



FREQUENTLY ASKED QUESTIONS

THE PRODUCT

What is Evolv?

More than 15 years of scientific research and development have been invested into Evolv's proprietary and all-natural Archaea Active™ formula. Evolv's beverage combines the colorless and flavorless Archaea Active formula with natural spring water to combine the health benefits of hydration with increased stamina, energy and endurance.

Additional benefits may include:

- Helps increase stamina and endurance
- Helps increase energy levels
- Helps enhance the absorption of vitamins, minerals, amino acids, proteins, and other important nutrients
- Helps speed fatigue recovery
- Helps maintain healthy circulation
- Helps support immune system
- Helps restore mental alertness from fatigue or drowsiness
- Helps neutralize harmful toxins

Evolv products are combined with its unique Archaea Active proprietary technology and backed by studies and testimonials from world-renowned research centers and everyday people like you.

What does Archaea Active mean?

Archaea Active describes the energy-advancing benefits scientifically demonstrated through *in vitro* testing that have been shown to increase oxygenation at the cellular level. This action is the combination of a proprietary natural formula and involved manufacturing process which results in the production of cell signaling molecules that appear in very low concentrations.

What's a nutraceutical beverage?

The term nutraceutical is a blend of the words nutrition and pharmaceutical. Nutraceutical products in the marketplace are engineered to help people lead healthier lives. Typically, nutraceutical beverages are enhanced with vitamins and minerals, antioxidants, or other natural and nutritional ingredients to provide health benefits.

What makes Evolv different? How do I describe it to others?

What makes Evolv unique is its Archaea Active formula, a combination of all-natural ingredients found in every bottle. These ingredients and our proprietary process have been in development for more than 15 years. Our product has undergone rigorous testing with The University of Texas M.D. Anderson and FutureCeuticals, Inc.



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What does Evolv taste like?

Evolv's nutraceutical beverage combines the colorless and flavorless Archaea Active formula with natural spring water. Simply put, it tastes like premium filtered spring water with the added benefit of the Archaea Active formula.

Who has been involved with and tested the product?

One of the world's most respected research institutions, The University of Texas MD Anderson in Houston and independent testing laboratory, FutureCeuticals Research have done studies on the formula in Evolv with amazing results. In the weeks ahead, we'll introduce you to everyday people who've been testing it over many years. We think you'll be surprised, maybe even amazed, by their stories.

ABOUT THE COMPANY

Who's behind EvolvHealth? When did it come together?

Trey White, founder of EvolvHealth, invested in the original intellectual property company in 2007. The other founders are Chief Executive Officer Brent Hicks and Chief Marketing Officer Jonathan Gilliam, both highly experienced executives in the operations, training, marketing and technology. We also have assembled three of the direct sales industry's top professional network marketers as our trainers and Master Distributors, all of whom have both served in the field and have run their own direct sales businesses.

Why is Evolv launching as a direct-selling company?

The years of testing Evolv's formula have led to a strong word of mouth product offering. People had heard about its benefits from the testers and would often drive hours to the manufacturing facility for a sample. That convinced us that the best way to sell Evolv was through the direct channel -- person to person. A retail shelf just can't deliver the message of Evolv like you can.

Direct selling also dramatically lowers the cost of launching and operating the business and re-distributes advertising dollars directly to the hands of its distributors, therefore making Evolv more affordable for everyone.

Can you provide more information on Trey White, Founder & Chairman?

Trey White is a highly successful serial entrepreneur based in Dallas, Texas. He and his team possess an uncanny ability to take measured risks ultimately dominate whatever category they choose to focus on. Trey's business philosophy centers on what he calls "simple rules for complex environments, rules that are instrumental in stacking odds toward the probability of success." He typically isolates opportunities with a view toward utilizing technology to accelerate and create new benefits and new markets. Trey understands technology can create an edge in the marketplace and propel his companies to higher levels of success.



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Some of Trey's successful businesses include:

- Homestore.com - 1999 IPO /\$10 Billion market cap. Merged with Realtor.com, the world's largest real estate listings provider.
- Chairman, created the 4th largest producer of Ethanol in the US by investing \$500 million into ethanol refining investments.
- Chairman, EarthQuest: a \$500 million Disney-style Theme Park, currently under development.
- Chairman, TKR Capital, a private equity firm headquartered in Dallas, Texas.

Trey's latest endeavor: Founder and Chairman of EvolvHealth. EvolvHealth has acquired the rights to market the Intellectual Property trademarked "Archaea Active" which describes the formula, manufacturing process and science behind Evolv products. (Archaea refers to the group of single-celled microorganisms that are the simplest form of life.) The Intellectual Property is safe guarded in Iron Mountain, the world's leading provider of intellectual property management services, specializing in technology escrow.

At Evolv, Trey has assembled a best-of-breed management team and is committed to building yet another billion-dollar company with long-term sustainable growth.

THE OPPORTUNITY

Can I really make money with Evolv?

Absolutely! Evolv presents incredible earnings potential, and we've made this business extremely turn-key and simple. It is however *your* own business, so you will get out of it what you put in. We have brought on the top industry trainers and mentors in all areas to assist you in building your Evolv business and as a result your financial future. They will commence training with our Pre-Launch this fall.

What type of compensation plan will Evolv use to pay its distributors?

Given our potential for explosive growth, we have undertaken extensive research into the best fit for a compensation plan, one that will reward our distributors handsomely for their efforts as well as set the company up for long-term success.

In the direct sales industry there are several strong plans to choose from. Evolv has chosen a "Binary" compensation plan, time-tested and proven. We know a binary is the best method to maximize return for our Distributors and we have also added a very exciting twist to provide you with an earnings edge like none in the industry. We will provide you with full details prior to Pre-Launch. We are confident you will be thrilled by Evolv's carefully considered and innovative comp plan, that creates multiple revenue generating opportunities to build your business.



Is this an international opportunity?

We are initially launching the US with International markets to follow. Planning is now underway for our global expansion

PRE-ENROLLMENT & PRE-LAUNCH

What is the Pre-Enrollment period?

Pre-Enrollment is a period of time where potential distributors can secure their position in the organization. As many in the direct sales business understand, a distributor's success can be enhanced greatly by positioning early in an organization's development. By enrolling now, you can secure your spot and then add others under you in your organization by referring them to your "yourname.MyEvolv.biz" website supplied to you once pre-enrolled. No signups or commissions take place during Pre-Enrollment, just the opportunity for you to pre-build your network for launch.

What is the launch schedule of the company?

1. Pre-Enrollment Phase is now! – Pre-positioning in the network will be limited to the Pre-Enrollment period which will allow potential distributors to lock in their position in the company genealogy as part of the Founder Club.
2. "Pre-Launch" is planned for this Fall and will extend into early next year. During Pre-Launch distributors will have a ground floor opportunity to begin taking delivery of product and begin building their business before the official Launch Event. Receiving product and generating commissions occur once we are in the Pre-Launch phase.
3. The Official Evolv Launch and Launch Events are planned for early 2010.

What happens when others sign up for Pre-Enrollment under my personal website?

When others sign up using your personal "yourname.MyEvolv.biz" website, they are date/time stamped and are automatically assigned to you as a leader in their organization. At Pre-Launch your Distributor Organization will be formed based on those in your Pre-Enrollment down line who choose to take the next step and become Distributors and/or Customers of Evolv. Promptly, product orders will be fulfilled and shipped and Distributor commissions paid through our lucrative compensation plan.

As I refer others to my personal Pre-Enrollment website and they register with me, will I get credit when they become a Distributor at time of Pre-Launch?

Yes. Distributors below you become part of your Evolv Distributor organization. We will provide you with 7 days notice prior to the official Pre-Launch date. You will have this window of time to join us as a Distributor and preserve your position and the organization below you.

So, your goal is to align as many people as possible between now and our official Pre-Launch. The more people you align, the larger your potential Distributor organization can be and the greater your potential earnings can be during the Pre-Launch period – and beyond.

Pre-Enrollment enters your name early and provides you with the opportunity to be one of the first few to learn of the Evolv opportunity . With Pre-Enrollment you will benefit from a "first-mover" status and



position yourself to capitalize when the company officially Pre-Launches.

Will Evolv be fully functional, shipping product and paying commissions during Pre-Launch this Fall?

Yes and in addition, our Distributor Training and Support Systems will be in place along with our Web 2.0 Technology, all to support you and help you achieve success with your Evolv business.

I want in! How do I tell others?

The best way to tell the Evolv story is to contact your friends and family right away. Other proven methods to spread the word of your Pre-Enrollment:

1. Using your email, copy and paste our pre-written invitation (see “Invitation Emails” on your site’s home page) and send it to as many friends as you can. For the people you know, be sure to call them first and let them know you’re sending them something special.
2. Advertise your personal MyEvolv website online and offline.
3. Post to your Facebook and Twitter accounts via our site or on your own.
4. Use www.evite.com or another free, invitation-style website to announce upcoming events and drive people to your site
5. Invite people to a presentation of your own, or hold conference calls.
6. Invite people to Evolv sponsored webinars and conference calls.

Remember, this is YOUR business. Do whatever works best for you!

How can I help spread word of this invitation with Web 2.0 technologies?

To start, we’ve made it easy to post your news about Evolv to your Twitter and Facebook accounts. On your home page there are buttons to post your site’s link and customized text. After Pre-Launch, we will provide the tools and the training on how to simply and effectively grow your business with the support of online technologies.

Will my web address remain the same when the company Pre-Launches this fall?

Yes, your website will remain the same on our permanent website and your website address will stay the same. This means you can print business cards now, keep advertising in place, etc.

Can I get my own non-Evolv URL?

Yes. You can register your own URL and then forward it to your personal “yourname.MyEvolv.biz” website address.

Will additional information be provided to me prior to the Pre-Launch?

Yes. Over the weeks to come we will be adding additional content to your personal Pre-Enrollment website in the form of additional videos, flash presentations, and email communication with automatic emails from Evolv when new material is posted.. Be sure to login frequently to look for these updates, and keep sending new invitations to continue building your business.



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Can you tell me more about your plans to converge Web 2.0 and Direct Selling?

Direct selling has always been about the development of personal and professional social networks, except those physical networks were often managed, and constrained by, a Rolodex. Today, technology has made it easy to manage your social network via your laptop or phone; free social networks like LinkedIn, Facebook and Twitter make it incredibly easy to stay in touch and be social with old and new friends, family members and colleagues. What's more, these Web 2.0 technologies make building a strong personal brand faster and more efficient. Evolv will make full use of Web 2.0 at the corporate level while providing plenty of training and tools for its direct-selling community on how to best employ the evolving technology.

What if I (or someone I know) has a documented history of strong earnings in the Network Marketing Industry? Is it possible to meet with the Evolv Executive team and Field Leadership prior to Pre-Launch?

Yes. Contact our Field Leadership team at "MasterDistributor@evolvhealth.com" and provide contact details for them to reach you.

If I have a question not covered here, how do I get it answered?

Contact us at info@evolvhealth.com