



AIM INTERNATIONAL, INC. d/b/a THE AIM COMPANIES™ Internet and Advertising Guidelines

Due to the increased use of the Internet and its regulations, The AIM Companies™ (AIM) has revised its Internet and Advertising Guidelines, which includes Member/Independent Distributor policies and procedures for web site construction, advertising, electronic communication, e-mail, and intellectual property usage. These guidelines have been created for the protection of both AIM and AIM Members. The violation of these guidelines or the making of illegal claims can subject an AIM membership to disciplinary action or termination.

AIM Members must read and agree to the following guidelines before creating web sites and e-mail addresses or participating in any AIM-sponsored, originated, or associated Internet or other electronic communication and advertising.

Internet/Web Site Discipline

- AIM will conduct Internet searches to discover unauthorized uses of AIM trademarks, logos, etc.
- AIM will also audit web sites for compliance to these guidelines and reserves the right at the sole discretion of AIM to discipline and/or terminate a membership that violates any of these guidelines and/or any of the guidelines set forth in AIM's Member Agreement and Policies & Procedures.
- AIM will notify Members of any necessary edits to be made to a web site related to the standard art and language created by both AIM and the Member. The Member will make edits to conform to these Internet and Advertising Guidelines. If a Member wishes to contest the requested edits, they must do so not more than 30 days subsequent to the notification of the edits.
- Members are responsible for any negative events that may occur as a result of their own web site.
- Members who resign or are terminated from AIM must promptly withdraw their own AIM-related advertisements and AIM's intellectual property from the Internet.

Internet/Web Site

- Members must identify themselves and clearly state that they are an "Independent Distributor of AIM International, Inc." at the top of their web site home page.
- Members must list their return contact information for product returns (name, address, and phone number) and must give retail customers AIM's 100% money back guarantee (see Member Agreement, Orders and Returns, Provision #10).
- Members are prohibited from using AIM's 800 number on their web site.



- Members cannot give the impression, whether implied or intentional, that a Member web site is the AIM corporate web site. Should AIM determine that a Member is representing themselves intentionally or unintentionally as an employee or corporate entity of AIM, the Member will be asked to make immediate changes to their web site.
- When selecting a name for a web site or e-mail address, Members must be sure to use available tools to ensure that individual or company names are not duplicated. This can be performed using search engines and/or the *www.networksolutions.com* web site. Please be respectful of the hard work fellow AIM Members have put into establishing a unique web identity.
- Members may create links between their individual web site and the AIM corporate web site. However, a brief description must be included above the link indicating that the link refers to the official AIM corporate web site. The description should ensure that potential customers are aware that they are leaving the Member web site and entering the AIM corporate web site.
- Should AIM receive any requests for information from customers who have entered the AIM corporate web site through an individual Member web site, AIM has the right to refer those potential customers to the AIM Select Referral program or other business-building program.
- Members should not list their AIM Member ID number on their web site and advise others to sign up directly with AIM using this ID number.
- As a sponsor, it is the Member's responsibility to educate any prospective Member on AIM's policies and procedures and business opportunity.
- Members may advertise and sell non-AIM products on their own personal web sites. However, should the references to the non-AIM products mislead (intentionally or unintentionally) that the product advertised is an AIM product, the Member will be asked to make immediate changes to their web site. AIM does not endorse non-AIM products under any circumstances.
- Members who do sell both AIM and non-AIM products on their web sites should ensure that AIM products appear on a separate page from any other brand and/or competitor product of the same kind or variety to avoid confusion as to which products exclusively belong to AIM, and to avoid any conflict of interest between AIM and any other brand and/or competitor product.
- Advertising or selling non-AIM products on web sites does not apply to myaimstore web sites. Members who have a myaimstore, AIM controlled web site, cannot advertise or sell any other products or services of any kind, regardless if they are competing or not.
- All statements on the Internet must be truthful and not misleading to customers.

E-Mail

- Members are prohibited from using any of AIM's intellectual properties, including the corporate name, product names, international names, and logos or any variations thereof in their e-mail addresses.



- Spamming is strictly prohibited. Spamming is the sending of multiple copies of the same e-mail message to people who have not specifically stated that they are agreeable to receiving or have requested that they receive e-mail from you.



Intellectual Properties

- Under no circumstances are Members permitted to use any of AIM's intellectual properties, including the corporate name, product names, international names, and logos or any variations thereof in their e-mail addresses, URLs, domain names, or subdomains.

Examples: www.herbal-fiberblend.com
 www.aim-products.com
 gardentrio@hotmail.com
 justcarrots@velocitus.com

- In the past, a few Members have secured various Internet web sites using AIM's trademarked names as the URL or domain name. This is against AIM's guidelines. Effective with these guidelines, AIM will take action on those who do not follow these guidelines.
- All AIM products should be identified properly (headings and subheadings). This includes identifying the product as trademarked merchandise by using either the ® or the ™ symbol. Contact AIM for a list of registered and common-law trademarks.
Examples: AIM Just Carrots®
 BarleyLife®
 AIM ReAssure®
- Use of any AIM copyrighted or trademarked materials in advertising or on any web site must be accompanied by the following footnote: This page contains copyrighted materials and/or trademarks of AIM International, Inc. and is reprinted with permission.

Text and Artwork

- All content of AIM publications relating to text and artwork and including but not limited to brochures, magazines, web sites, pictures, graphics, logos, etc. are either copyrighted or trademarked materials and may not be used on Member web sites unless the web site clearly states: "All names, products, information, graphics, and logos, etc. related to AIM products and programs are the property of AIM International, Inc. – Used with permission."
- Photos or graphics loaded to a Member web site must be in good taste and of high quality.
- Only AIM approved artwork and/or graphics may be used when representing products, logos, the corporate offices, and/or other AIM assets, trademarks, etc. AIM provides artwork for upload to web sites upon request via e-mail to AimOnLine@aimintl.com.
- Members are responsible for updating their web sites and removing any and all outdated information and discontinued items.
- Upon notice from AIM regarding any change in the promotional materials related to AIM products and programs, Members shall update their web sites to reflect the new information within sixty (60) days of receiving notice from AIM.



Advertising

- Members cannot copy any other Member's advertising materials (newsletters, fliers, Internet home page, etc.) without the express written consent of the author.
- Members must advertise AIM products in a manner that reflects favorably upon AIM, its products, and the high level of product quality and service performance that AIM maintains.
- Advertising AIM products below wholesale prices conflicts with the image AIM wishes to project and affects product sales, which are critical in providing long-term satisfaction to Members and customers.
- In publications and marketing materials, the owner of such trademarks must be acknowledged. Members must place a footnote at the bottom of any materials produced that states "AIM products are a trademark of AIM International, Inc."
- Advertising containing medical or therapeutic claims is strictly forbidden.

Product Claims

- Each Member web site must contain a disclaimer that clearly states: "Products of The AIM Companies™ have not been evaluated by the U.S. Food and Drug Administration (FDA) and are not intended to diagnose, treat, cure, or prevent any disease or illness. Results may vary per person." The disclaimer must be in a font size that is a minimum of 10 points and in a visible location, preferably at the bottom of the page. A hyperlink should not be used for the disclaimer.
- Making therapeutic claims could result in regulatory involvement leading to an investigation and possible prosecution of those who make such claims.

What you cannot say: BarleyLife® cures or treats cancer.

AIM Herbal Fiberblend® decreases cholesterol levels.

- The only claims that may be made for AIM programs, services, or products are those claims contained in official, current company literature, including but not limited to magazines and product data sheets.
- Members are advised to recommend to customers who are under a physician's care or who are suffering from a chronic disorder that they first consult with their physician before undertaking any changes in diet or beginning any nutritional program.
- Structure/function claims are permissible statements made about a specific ingredient contained within a product and its effect on a function of the body. There must be bona fide scientific substantiation to support these types of claims.
- Personal, positive experiences (testimonies) resulting from the use of AIM's products may be shared with others. However, Members may not make therapeutic, drug, or disease claims about AIM's products. What benefits one person may not benefit another.

What you can say: BarleyLife® helps maintain a healthy immune system.

I use AIM Composure® to help soothe away tension.



- Members are not to include any statements or suggestions on their web site that AIM products are reviewed or approved by the FDA or any other state or federal agency.

Income Claims

- No income/earnings claims or representations (i.e., that the opportunity will result in immediate, fast, or substantial monetary rewards) may be made regarding AIM's business opportunity or compensation plan.

What you cannot say:

Quick and unlimited income potential with the AIM opportunity.

Make 5 to 10 times what you currently earn in just a few months.

- The only claims that may be made for AIM programs, services, or products are those claims contained in official, current company literature (per AIM's Member Agreement, general advertising guidelines, and the U.S. Federal Trade Commission).
- Members may use their personal experience (testimonies). However, the Member must not exaggerate the facts such as time, money, and efforts put into building their business. What benefits one person may not benefit another.

Testimonials

- One of the most powerful stories Members can tell is the story of their personal experience with the AIM products and the AIM business opportunity. However, not all the benefits experienced are appropriate for posting on the Internet. Government agencies establish guidelines and rules of what can and cannot be said. Even a true experience may not conform to regulatory guidelines. Any testimony given on a web site is bound by these guidelines.

International

All international web sites must also follow these guidelines. In addition, Members must follow the federal, state, or governmental laws and guidelines that govern their country and territory.

Trademark status varies per country. Contact AIM if you are unsure about a trademark's status (® or ™) in a particular country.

Additional Information

AIM reserves the right in its sole discretion to change the Internet and Advertising Guidelines at any time without notice and to amend the terms of the guidelines upon giving the Member 30 days written notice.



If you have any questions or need clarification on anything contained in these guidelines, please contact us at AimOnLine@aimintl.com or call 1-888-801-4246. Please be sure to include your name, AIM Member ID number, and web site address.

Please refer to the AIM Member Agreement and Policies & Procedures for additional policies regarding your AIM membership.



**AIM INTERNATIONAL, INC. d/b/a THE AIM COMPANIES™
Internet and Advertising Guidelines
Verification and Acknowledgement Form**

I have read and agree to abide by AIM's revised Internet and Advertising Guidelines and will make any appropriate changes to bring my web site in compliance with these new guidelines.

AIM Member ID No.: _____

Name: _____

Web Site Home Page Address (http://): _____

E-Mail Address: _____

Signature: _____

Date: _____

**After you have completed the information above, retain one copy for your records and return the signed original to:
The AIM Companies™ - AIM On-Line
3923 E. Flamingo Ave., Nampa, ID 83687**