

Rules and Regulations on How to Work with the Mass Media

Regulations

On the Procedure in which Vision International People Group Distributors Conduct Advertising Activities in the Mass Media

These Regulations was worked out for purposes of regulating the advertising activities of distributors effected by them in the mass media and directed at increasing product sales and expansion of distributor networks; for protecting consumers from untrustworthy information about products, and also for purposes of encouraging competition among VISION International People Group (hereinafter: the Company) distributors. The rules established by these Regulations are obligatory for all Company distributors. The Company reserves the right to change the rules presented below, having informed distributors of rule changes in a timely fashion.

1. For purposes of these Regulations, mass media is understood to mean a periodical print publication (such as a newspaper, magazine, almanac, bulletin, etc.), a television channel, radio station, or a site or Web page on the worldwide web, or the Internet, that periodically (not less than once a year) disseminates information for an undetermined circle of persons.
2. The advertising activities of a Company distributor are understood as dissemination by him or by a third person on his behalf in the mass media of information about the prospects for doing business with the Company, and also about its products and the possibilities for their acquisition.
3. A distributor has the right at his own discretion and observing the requirements established in Article 5 of these Regulations:
 - to conduct advertising activities in the mass media in any form convenient to him;
 - to utilize in his advertising materials information contained in the Company's official documents, in its advertising materials, and in the Distributor Manual;
 - to utilize Company product brand names and trademarks in his advertising materials;
 - to utilize in his advertising materials information contained in Company mass media - in the magazine "Planet of People" and at the Internet site (site address: www.vipgroup.net), under the obligatory condition that reference be made to these mass media;
 - to use advertising material designs pre-approved by the Company in the manner provided for by these Regulations; and
 - to utilize Company trademarks in advertising materials.
4. A distributor does not have the right:
 - to utilize untrustworthy information about Company products in advertising materials;
 - to mislead consumers with advertisements exaggerating the amount of their possible income from carrying out distributor activities and by claiming that receipt of income is guaranteed and takes place without any effort on the part of distributors;
 - to utilize confidential information about the Company or other distributors in advertising materials; or
 - to cause damage to other distributors or the Company as a whole through his advertising materials.

5. A distributor's advertising activities in the mass media are allowed only after prior written permission from the Company, with the exception of the instance provided for by Article 9 of these Regulations. Also, the distributor must be registered as an individual entrepreneur.
6. To obtain permission to place advertising materials in the mass media, the distributor is obligated to apply to the Distributorship Service in the country where the mass media in which he intends to place the advertising materials is registered, with a written application indicating the particular mass media and the approximate period of publication, appearance on television and/or radio, and placement on the Internet of the advertising materials, and a copy of his registration certificate as an individual entrepreneur.

The application may be submitted by the distributor personally or by another distributor in his name, and it may also be sent by mail (including fax) or by e-mail. The distributor must attach the following to his application:

- the complete text of the advertisement or article he intends to publish;
 - a cassette with the audio or video recording of the advertising materials which he intends to disseminate;
 -
 - a complete printout of the content of the site or Web page he intends to place on the Internet along with the appropriate electronic address.
7. The Distributorship Service directs the application to the Legal Department in the given country, and the Legal Department examines it on the merits of the case for whether the information contained in the advertising materials accords with the Company's official documents, the data concerning its products, and the advertising materials emanating from the Company.

When necessary, the Legal Department enters the appropriate corrections into the text of the advertising materials presented by the distributor for Company approval. Corrections, changes, and additions entered into the advertising materials (both editorial changes and those relating to content) by the Company's experts and Company recommendations with regard to the advertising materials absolutely must be taken into account by the distributor. The Legal Department directs a written reply to the distributor through the Distributorship Service.

8. Once the distributor receives the Company's permission to place the advertising materials in the mass media, he is obligated to publish it in the exact form indicated in the statement of permission, having made all necessary changes to the text of the advertising materials.
9. If the advertising materials are limited to reproduction of advertisements approved by the Company's national subdivisions, it is sufficient to inform a Company employee about this while presenting a copy of a distributor's registration certificate as an individual entrepreneur.

10. The rules established by these Regulations also apply to brochures, booklets, books, and other printed materials which the distributor intends to publish for advertising purposes.
11. Distributors who have violated the manner for conducting advertising activities established by these Regulations, or who have published advertising materials without the Company's permission or contrary to such permission, bear responsibility as provided for by the Company's Code of Ethics and are subject to civil and criminal liability as provided for by current legislation.