

The Direct Selling Association Welcomes Agel as the Newest Member of Its Organization

October 31, 2007

Agel was recently accepted as a full member in the Direct Selling Association, the leading trade organization for network marketing companies.

The board of directors for the association approved in September the application of Agel, after Agel completed the one-year pending period required for full membership in the association. During this time, the DSA reviewed Agel's marketing and business plans to ensure they are in compliance with all provisions of DSA's Code of Ethics.

"We have always taken pride in our ability as a leadership team to operate Agel with the utmost integrity and ethics," said Agel CEO and Founder Glen Jensen. "Receiving acceptance into the DSA after operating for two years is a great accomplishment and one that shows Agel's commitment to honesty, transparency and ethical practices."

The Code of Ethics is a set of self-regulatory codes that all members of the DSA are required to comply with. Members must also promote the ethical code in its business practices as a condition of continuing membership in the association. This year 11 companies, including Agel, were accepted as full members.

"The members of the Direct Selling Association pride themselves in their commitment to the highest standards in business ethics," said DSA's President Neil Offen. "By applying for membership in the association and going through a rigorous approval process, these companies are saying they take their ethical obligations to their field sales force and to the ultimate customer seriously and are willing to make a public pledge to that effect."

About the Direct Selling Association

DSA is the national trade association for leading firms that manufacture and distribute goods and services sold directly to consumers. In 2006, U.S. direct sales were more than \$32 billion with more than 15.2 million direct sellers nationwide. There are more than 220 active or pending companies that are members of the DSA. Approximately 90 percent of direct sellers operate their business part-time. For more information, visit www.dsa.org.

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