

American Longevity

ASSOCIATE WEB SITE POLICY

This amendment to the American Longevity Policy & Procedures refers to the creation and use of Internet web sites created by American Longevity Associates for the purpose of promoting themselves as an American Longevity Associate and the American Longevity products or Dr. Joel Wallach. A web site is defined as any use of a computer and the Internet and the World Wide Web to display comment on or otherwise transmit information in graphic, text or audio form. As with any advertisement or promotion the Policies and Procedures of American Longevity prevail and should be followed in addition to the following amendment.

1. The name American Longevity is a registered trademark of Wellness Lifestyles, Inc. a California Corporation. The name American Longevity in its entirety, in part or hyphenated may not be used in any domain name, URL or email address*.
2. The name Dr. Joel Wallach is part of the intellectual property of Dr. Joel Wallach and may not be used in its entirety, in part or hyphenated may not be used in any domain name, URL or email address*.
3. All logos, slogans and trademarks of American Longevity are the sole property of American Longevity and Wellness Lifestyles, a California corporation and may be used with written permission only. Permission to use American Longevity logos, slogans and trademarks may be revoked without notice or reason and solely at the discretion of American Longevity.
4. All use of American Longevity logos, slogans and trademarks must state permissions given on the front, index, home or main page "page" of any web site.
5. All American Longevity logos, slogans and trademarks must be used in their respective entirety. All colors in any American Longevity logo or trademark must be reproduced accurately. No partial logos or "artistic license" may be used.
6. American Longevity logos, slogans and trademarks in graphic form may not be sold or traded by any persons.
7. The name and Associate identification number of any and all American Longevity Associates responsible for content of a web site must be displayed on the front, index, home or main page of the web site.
8. No Associate of American Longevity may state or imply that their web site is official, sanctioned, authorized or licensed by American Longevity or Dr. Joel Wallach. Only the American Longevity corporate web site located at www.AmericanLongevity.net may be considered an American Longevity official web site. Only subscribers to the American Longevity **Quick Web** program may be considered to be licensed and will be stated as such in an approved method.
9. Any and all sources of content and permissions for use of an American Longevity Associate's web site must be documented and stated on the web site. This includes but is not limited to the use of graphics, quotes and excerpts.
10. Written approval for all quotes or excerpts from Dr. Wallach's lectures, books, radio shows, audio or visual productions must be stated and documented. Note: Copyrights from various radio shows, audio and visual productions may be held by persons or entities other than American Longevity. People or entities holding copyrights of this type are not obligated to grant permission for use of these materials.
11. The signature of Dr. Joel Wallach is not allowed to be used on any web site.
12. No Associate of American Longevity may make any claims of income or income potential by becoming an American Longevity Associate.
13. No Associate of American Longevity may make any claims of health benefits or betterment by consuming or applying American Longevity products.
14. Only the Associate's personal testimonial about the benefits or results stemming from the use of American Longevity products may be used in an Associate's web site. An Associate's web site must not contain the testimonials of others in the content of their web site.

15. No banners or other methods of advertisement may be used or included in the content of any American Longevity Associate's web site.

16. No hyperlinks to other web sites promoting competing products may be used on any American Longevity Associate's web site.

17. No products other than American Longevity products may be mentioned or sold on any American Longevity Associate's web site. This includes but is not limited to product comparisons.

18. Any use of the internet to promote the American Longevity compensation plan internationally is prohibited until such time as American Longevity authorizes promotion of the compensation plan designed and approved for a particular country.

19. Associates using a web site for order fulfillment must transact business using a secure server to protect the personal information of the customer. Email orders are not to be encouraged or accepted for transacting American Longevity business.

20. Each individual American Longevity Associate is responsible for abiding by all local, state and federal laws concerning all aspects of using the Internet to promote or sell American Longevity products and business opportunities.

21. American Longevity reserves the right to edit content of and require immediate modifications to any Associate's web site at the sole discretion of American Longevity.

22. Electronic mail (email) advertising is subject to American Longevity Policies and Procedures and as such must be submitted and approved prior to transmission. All email advertising is subject to editing by American Longevity prior to approval to transmit.

23. All email advertising must be in compliance with all prevailing local, state and federal laws concerning unwanted, unsolicited email also known as spam. Spamming is illegal and will not be tolerated by American Longevity.

* Existing web sites using a form of American Longevity or Dr. Joel Wallach in their URL or domain name only are granted permission to continue to operate as long as all other policies are followed. The Email addresses are still subject to the policy. Web sites granted this permissions must contain a hyperlink to the www.AmericanLongevity.net corporate web site on the front, index or main "page" and should be labeled as the "American Longevity Corporate web site may be found here."