



Quixtar Donates NUTRILITE® Vitamins to Healthy Foundation's Vitamin Relief USA Program

ADA, Mich., January 24, 2005 -- Quixtar Inc. (www.Quixtar.com) announced its support of The Healthy Foundation's Vitamin Relief USA program today with a donation of NUTRILITE® Kids Chewable Multivitamin/Multimineral tablets with a retail value of \$228,000. These supplements – some 720,000 tablets in 8,000 bottles – will aid the foundation's ongoing campaign to provide vitamins to school-aged children at risk for malnutrition and nutrient deficiency.

"As the leading online health and beauty retailer, we at Quixtar understand the role good nutrition plays in leading a productive, healthy and happy life," said Ken McDonald, Managing Director of Quixtar. "We're very proud of our NUTRILITE brand of products and we're thrilled to know our donation will be helping improve the health and wellbeing of these kids."

Through Vitamin Relief USA Children First™, Quixtar's donation of NUTRILITE® supplements are shipped to Head Start centers throughout Washington D.C. where they are provided to children at no cost. Teachers, parents and other organizational staff report that participating children have achieved higher grades, get along better with others, feel better about themselves, require fewer visits to the doctor, and have higher school attendance.

"We are deeply appreciate Quixtar's generosity," says Michael Morton, Executive Director of The Healthy Foundation/Vitamin Relief USA. "This donation is providing daily vitamins to 1,000 of Washington's Head Start children through 2005. This donation also pushes our supplies up to the required amount for Vitamin Relief USA to provide *every* Head Start child and their siblings with daily vitamins this year."

Quixtar's vitamin contribution is part of the global One By One program of its parent company, Alticor, which is helping to improve the quality of life for children around the world. Quixtar also is a national sponsor of Easter Seals (www.EasterSeals.com) in the U.S. and Canada. Quixtar and IBOs contributed more than \$830,000 to Easter Seals in the U.S. and Canada in 2004.

About The Healthy Foundation

The Healthy Foundation, a tax exempt, nonprofit foundation, is committed to improving the health status of children, seniors, and adults through vitamin supplementation. The Healthy Foundation provides daily vitamins to nearly 17,000 at risk children at over 500 sites in 40 states. Its national initiative, *Vitamin Relief USA – Children First™*, is a public/private partnership that distributes daily children's chewable multivitamin/mineral supplements to children at risk for malnutrition and nutrient deficiency. To support The Healthy Foundation or for further information, please call 877/935-5348 or log onto www.vitaminrelief.org.

About Quixtar

Quixtar is a business opportunity company offering entrepreneurs the ability to have a business of their own through Quixtar's I-commerce business model. I-commerce empowers Individuals to market products and manage their own business via the Internet, while being compensated by the low-cost, low-risk Independent Business Ownership Plan, and supported by the full-service Infrastructure of Quixtar.

Since 1999, Independent Business Owners powered by Quixtar have generated more than \$4.2 billion in sales at www.quixtar.com plus nearly \$320 million for Partner Stores, earning in excess of \$1.37 billion in bonuses and other incentives. Their efforts have propelled Quixtar to be named the number one online retailer in the Drug/Health & Beauty category based on sales, and 12th among all e-commerce sites, according to *Internet Retailer's* "Top 300 Guide."

A subsidiary of Alticor, Quixtar is based near Grand Rapids, Mich. Quixtar Canada Corp. is headquartered in London, Ont., Canada.

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