

Direct Selling News®

FOR IMMEDIATE RELEASE

Contact: John Fleming
Publisher and Editor in Chief
Phone: 940-497-9772
E-mail: jfleming@directsellingnews.com

Arbonne International Places No. 35 among Top Direct Selling Companies for 2010

DALLAS—Arbonne International, LLC a personal care and wellness products company, announced today that it has earned the No. 35 ranking in the *Direct Selling News* Global 100 list of the top direct selling companies in the world for 2010.

The rankings were released in the June issue of *Direct Selling News*, the trade publication for the direct selling industry. To be listed in the *DSN* Global 100 for 2010, a company had to generate \$80 million (in USD) in wholesale corporate revenue. Arbonne achieved the No. 35 position for \$357 million in revenue.

“To appear in the *DSN* Global 100 at any ranking—especially during a challenging economic climate worldwide—is no small accomplishment,” says John Fleming, Publisher and Editor in Chief of *Direct Selling News*. “Arbonne’s achievement is a testament to the dedication and hard work of its corporate leadership, the home office team and the commitment and enthusiasm of its independent salesforce.”

“It is an honor to be recognized, and ranked, in *Direct Selling News*’ listing of top direct selling companies again this year. Arbonne is proud to be a part of this amazing and influential industry. Over three decades, we have supported the success of millions of Arbonne Independent Consultants with botanically based products and a phenomenal business opportunity. We look forward to even greater growth,” says Kay Napier, Chief Executive Officer of Arbonne International.

The *DSN* Global 100 rankings are released annually in the June issue of *Direct Selling News*. For the complete 2010 ranking, go to www.directsellingnews.com and click Global 100.

About Arbonne International

Founded in Switzerland in 1975, Arbonne International, LLC, creates personal care and wellness products that are crafted with premium botanical ingredients and innovative scientific discovery. Delivering on the Company’s commitment to pure, safe and beneficial products, Arbonne’s personal care and nutrition formulas are vegan certified and adhere to a strict Purity and Safety Ingredient Policy. Arbonne® products are available at arbonne.com or through an extensive network of Arbonne Independent Consultants in the United States, Canada, Australia and the United Kingdom. Arbonne is a

privately held company and is headquartered in Irvine, Calif. For more information, including ingredient information, please visit www.arbonne.com.

About *Direct Selling News*

Direct Selling News is the only publication dedicated to serving direct selling and network marketing executives. It is a controlled-circulation, monthly magazine with an audience of over 6,000 subscribers. Subscriptions are free to direct selling and network marketing executives; paid subscriptions are also available to anyone else interested in receiving the magazine. For more information on *Direct Selling News* and the *DSN* Global 100, visit www.directsellingnews.com.

###