

Dear AIM Members,

Here is an updated version of the AIM BarleyLife™ position paper—updated 11/08/02.

This update includes the following:

- An explanation for the residue in your glass—p. 5
- Tips for those who say they can't deal with the taste—p. 6
- Verification of kosher certification for New Zealand product—p. 7
- How AIM ensures a low microbial count—p. 8
- More information about the patent-pending antioxidant tester and the bioavailability of AIM BarleyLife™—p. 9-10
- Enhanced nutritional information, including the nutrients in 5 grams of AIM BarleyLife™ powder—p. 11-12
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- More information on lutanarin and saponarin— box at the top of p. 12
- Additions to the price comparison—p. 13-14

We hope that you will use this paper as a reference material not only for educating yourselves and your downline Members and customers but also for refuting the untruths and inaccuracies that have surfaced from other sources.

Please consider this paper your comprehensive training tool on AIM BarleyLife™.

Should you still have questions or comments after reading this paper, please contact an AIM Member Sales and Service Center representative at 1-800-456-2462.

AIM Executive Team

Choosing the Right Barley Product for You

Our previous supplier and one of our former top Members are now our competitors. All three offer barley products that are among the best in the industry. You may find yourself or your customers asking which product is for you.

When evaluating which product to use or sell, it would be foolish to base your decision on the comparison of a handful of nutritional. For example, one product may have nearly as much vitamin A than another but quite a bit less vitamin C. Or slightly less chlorophyll but way more SOD. There are always going to be individual nutrients or factors in which one product does not rate or rank the best.

When evaluating a product, you must look at the product in its totality. But you must also look at the company behind the product.

Some questions to ask yourself when considering which product and company is best for you are:

What is the company's main product?

What benefits does it provide?

How does it perform?

What are the long-term results?

How was the product produced?

Where was it produced?

Does the company offer a balance of products?

Does the company have direct control over the quality of the products it offers?

Does the company have quality control mechanisms in place? What are they? Are they followed?

Is the company committed to improvement? Has it done anything to demonstrate this?

Does the company provide customer service?

Does the company listen to its customers/distributors and openly solicit their feedback?

Does the company include distributors in making decisions that affect the entire organization?

Has the company proven that it can sustain changes in the marketplace?

Do the company's values align with your values?

Rooted in integrity, AIM is a company with a 20-year history of success. It has never lost sight of its mission to improve the quality and productivity of people's lives. It does this by providing high-quality products, accurate and timely distribution and compensation, recognition and compensation for achievement, excellent customer service, and outstanding training and sales tools—all within the framework of network marketing and a compensation plan designed to allow its Members to achieve financial independence. In addition, AIM operates in accordance with a set of core values—dedication to customer service, commitment to excellence, respect for the individual, and success through personal initiative. By sharing its vision with its Members and forming a partnership to fulfill that vision, AIM has grown to more than 100,000 Members distributing products to customers in some 30 countries around the world.

Our previous supplier, Y.H. Products, now Y.H. International, on the other hand, has never before been involved in network marketing. It just launched an aggressive compensation plan that hasn't been proven. Sure, this "groundfloor opportunity" with a "maximum payout of 57%" selling a "time-proven product" looks enticing. But the plan itself cannot be sustained in the long

run. A review of successful vs. unsuccessful network marketing companies shows that plans that pay out more than about 40% are destined to fail. Most operate at a loss until they die. Y.H. also claims that 75 to 85 percent of current Barleygreen® distributors will become Y.H. distributors. This is nothing more than marketing hype. Our sources tell us that Y.H. has only about 50 distributors.

And what about BarleyMax? It is our understanding that it is only being offered through a retail avenue. This means that you do not receive a commission for buying the product for your own personal use and there is no business opportunity to allow you to make money. Buying this barley product for your health becomes an expense without the possibility of making an income, and, someone else makes a profit off of your retail purchase.

We believe that when you compare all three products and all three organizations behind them, you will make the right decision.

Brief Chronology of Events Leading Up to the Introduction of AIM BarleyLife™

In 1982, Dennis Itami founded the network marketing company of AIM International, Inc., in Nampa, Idaho, to distribute Barleygreen®, the dried juice of young barley leaves. A farmer by profession, Dennis understood the nutritional benefits of whole foods and knew that they could provide even greater benefits as a concentrate. When AIM became the sole distributor of Barleygreen®, it became the pioneer in whole food concentrates. For 20 years, Barleygreen® was AIM's flagship product and the leader in the green juice industry.

As the years passed, Dennis believed more and more that even though Barleygreen® was the best, it could be even better.

In the summer of 1997, Dennis and his wife, Kay, moved from Nampa to New Zealand. It was the perfect location for the couple to build their dream home and for Dennis to pursue his interests in international markets.

However, it was not long before his sense of duty and responsibility to AIM and the AIM Members compelled him to turn his recurring vision for a better barley juice product into a reality.

Members had started to complain about the quality of Barleygreen® and testimonials about its efficacy weren't rolling in the way they had in years past.

Despite countless phone calls and meetings with Y.H. over the years, it maintained that it could not improve the quality of Barleygreen®.

AIM had no choice but to either find another supplier of green barley juice powder or manufacture its own. AIM contacted every possible green barley juice powder supplier, but none could produce the quantity that AIM needed to supply its Member and their customers. Not one of them was prepared to service the largest distributor of green barley juice powder.

AIM was at a crossroads. Obviously, it could not continue to provide its Members and their customers with a product it knew to be increasingly inferior. It had to look no further than its mission and core values to know its destiny; AIM was about to become more than the largest

distributor of green barley juice powder. It would become the manufacturer of the next generation of green barley juice powder. It would raise the bar for quality and nutritional content for the entire green juice industry. It would secure the longevity and legacy of AIM and the AIM business by providing its Members with an exclusive barley product. It would directly control the production and quality of its flagship product. It would develop advances in barley harvesting, processing, and quality assurance that would not only warrant U.S. and foreign patents but also immediately render the breakthroughs originally developed by Dr. Yoshihide Hagiwara and his group at Y.H. outdated.

Yes, Dr. Hagiwara is the father of green foods research and, yes, Barleygreen® was a breakthrough in nutritional products when it was introduced. But you can't compete in today's marketplace with technology that was developed more than 25 years ago. That would be like entering a Model T in the Daytona 500 or starting a new company on the ingenuity of the electric popcorn popper.

Still in New Zealand in 1999, Dennis was working in high gear to bring his vision of a better barley juice to fruition. He hired consultants, leased land, secured a production facility, and began research and development.

AIM started out to replicate Barleygreen®—to use the same ingredients in the same amounts and to follow the same harvesting and processing methods established by Dr. Hagiwara—in its own product because that's what AIM Members and customers were familiar with. But as more experts were consulted, innovations were discovered, and results from trials were compiled, it became clear not only that a better barley juice could be produced but also that new technology could be employed.

Simultaneous with the New Zealand operation, AIM forged ahead with barley juice production in Canada. AIM formed a joint venture with Sepallo Corporation in Red Deer, Alberta. Coincidentally, Sepallo had spent many years researching and developing cereal grass juices for animal and human supplementation.

In June 2001, AIM told key AIM leaders of its plans to create a better, exclusive barley juice product. They were, and continue to be, instrumental in helping to develop the presentations and materials that would be used to introduce AIM BarleyLife™ to the rest of the AIM family.

In the fall of 2001, test plots showed stupendous results.

In March 2002, full-scale production of AIM BarleyLife™ began.

In July 2002, AIM BarleyLife™ was introduced at AIM's international, 20th anniversary convention in Hawaii.

By August 2002, sales of AIM BarleyLife™ outpaced Barleygreen® by a ration of 3 to 1.

By October 2002, we had received hundreds of testimonials about the benefits of AIM BarleyLife™ and its efficacy.

AIM BarleyLife™ formulation

As stated above, AIM started out to replicate Barleygreen® by using the same ingredients in the same amounts. However, through research and development, we discovered that we could improve the quality and nutritional profile of the product with some modifications.

Maltodextrin

Maltodextrin is a dissolvable complex carbohydrate that acts as a buffer to keep enzymes and other molecules apart so that they do not react and lose their healthful properties. It is not a simple sugar (dextrose, fructose, sucrose, table sugar, corn syrup, etc.) and does not behave like a simple sugar. It can be derived from potato or cornstarch. The maltodextrin in AIM BarleyLife™ is derived from cornstarch.

Since maltodextrin is a complex carbohydrate and not a simple sugar, it does not cause rapid changes in blood sugar levels. Its starch component frees glucose across the human intestinal barrier in a time-release fashion over several hours, so no steep rise or fall of blood sugar results. This slow, steady release of glucose into the circulatory system serves as a natural source of energy for the body. Maltodextrin is completely safe for people with blood sugar disorders, including those with diabetes and hypoglycemia. This has been demonstrated time and again by all those people with blood sugar concerns who consume AIM BarleyLife™ or Barleygreen® every day and experience no adverse effects.

In AIM BarleyLife™, maltodextrin plays two very important roles, which are actually related to one another. First, maltodextrin acts as an exceptionally efficient carrier for the natural nutrients found in spray-dried barley juice powder and is absolutely necessary in the spray-drying process. Second, maltodextrin naturally adheres to the nutrient molecules in the barley juice powder, providing a natural coating and protection against the nutrients reacting with one another and greatly reducing the damaging effects of oxidation. This protection stabilizes the nutrients in a totally natural manner and helps keep the enzymes from oxidizing and turning brown, thus helping to ensure freshness. Once you mix the powder in a liquid, this protective shield is lifted.

Maltodextrin is widely used in the natural foods and supplements industry for these and other purposes and is recognized as safe by the U.S. Food and Drug Administration (FDA) with no restrictions attached to its use.

Reduced Maltodextrin

Although AIM uses maltodextrin in AIM BarleyLife™, we've been able to reduce considerably the amount, which means that the percentage of natural barley juice in AIM BarleyLife™ is higher than in other green barley products. This is apparent in the darker color and stronger taste of AIM BarleyLife™.

Lower DE Maltodextrin

In addition, we've been able to use a maltodextrin with a lower DE value. DE stands for dextrose equivalent. On the DE scale, pure starch has a DE of 0, pure dextrose a DE of 100. A 15 DE maltodextrin, for example, is slightly sweeter and more dissolvable than a 5 DE maltodextrin. On the other hand, the 5 DE maltodextrin has more prevalent binding, bodying, and crystal-inhibiting properties. To be identified as a maltodextrin by the FDA, products must have a DE of less than 20. The maltodextrin used by AIM has a DE of between 4 and 8, and, therefore, very

little of the starch has been converted to dextrose. The maltodextrins used in other green barley products have higher DE values.

Brown Rice and Kelp

These are included in the formulation of AIM BarleyLife™ because we believe that they enhance the nutritional profile of the product and aid in the efficacy of the constituents of barley juice. Anecdotal evidence in regard to this formulation compared with anecdotal evidence from a brief period when Barleygreen® did not include brown rice and kelp suggests that those ingredients increase the benefits people receive.

Brown Rice: Brown rice is not used as a binding agent in AIM BarleyLife™. Our testing shows that it is an excellent source of B-complex vitamins and various minerals.

Kelp: We use a small amount of whole kelp powder in AIM BarleyLife™ rather than kelp ash, which is used in Barleygreen®. Kelp is a densely nutritious food, which adds more vitamins and minerals to the product, and is also an alkalizing agent. We are confident that it does add to the nutritional profile of the product as it shows a high level of nutritional value after processing. Some of the nutrients in the AIM BarleyLife™ whole kelp powder are calcium, phosphorous, magnesium, potassium, iodine, iron, manganese, zinc, copper, selenium, molybdenum, chromium, vitamin E, and vitamin C.

AIM BarleyLife™—natural product variations

Color and taste

AIM BarleyLife™ is a natural product that comes as close to the natural state of young green barley leaves as possible with the nutrients in natural proportions. Because it is a natural product, it will have natural variations in color and taste. These characteristics will vary from lot to lot.

The AIM BarleyLife™ powder and juice are a darker or deeper green than other green barley powders and juices, and taste even smell, stronger, because AIM BarleyLife™ is much more concentrated and nutrient-rich.

As mentioned above, the lower amount of maltodextrin in AIM BarleyLife™ and its lower DE value, as well as climate and weather conditions, such as temperature and moisture, may affect color and taste.

Texture

Key in being able to reduce the amount of maltodextrin in AIM BarleyLife™ is plant fiber. AIM BarleyLife™ contains slightly more plant fiber than Barleygreen®—4.1% vs. 2.34%—due to the use of whole kelp powder rather than kelp ash. This additional fiber allows us to produce a larger granule size without adding more maltodextrin. The difference in total fiber is negligible, but the reduction in maltodextrin is significant. This plant fiber, however, changes the texture and mixability of the product.

Residue

As mentioned before in the section about kelp, we use a whole kelp powder rather than a kelp ash. This allows for some residue in your glass. To be sure you get all the nutrients packed into

this product, simply add a little more water or juice to your glass, swish it around to capture the residue, and drink up.

Tips for Taste

If you encounter someone who is adamant that they can't get over the taste of AIM BarleyLife™, try these tips:

- Mix in juice. We have always suggested that our whole food powders may be taken in water or juice—as long as it isn't acidic. Everyone's taste buds and preferences are different. Urge others to find the juice that works for them.
- Use a straw—this allows the product to bypass the taste buds all together.
- Aerate before you drink—some Members are pouring the product back and forth between two shaker cups or other containers before drinking. This seems to aerate the product and take away the bite.

AIM BarleyLife™—Holistic approach to crop management

AIM BarleyLife™ is a superior green juice because of a holistic approach to crop management.

Seed

The varieties of seed used to grow AIM BarleyLife™ provide the widest window of harvest.

Environment

AIM BarleyLife™ is grown in the clean, green, pristine lands of New Zealand and Canada in which the nutrients in the soil contribute to the nutrients in the plants and juice. These environments boast rich, volcanic soil with an optimal pH level and microactivity and trace elements, mineral-enhanced glacial water, and clear air free of airborne toxins because there are no smokestack industries. New Zealand is also unique in that prevailing winds keep away pollutants from other continents.

Staggered crops

AIM BarleyLife™ crops are staggered for a consistent processing campaign.

Nutritional peak

AIM BarleyLife™ crops are harvested when they are at their nutritional peak, before they enter the reproductive cycle and use their nutrients to produce grain. This is when the plants are bursting with nutrition and the nutrients are most potent and alive.

Time of day

AIM BarleyLife™ crops are harvested late in the day when data show that antioxidant levels are higher.

One cutting

AIM BarleyLife™ crops are cut only once, so as not to sacrifice quality. AIM discovered through laboratory analysis that taking two or more cuttings from the same plants, as some producers of green grass juices do, compromised their nutritional density. The nutrient levels in the second cutting were always less than the nutrient levels in the first cutting, and so on.

Juicing and chilling

AIM BarleyLife™ crops are juiced and chilled immediately upon harvesting, rendering the enzymes dormant and preserving their precious nutrients. AIM developed a patent-pending method to process the juice and keep it colder than in other processes.

Powder

AIM BarleyLife™ juice is powdered using the most advanced and efficient methods for ensuring maximum freshness and nutrition. The juice is cold-filtered and spray-dried with minimal heat and rapid drying to ensure that the nutrients remain intact.

Cold Concentration of Plant Extract

AIM is securing both U.S. and foreign patents for the innovative processing method developed to create AIM BarleyLife™. Cold Concentration of Plant Extract is a method unlike any other used to process barley juice and different from the method used to create Barleygreen®. It uses new technology to ensure that the juice remains colder during processing and that the enzymes and other nutrients remain alive and fresh. Because this technology is so novel, we were quick to patent it so that our competitors cannot copy it. Not only will AIM be the leader in the area of cold concentration of plant extract, but AIM Members will be the only distributors to offer a product created with this patent-pending technology. No one will be able to compete with us in this area for 14 years. Of course, due to the unique nature of the process, we can't divulge the details until the patent is approved. Rest assured, no other product will meet the cold processing specifications used to create AIM BarleyLife™.

Kosher Certification

The AIM BarleyLife™ manufactured in New Zealand has been kosher-certified. We are still awaiting this certification on the AIM Barleylife™ manufactured in Canada.

AIM BarleyLife™ Quality

AIM BarleyLife™ realized improved quality and nutrient levels over Barleygreen® in the very first growing season. Because AIM is strongly committed to providing the best possible product, we have adopted (in addition to the holistic approach to crop management and advances in processing) quality control markers, standard operating procedures, and antioxidant testing methods to ensure that AIM BarleyLife™ is grown, harvested, processed, and packaged in ways that yield the finest product.

In fact, AIM BarleyLife™ is actually produced under better conditions than most organic products. This is because:

- 1) To receive organic certification, a field must be planted according to certain guidelines and maintain certain standards for a period of time, usually two to three years. However, a field can meet, even surpass, these guidelines without having met the minimum qualification period.
- 2) To maintain organic certification, a field must undergo periodic inspections and soil and water tests as well as keep detailed records to ensure that growers and handlers are meeting the standards that have been set. However, there are no degrees of organic. One operation might just qualify to maintain organic status while another may far exceed the imposed standards.

- 3) Even if a field does achieve organic status and does meet the guidelines necessary to maintain it, there's nothing to keep the plants grown in the field from contracting pesticide or herbicide residue from applications in surrounding fields that do not operate organically.

AIM BarleyLife™ is grown naturally with no herbicides or pesticides. AIM tests the soil before, during, and after harvesting its barley plants and the barley plants themselves before, during, and after production for more than 100 different residues. In countless numbers of tests, no residues of any kind have been detected. AIM BarleyLife™ is residue-free.

Plants grown in organically grown fields often cannot make this claim.

Quality Control Markers

The key markers used to determine quality in AIM BarleyLife™ are chlorophyll, protein, SOD (superoxide dismutase), and peroxidase.

Chlorophyll is a marker of freshness. The amount of chlorophyll in a product indicates how green and healthy the grass was that produced it.

The amount of protein in a product reflects its level of enzymes and amino acids. Enzymes are markers of freshness and amino acids are the building blocks of proteins, which are the major constituents of every cell and body fluid.

SOD is an enzyme with powerful antioxidant abilities.

Peroxidase is an enzyme that reduces peroxide into water when SOD breaks down superoxide. Peroxidase is also a strong indicator of the freshness of the product.

These markers are indicators of freshness because delayed processing or excessive heat easily destroy the fragile enzymes.

Microbial Count

AIM also performs microbiological testing to determine the presence of molds, yeasts, and bacteria, and more specifically *coliform*, *enterobacteria*, and *E. coli*. Pathogens cause ill health and certain groups or families of bacteria indicate the presence of pathogens. Microbial count is an indication of how clean the processing environment and process is, how cool the product is kept, and how fresh and clean the finished product is.

For example, if the processing environment, or manufacturing plant, doesn't maintain certain cleanliness standards, bacteria could already be present before the product being processed even enters the plant. If the product isn't thoroughly washed during the processing, bacteria on the leaves could multiply and populate the product in unacceptable numbers. Heat and air drying both contribute to the growth and spread of bacteria. Bacteria proliferate in higher temperatures and when allowed to sit out in the open.

As the name suggests, AIM's patent-pending Cold Concentration of Plant Extract process does not allow bacteria the heat they need to grow and spread. The very low temperature used in the processing of AIM BarleyLife™ is a direct reflection of the very low number of microbes.

Standard Operating Procedures

Procedure manuals dictate everything from seed selection and the factors mentioned above in the holistic approach to crop management, to product specifications and the kind and amount of raw materials to be used, to the manufacturing and packaging steps to be followed, to the behavior to be adhered to by every person involved in production of the product from beginning to end.

Antioxidant Testing Methods

AIM even contracted with an independent research group to develop a testing method that measures the amount of antioxidants in AIM BarleyLife™ at each stage of production. Additional research is being done to see if this same testing method can prove the bioavailability of AIM BarleyLife™.

Antioxidant levels during production

This patent-pending testing method measures the amount of antioxidants that scavenge the superoxide radical within a given sample. These antioxidants include flavonoids (including anthocyanadins and isoflavones), carotenoids, the vitamins K, E, and C, glutathione, and enzymes such as superoxide dismutase. The testing method does this by measuring the change in conductivity of the sample as the antioxidants reduce these free radicals.

With this testing method, we are able to track the antioxidant activity in AIM BarleyLife™ at each stage of production, set specifications for these measurements for future product lots, and identify improvements in processing that result in improved activity and standardize those improvements.

This testing method not only is important in ensuring the antioxidant activity against superoxide in AIM BarleyLife™ but also could be applied to other products and used to determine the antioxidant activity against other free radicals.

Bioavailability of AIM BarleyLife™

We also hope to prove that the antioxidants in AIM BarleyLife™ are bioavailable, that they really are absorbed and used by the body.

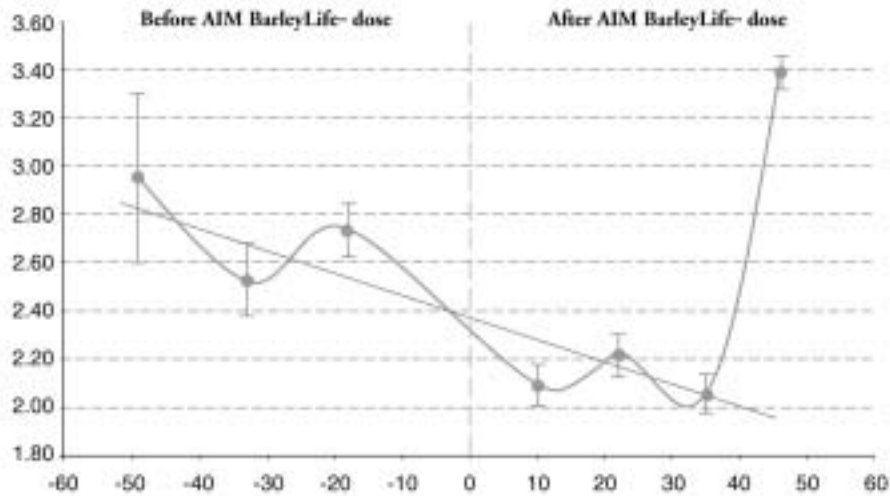
Preliminary results show a 65 percent increase in antioxidant levels in saliva about 45 minutes after ingestion of AIM BarleyLife™. This indicates that the superoxide-scavenging antioxidants in AIM BarleyLife™ are being absorbed into the body's cells and fluids.

Below is an explanation of one trial and its preliminary results.

In one trial, saliva was collected from one subject about every 15 minutes for an hour before and after consuming 1 tbsp of AIM BarleyLife™ in 4 oz of water on an empty stomach at least 2 hours after a meal. To reduce the potential for residual product remaining in the mouth, the subject rinsed with clean water thoroughly before the saliva was collected, and the samples were centrifuged to remove the mucous portion that could hold residual product.

Antioxidant Activity in Saliva

Before and after consuming one tablespoon of AIM BarleyLife™



Although more trials are necessary to show conclusively that antioxidants are absorbed after taking AIM BarleyLife™, these results are encouraging and exciting! This antioxidant test is yet one more innovation that sets AIM and its Members apart from the competition. AIM Members will have the exclusive ability in the whole foods marketplace to report with confidence on the antioxidant levels in AIM BarleyLife™ and the bioavailability of these antioxidants in AIM BarleyLife™ users.

You'll learn more about this antioxidant testing method as it is developed and results are compiled.

Documentation

By documenting every environmental factor and processing step from the seed selection through the bottling and labeling throughout the entire production campaign, we can isolate factors, conditions, or procedures, to eliminate unfavorable outcomes or duplicate favorable ones.

Tracking Feedback

Once AIM BarleyLife™ has been packaged, we can still monitor the integrity of the product. The barley is harvested and processed in lots. When these lots are bottled, lot numbers are included on the AIM BarleyLife™ labels. As Members and customers provide AIM with feedback about the product, we are able to

- 1) compile, organize, and analyze this information to determine which product characteristics are more desirable to a majority of our Members and
- 2) examine all the growing and processing information we have about the lot in question to eliminate or duplicate the characteristic.

All Member feedback is documented in a central database.

AIM BarleyLife™ nutritionals

We reported conservative figures on the AIM BarleyLife™ label, on the AIM BarleyLife™ data sheet, and in the *Raising the Green Standard* booklet because we wanted to ensure that we would consistently meet our claims. Some companies report the highest readings that their product has ever achieved; however, their product often does not live up to those claims.

When we committed to the production of AIM BarleyLife™, we committed to its continuous improvement. As we refine the production process, we are indeed seeing consistently higher results in quality and nutritionals.

Following are the highest readings ever achieved for AIM BarleyLife™.

AIM BarleyLife™ Nutritional Profile*

	Per 100 g	Per 5 g
Basic Nutritional Markers		
Calories	339	16.95
Calories from Fat	25	1.25
Total Fat	2.15 %	.1075 g
Sodium	343 mg	17.15 mg
Total Carbohydrates	54.15 %	2.7075 g
Total Dietary Fiber	4.1 %	0.205 g
Total Sugar	15.9 %	0.795 g
Potassium	4,280 mg	214 mg
Protein**	29.6 %	1.48 g
Moisture	4.8 %	0.24 g
Ash	9.3 %	0.465
Vitamins		
Vitamin A (Beta Carotene)	27,400 IU	1,370 IU
Vitamin B1 (Thiamin)	0.80 mg	0.04 mg
Vitamin B2 (Riboflavin)	1.79 mg	0.0895 mg
Vitamin B6	1.27 mg	0.0635 mg
Vitamin B12	0.77 mg	0.0385 mg
Folic Acid	106 mg	5.3 mg
Niacin	8.59 mg	0.4295 mg
Pantothenic Acid	2.20 mg	0.11 mg
Vitamin C	27.80 mg	1.39 mg
Vitamin E	10.10 IU	0.505 IU
Minerals		
Calcium	905 mg	45.25 mg
Chromium	220 mcg/kg	1.1 mcg
Copper	0.51 mg	0.0255
Iodine	4.40 mg/kg	22 mcg
Iron	14.90 mg	0.745 mg
Magnesium	220 mg	11 mg
Manganese	3.19 mg	0.1595 mg
Molybdenum	0.03 mg	0.0015 mg
Phosphorus	414 mg	20.7 mg
Zinc	2.27 mg	0.1135 mg

AIM BarleyLife™ recommended serving: 1 tablespoon = 5 grams

Total fat, total carbohydrates, protein, moisture, and ash add up to 100%.

mg/g = the amount of a substance compared to the volume of a substrate.

IU = The unit used to measure the activity of a substance. For each substance to which this unit applies, there is an international agreement specifying the biological effect expected with a dose of 1 IU. These substances vary in activity, so that the effect per milligram of one preparation is different from that of another.

U/g = The unit used to measure the activity of enzymes.

Key markers used to determine quality in AIM BarleyLife™—chlorophyll, protein, SOD, and peroxidase.

Enzymes		
Superoxide Dismutase (SOD)	1,060 U/g	53 U
Peroxidase/Catalase	227 U/g	11.35 U
Alpha Mannosidase	0.501 U/g	0.02505 U
Beta Glucosidase	0.89 U/g	0.0445 U
Acid Phosphatase	107 U/g	0.5 U
Polyphenol Oxidase	330 U/g	16.5 U
Antioxidant Potential Activity†	123†	NA
Antioxidants		
Lutonarin (7-O-GIO)	4.62 mg	0.231 mg
Saponarin (7-O-GIV)	1.26 mg	0.063 mg
Chlorophyll	855 mg	42.75 mg
*Determined by independent analysis. Figures vary with each crop.		
**See amino acids profile.		
†Percent antioxidant extractives x induction time.		

The antioxidant potential is the ability of AIM BarleyLife™ to prevent the free radical degradation of another substance. This process is measured by the percent of antioxidants that are extracted from the AIM BarleyLife™ multiplied by the induction time, or the time it takes the substance to become degraded.

AIM BarleyLife™ Amino Acids Profile*

Alanine	2.016
Arginine	2.250
Aspartic acid	3.438
Glutamic acid	3.640
Glycine	1.739
Histidine	0.659
Isoleucine	1.482
Leucine	2.707
Lysine	1.352
Methionine	0.511
Phenylalanine	1.857
Proline	1.617
Serine	1.510
Threonine	1.726
Tyrosine	1.205
Valine	1.891
Total	29.6

AIM funded experts in phytochemical research to examine AIM BarleyLife™. They discovered two powerful antioxidants—lutonarin and saponarin. According to Ken Markham, a research scientist for Industrial Research, Ltd., in New Zealand, lutonarin and saponarin are isoflavonoids, or more specifically flavone-C-glycosides. Flavone-C-glycosides are known to be effective free radical scavengers and antioxidants. Lutonarin is thought to have superior function in comparison to saponarin. According to Dr. Markham, these two components are the only two major flavones evident on the HPLC, a method of analysis, of barley.

*Figures vary with each crop./Figures are percentages.

All nutritional values were determined by independent laboratories. One point to keep in mind is that two different labs using the same testing methods or techniques may come up with completely different results on samples of product taken from the same lot. In the same vein, one lab conducting the exact same tests at different times of day may come up with completely different results on samples of product taken from the same lot. This is because of the natural variations that occur in natural products and the conditions in the labs.

We intend to run new tests on samples of AIM BarleyLife™ created throughout the 2002 production year. However, it can take up to six weeks to prepare samples, send them out, have them tested, and receive the results. We will send these results out to you as soon as we receive them, analyze them, and compile them. We also intend to update our AIM BarleyLife™ labels with the new results as soon as possible. You should know that it takes eight weeks to create,

process, and print a label and that we print three to six months worth of labels at once. So, it could be 2003 before these new results appear on labels.

No More Nutritional Comparisons

AIM has decided that it will no longer provide nutritional comparisons between AIM BarleyLife™ and competing barley juice products. Our competitors readily provide nutritional information on their products and you are free to make a comparison if you wish and come to your own conclusion about which product is better. We believe that when you try AIM BarleyLife™, experience long-term benefits, and consider the AIM BarleyLife™ story and the company behind it, you will be convinced of which product is superior.

Barleygreen® Nutritionals Different on Label Than in AIM's Comparison

Different testing methods result in different measurements of nutritionals. When the Supplement Facts panel on the Barleygreen® label originated, one kind of testing method was used to determine the nutritionals in Barleygreen®. When we ran nutritional analyses on AIM BarleyLife™ and Barleygreen® in the first part of 2002, we used a new, more advanced testing method. AIM BarleyLife™ surpassed Barleygreen®. While both testing methods are accepted, we opted to use the newer, more advanced testing method to keep up with the industry.

Serving Size Comparison

The AIM BarleyLife™ serving size has been determined through consumer use to be most beneficial. AIM suggests 2 tablespoons of AIM BarleyLife™ daily.

The suggested daily serving of BarleyMax is 2 to 3 rounded teaspoons for a person on a maintenance program.

3 level teaspoons are equivalent to 1 level tablespoon.

Based on the nutritionals for both products:

1 serving of AIM BarleyLife™ is equivalent to 1 to 1½ serving of raw vegetables and the recommended daily intake of 2 servings is equivalent to nearly 3 servings of raw vegetables.

1 daily serving of BarleyMax is equivalent to about 1½ servings of raw veggies.

If we all need 3 to 5 servings of veggies per day, how can 1½ servings be considered enough for a maintenance program?

With AIM BarleyLife™ you get twice as many servings of vegetables than BarleyMax per day in a convenient way.

The suggested servings for AIM BarleyLife™ and Barleygreen® are the same; however, based on past quality issues, it can be reasonably assumed that you'll need to take more Barleygreen® to get the same benefit as from AIM BarleyLife™.

Price Comparison

You get more AIM BarleyLife™ for your money. You get 25% more AIM BarleyLife™ (8.81 oz/250 g) for the same price as 7 oz/200 g of Barleygreen® (\$31.50 US/\$42.50 CDN).

Y.H. will give you 7 oz of Barleygreen® for \$30.00, but based on past quality issues, it can be reasonably assumed that you'll need to take more Barleygreen® to get the same benefit as from AIM BarleyLife™.

4.2 oz of BarleyMax is \$21.95 and 8.5 oz is \$34.95. However, based on its guidelines for lower suggested use, its per serving cost is indeed lower, but you'll have to take more servings to get the same benefit as from AIM BarleyLife™.

See the charts below for ounce-per-ounce price comparisons.

<u>USA</u>	AIM BarleyLife™ 8.81 oz (250 g) 125 2-gram teaspoons		BarleyMax 8.5 oz (240 g) 120 2-gram teaspoons		
Quantity	Cost*	Price/gram	Cost**	Price/gram	Savings with AIM BarleyLife™
1 container retail	\$35.50	\$0.14	\$34.95	\$0.15	\$0.50†
1 container	\$36.50	\$0.15	\$39.95	\$0.17	\$3.45
2 containers	\$66.00	\$0.13	\$76.89	\$0.16	\$10.89
6 containers	\$173.10	\$.012	\$230.67	\$0.16	\$57.57
20 containers	\$557.40	\$0.11	\$768.90	\$0.16	\$211.50

* Assumes AIM BarleyLife™ Member and Direct Customer price of \$31.50 per jar

* Assumes AIM BarleyLife™ shipping of \$5 on orders under \$50 and \$3 on orders of \$50 or more

** Assumes BarleyMax shipping of \$5 on orders under \$50 and 10% shipping on orders over \$50

† Shipping not included in retail price. Savings is based on number of servings.

AIM BarleyLife™ is also available for purchase with an additional 10% discount for orders of \$165 or more.

<u>CDN</u>	AIM BarleyLife™ 250 g 125 2-gram teaspoons		BarleyMax 240 g 120 2-gram teaspoons		
Quantity	Cost*	Price/gram	Cost**	Price/gram	Savings with AIM BarleyLife™
Suggested retail	\$48.00	\$0.19	\$58.95	\$0.25	\$10.95†
1 container	\$50.00	\$0.20	\$64.95	\$0.27	\$14.95
2 containers	\$89.50	\$0.18	\$125.40	\$0.26	\$35.90
6 containers	\$234.00	\$.016	\$328.50	\$0.23	\$94.50
20 containers	\$752.50	\$0.15	\$1,077.50	\$0.22	\$325.00

* Assumes AIM BarleyLife™ Member and Direct Customer price of \$42.50 per jar

* Assumes AIM BarleyLife™ shipping of \$7.50 on orders under \$75 and \$4.50 on orders of \$75 or more

** Assumes BarleyMax shipping of \$6 for 1 jar and \$7.50 for 2 or more.

† Shipping not included in suggested retail price. 10 extra grams in AIM BarleyLife™ are also not taken into account.

AIM BarleyLife™ is also available for purchase with an additional 10% discount for orders of \$220 or more.

Glass vs. Plastic

Y.H. International is claiming that

- 1) the complaints in regard to the quality of Barleygreen® began when it was packaged in plastic vs. glass, that
- 2) AIM purchased Barleygreen® in bulk from Y.H. and had it packaged elsewhere in plastic, and that
- 3) Y.H. had no idea that Barleygreen® would be packaged in plastic.

All three of these claims are untrue.

- 1) AIM introduced Barleygreen® in 10.5 oz plastic containers in December 1996. We continued to carry Barleygreen® in 7 oz glass jars until December 2001. During those five years, we received an increasing number of complaints about the quality of Barleygreen® in 7 oz glass jars. In fact, from August 1999 to December 2001, we received 1,800 documented quality complaints about Barleygreen® in 7 oz glass jars ranging in topic from bitter taste to burnt taste to low fill level.
- 2) Y.H. packaged the 10.5 oz Barleygreen® for AIM in plastic jars provided by Y.H. until October 2001.
- 3) At that time, Y.H. began shipping the bulk powder to AIM to have packaged by a vendor in Salt Lake City.

Additionally, Y.H.'s own retail barley juice product is packaged in plastic.

Xenoestrogen Concerns

Plastics do give off xenoestrogens, or synthetic hormones. The softer the plastic, the more gas that is given off. The plastic used to package AIM products is a high-quality, food-grade plastic, one of the hardest plastics with a resin code of 2. The softer the plastic, the higher the resin code. For example, water bottles are made of plastics with resin codes of 4 to 6. That's why your water sometimes tastes like plastic.

Some Reasons for Switching from Glass to Plastic

AIM BarleyLife™ is light- and heat-sensitive. The light and heat that reaches the product through the glass barrier allows the product to degrade, especially the chlorophyll.

Glass weighs more than plastic and is more expensive to ship. Plastic saves shipping costs both for AIM and for AIM Members.

Glass is damaged more easily than plastic and, if broken, can contaminate an entire order.

Broken glass is a safety hazard not only in shipping but also in the packaging of the product. Broken glass in a packaging facility requires the entire plant to be shut down and decontaminated.

Imperfections in the original making of glass containers can result in stray pieces of glass inside the container and thus in the product.

Barleygreen® is a registered trademark of Y.H. International in the United States and worldwide.