing the document's external appearance.

- The meta tag "Title" contains the name of the Web document, the name also being reflected in the topmost part of the Web browser window.
- The meta tag "Keywords" contains the so-called key words, the array of which is supposed to facilitate the successful search for a Web document by search engines.
- The meta tag "Description" contains a description of a Web document that characterizes its content.

5.4. Search engines (catalogs, ratings) are specialized Web resources that help Internet users find the Web documents containing the information they are seeking.

5.5. Banner nets are specialized Web resources, mainly ones that provide mutual exchange between sites of special textual or graphics elements - banners containing advertising materials.

5.6. Chat-room, forum, guestbook, and conference are the most widespread interactive forms of Internet user intercommunication made available by Web resources (nodes).

5.7. Unethical resources are Web resources (pages, sites) containing items legislatively forbidden in the country where the distributor operates and information that does not accord with the Company's ethical norms, such as information that promotes violence, disseminates pornography and erotica, and games of chance.

5.8. An URL (Internet address) is a Web document's address in characters or digits on the Internet (for example, the Company's corporate site address on the Internet is www.vipgroup.net).

5.9. Company sites are the Company corporate site www.vipgroup.net and the official sites of the Company's regional offices to which links on the corporate site's title page lead.