

Quixtar Statistics

DATE QUIXTAR STATISTICS

09.00.03 Internet Retailer ranks Quixtar 5th among retailing e-commerce sites based on the average usage days per visitor per month and 3rd for the average minutes spent at the site per visitor per month (behind eBay and PeoplePC.com).

03.31.03 Quixtar reports record sales of \$10 million, shattering previous record day by 27 percent.

10.31.02 Quixtar reports its first \$8 million sales day.

10.29.02 Quixtar Inc. announces fiscal 2002 retail sales of \$901 million, with IBOs generating another \$57 million in revenues for Quixtar's Partner Stores. For their business-building efforts, IBOs earned more than \$282 million in bonuses and other incentives.

07.31.02 Quixtar reports its first \$7 million sales day.

07.22.02 Quixtar is featured in a *New York Times* article about some of the surprises among comScore's rankings for top online retailers in May 2002. Quixtar ranked 6th on the list, outperforming top companies like Sears.com, QVC.com, JCPenney.com, BarnesandNoble.com and Spiegel.com. The article outlines Quixtar's sales success, attributing it to its business model and the efforts of Independent Business Owners.

06.07.02 Doug DeVos is named President of Quixtar Inc. and, upon the retirement of his brother Dick on Aug. 31, 2002, will also become President of parent company Alticor Inc.

11.13.01 In the 'Numbers' section of its December issue, *Business 2.0* ranked Quixtar #1 in sales for the online Health & Beauty category, with 20.5% of the estimated \$1.45 billion market segment. Based on the analysis of Nielsen//NetRatings and Harris Interactive eCommercePulse, Quixtar was ranked ahead of Drugstore.com (12.2%), Merck-Medco.com (5.7%), Avon.com (4.5%) and MaryKay.com (4.1%).

11.07.01 Quixtar ranked #43 among all e-commerce companies – B2B and B2C – in *Inter@ctive Week's* annual "Interactive 500" ranking. Among consumer retailers, only Amazon.com ranked ahead of Quixtar.

10.17.01 For the fiscal year ended Aug. 31, 2001, IBOs powered by Quixtar generated revenues of \$816 million, including \$751 million at www.quixtar.com and \$65 million at Partner Stores. For their business building efforts, IBOs earned \$230 million in bonuses and other incentives.

08.31.01 As Quixtar ends its second full year, it also achieves its first \$6 million sales day.

06.25.01 In a *Forbes* article, a Harris Interactive analyst said Quixtar is the top health and beauty site online with 22.2 percent of sales, more than double the percentage of its nearest online competitor.

01.01.01 Alexa Research's "E-Commerce Report" for the fourth quarter of 2000 ranked Quixtar 17th overall for traffic among non-auction consumer retailer sites, and 3rd among those classified as "general merchandise" sites. Also, Quixtar was second only to eBay for repeat visitors.

11.30.00 Quixtar reports its first \$5 million sales day.

09.01.00 The National Retail Federation's *STORES* magazine ranks Quixtar 7th among consumer e-commerce companies based on sales. Also, in a survey conducted for the Retail Council of Canada, Deloitte & Touche ranked Quixtar 1st for health and beauty in Canada and 2nd for overall ecommerce sales.

08.31.00 At the end of its first year in business, Quixtar reports revenues of \$448 million generated by Quixtar-powered Independent Business Owners (IBOs), plus another \$70 million generated by IBOs at Quixtar Partner Stores. For their business-building efforts, IBOs earned \$143 million in bonuses and other incentives.

04.03.00 Quixtar reports its first \$4 million sales day at www.quixtar.com.

03.19.00 Quixtar reports \$250 million in sales its first 200 days.

02.29.00 Quixtar reports its first \$3 million sales day at www.quixtar.com.

12.09.99 Quixtar reports \$100 million in sales its first 100 days.

09.01.99 Quixtar officially launches Web-based business.



Western Michigan

BBB of Western Michigan, Inc.

40 Pearl, N.W.
Suite 354
Grand Rapids, MI 49503
(616) 774-8236

QUIXTAR INC.

5101 Spaulding Plaza
Ada, MI 49355
[View Location Map](#)

Original Business Start Date: 9/1/1999
Principal: Ken McDonald, Senior V.P./Managing Director
Local Phone Number: (800) 253-6500
Fax Number: (616) 787-4808
Membership Status: YES
Date Joined BBB: 11/24/1999
TOB Classification: Multi-Level Selling Companies
Web Site URL(s): <http://www.quixtar.com>

The information in this report has either been provided by the company, or has been compiled by the Bureau from other sources.

BBB Membership

This company is a member of the Better Business Bureau. This means it supports the Bureau's services to the public and meets our membership standards.

Program Participation

This company participates in BBBOnLine. This company has agreed to use special complaint handling procedures including mediation and arbitration if necessary to resolve disputes.

Nature of Business

Quixtar Inc. is a Web-based e-commerce business launched September 1, 1999. Quixtar offers consumer shopping, membership benefits and business ownership opportunities on the Internet. Quixtar operates using a form of marketing called referral marketing or more commonly, direct selling. Independent Business Owners (IBOs) powered by Quixtar refer customers to www.quixtar.com for products and services and earn income based on sales resulting from their referrals and on sales made by other IBOs they have registered. Each IBO's individual success depends upon his or her own efforts and the selling efforts of those whom they register.

Quixtar offers two additional levels of participation: Client and Member. Members are retail customers who register with Quixtar and pay an annual fee of \$19.95 to buy product at preferred pricing. Clients are retail customers who can shop the Quixtar Web site without a charge, but purchase products at full retail prices. All Members and Clients must register with a Quixtar IBO; if they do not know one, Quixtar can refer them to one in their area.

Customer Experience

Based on BBB files, this company has a satisfactory record with the Bureau.

To have a Satisfactory Record with the Bureau, a company must be in business for at least 12 months, properly and promptly address matters referred to it by the Bureau, and be free from an unusual volume or pattern of complaints and law enforcement action involving its marketplace conduct. In addition, the Bureau must have a clear understanding of the company's business and no concerns about its industry.

When evaluating complaint information, please consider the company's size and volume of business. The number of complaints filed against the company may not be as important as the type of complaints and how the company handled them.

Closed Complaints

Number of complaints processed by the BBB in last 36 Months: 31

Number of complaints processed by the BBB in last 12 months: 11

Complaints Concerned

Advertising Issues: 1

Outcome of the complaint -

Resolved: 1

Sales Issues: 8

Outcome of all complaints -

Resolved: 6; Company made good faith effort to Resolve:

2

Delivery Issues: 4

Outcome of all complaints -

Resolved: 4

Guarantee or Warranty Issues: 1

Outcome of the complaint -

Resolved: 1

Refund or Exchange Issues: 3

Outcome of all complaints -

Resolved: 3

Customer Service Issues: 9

Outcome of all complaints -

Resolved: 7; Company made good faith effort to Resolve:

2

Credit or Billing Issues: 5

Outcome of all complaints -

Resolved: 5

Additional Business Names

Customer Service Redemption.

Additional Addresses

Post Office Box 2527, Grand Rapids, MI 49503-0616.

Company Management

Quixtar Inc. is a member of the Alticor family of companies owned and operated by the DeVos and Van Andel families.

Additional File Information

Additional Alticor business entities include Amway Corporation and Access Business Group. Separate reports are available on Alticor Inc. and Amway Corporation upon request.

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Top 100 Internet Retailers

[View 21-40](#)

Top one to twenty internet



STORES Magazine
325 7th St NW 1100
Washington DC 20004
202-626-8101

Rank	Company	Primary Web Site(s)	Online Sales to U.S. Consumers	Past-Year Customers	Average 12-month Spending	Repeat Purchase Potential Index
1	eBay	ebay.com	\$3.5-3.7B	10M	\$350	101
2	Amazon.com	amazon.com	1.7-1.9B	12M	150	115
3	Dell	dell.com	1.1-1.3B	600K	2,000	66
4	buy.com	buy.com	700-800M	3M	250	105
5	Egghead.com	egghead.com , onsale.com (formerly)	500-600M	700K	800	79
6	Gateway	gateway.com	500-600M	350K	1,500	73
7	Quixtar	quixtar.com	400-450M	600K	700	140
8	uBid	ubid.com	275-325M	600K	500	82
9	Barnes & Noble	bn.com	275-325M	3M	100	98
10	Cyberian Outpost	outpost.com	200-250M	425K	550	80
11	Value America*	va.com	200-250M	250K	900	83
12	MicroWarehouse	microwarehouse.com	200-250M	175K	1,200	92
13	Office Depot	officedepot.com , vikingop.com	175-200M	250K	750	114
14	eToys.com	etoys.com , babycenter.com	150-175M	1.7M	100	93
15	Lands' End	landsend.com	150-175M	800K	200	105
16	The Spiegel Group	spiegel.com , eddiebauer.com , newport-news.com	150-175M	450K	350	97
17	Fingerhut	fingerhut.com , andysauctions.com , andysgarage.com	150-175M	400K	375	96
18	CDW	cdw.com	150-175M	200K	800	92
19	JCPenney	jcpenney.com	150-175M	500K	300	103

Reprinted from

The New York Times

Technology

July 22, 2002

Some Online Retail Surprises

By BOB TEDESCHI

THE Internet research firm comScore Networks plans to release its list of the 25 highest-selling Web retailers for May today, and the usual suspects figure prominently.

Dell.com ranks first, with almost double the sales of Ticketmaster and , which rank second and third. , Sears and Victoria's Secret also rank high.

More surprising, perhaps, are some of the less publicized e-tailers that rank relatively high on the list — like Staples's Quill.com and Alticor's www.Quixtar.com, which are fifth and sixth, and Newport-News.com, which ranks behind only Victoria's Secret among online apparel sellers.

That each of these companies has crept into e-commerce's upper echelon is a testament to the distinct approaches they have taken to selling online.

Along the lines of Amway, Alticor's offline division, Quixtar, relies on a network of more than 250,000 distributors — "independent business owners," in Quixtar vernacular — who pay the company \$37 a year for the right to recruit consumers to shop at Quixtar, and other distributors to join them in marketing the site to consumers.

Anyone can shop at Quixtar.com, which sells private-label health and beauty products as well as goods from retail partners like OfficeMax.com.

But those who pay \$20 get member discounts of about 30 percent. Their purchases are then credited to the distributor who recruited them. Distributors earn commissions of between 3 and 25 percent on any purchases made by their recruits.

If the distributor brings fellow distributors into the Quixtar fold, the person at the top of the food chain earns bonuses for sales his affiliates generate.

That formula has led to swift growth, said Ken McDonald, who, as the managing director of Quixtar, helped create the site in late 1999. The company generated \$448 million in revenue its first fiscal year and \$751 million in the second, Mr. McDonald said, and when results for the third year are announced later this summer, "it'll be a whole bunch more than that."

Mr. McDonald would not say how much the typical distributor earns in commissions, but he said that about 32 percent of the company's revenue was returned to them in Quixtar's first two fiscal years. In a way, those commissions represent the company's marketing budget, he said. "We've put our money into their pockets rather than banner ads or other advertising — things that have cost a whole lot of money for other companies," Mr. McDonald said.

Quixtar would not disclose the rate at which it converts visitors into buyers. But comScore data suggests the site's conversion rate is higher than for sites like Staples.com, Amazon and BarnesandNoble.com, to name three others in comScore's top 20.

Mr. McDonald attributes the site's success in part to an unusual feature called Ditto Delivery, which is an e-commerce auto pilot of sorts. Customers are automatically sent items, like vitamins or shampoo, on a periodic basis, depending on what they specify. The system, which Quixtar has promoted heavily in the last

year, now accounts for more than 20 percent of the company's sales, he said.

Just above Quixtar in the rankings is Quill.com, which uses a similar approach to appeal to online shoppers who do not want to waste much time shopping. The office products supplier, which Staples bought in 1998 for \$685 million, allows shoppers to create a list of favorite items and past purchases, and check off items quickly each time they buy.

Half of the site's shoppers use that feature, called Catalog Quick Order, according to Sarah Alter, vice president of Quill.com. But Ms. Alter said that no matter how many used the feature, "80 to 90 percent are sitting there with a catalog in front of them while they're on the site."

Indeed, Quill's roots are firmly in the catalog industry, with 68 percent of company sales coming from its mail-order business. Quill, which has no stores, does not release sales figures. Nor does comScore release sales figures for companies on its list.

Ms. Alter said Quill considered itself primarily a business-to-business company, mailing 1,000-page catalogs to more than a million small businesses twice a year, and sending out more than 600,000 e-mails weekly to many of the same customers.

As to how Quill achieved its top five standing with comScore — whose rankings are intended to reflect spending by consumers, not office workers — Ms. Alter said many of the company's customers might buy on the site during the day for business, then go home and buy goods for household use.

Excerpts from **FUTURE LIVING** *by Frank Feather*

The biggest global movement in this direction is the exploding network or multi-level marketing (MLM) industry. These global entrepreneurs of prosumerism are leading the way in building a meta-market industry that could become the planet's largest industrial sector within a few decades. And they are now doing it over the Internet.

This economic shift is based on the "word-of-modem" network effect that leads prosumers to send friends to their favorite websites. That personal endorsement process has created massive online brand names such as AOL, Amazon, eBay, and Quixtar.

Such companies will leverage the network effect of the Web to capture an ever-increasing market share, built at lower cost, to yield higher profits and/or faster growth.

Each of these are prosumer e-businesses—successful dot coms—that will "Webolutionize" economics and help drive the economy during its next Super Boom phase to 2010 or so. In turn, this G-Force trend will make the Vleh Lifestyle an affluent one, especially for those who start their own online prosumer business.

The shopping Webolution returns us to those days. It is now possible to order not just replenishment items, but any type of product online by simply checking off boxes on automatic re-order forms and then have it all delivered. It's far quicker than writing up a brand new list for your needless trip to the supermarket and you can better manage your weekly household budget.

So far, the best example of such a service is Quixtar's "Ditto Delivery" program. You submit a standing order for replenishment items but can still vary it to suit your changing needs or grocery budget.

Yet the supermarkets fail to grasp the customer demand for this service. According to survey data from Food Marketing Institute, only 14 percent of U.S. supermarkets think home delivery is important and only 20 percent are the least bit concerned about online competition. Only one in four supermarkets offers any kind of home shopping or home delivery program.

In fact, a key factor driving this demand for health info is the aging population. Older adults use about five times as many drug prescriptions per year as healthy midlife adults. Not surprisingly, Web users aged 40+ are at least 50 percent more likely to go online for health info than their younger counterparts.

It's also easy to conduct a widening array of healthcare transactions online: comparing insurance rates, signing up for insurance, submitting health status updates, and buying prescription drugs. Already, healthcare is a larger e-business than books and music. In 2001, North Americans spent \$256 billion on wellness, from fitness clubs to vitamins and prescriptions. Total wellness spending will top \$1 trillion by 2010, much of it online.

Direct sellers and network marketers such as Quixtar are positioned to become the dominant online distributors of wellness and nutritional products that health-conscious people are using in record numbers as they treat themselves at home and over the Web.

The clear online MLM leader is Quixtar, which got off to a very fast start and is growing rapidly, topping \$816 million in sales in 2001, in only its second year. After first-year sales of \$518 million – versus only \$148 million by Amazon in its first year! – Quixtar not only survived the dot-com shakeout but became one of the few big online winners, ranking seventh among all U.S. shopping websites and second in Canada. And it has been profitable from the get go, paying Out \$143 million in bonuses to independent business owners (IBOs) in 2000 and another \$230 million in 2001.

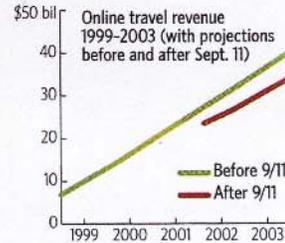
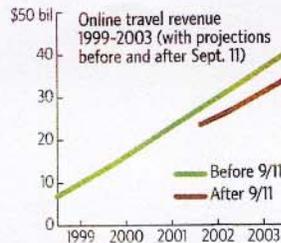
1 TRAVEL SERVICES

Estimated 2001 Revenue: \$20.2 billion + Change From 2000: +39%



Online travel as a percentage of the travel industry:

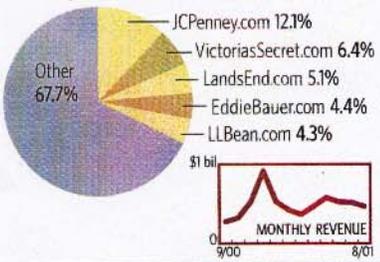
1999	4%
2000	7%
2001	10%
2002	15%
2003	17%



Like all retailers, online merchants want to know how the events of Sept. 11 will affect their markets. According to a study by Vividence Corp., 37 percent of respondents said they would shop more online. What happened? Jupiter Media Metrix e-commerce analyst Ken Cassar reasons that many gift-givers won't travel this holiday season, and if they do, they'll ship presents instead of lugging them through high-security airports. Among all the Web shopping sectors, travel has so far proved most resilient: According to Nielsen//NetRatings, traffic to 7 of the top 10 travel sites had surpassed pre-attack levels by the end of September.

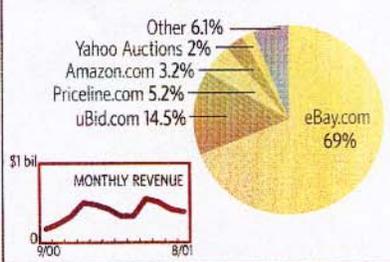
2 CLOTHING

2001 Revenue (Jan.-Sept.): \$4.3 billion
Holiday Forecast: \$2.4 billion



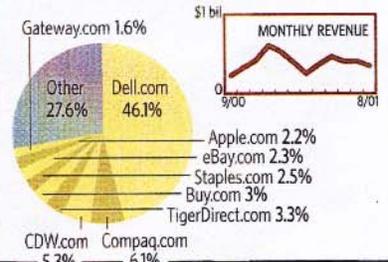
3 AUCTIONS

2001 Revenue (Jan.-Sept.): \$3.9 billion
Holiday Forecast: \$1.4 billion



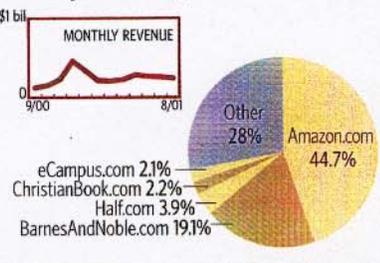
4 COMPUTER HARDWARE

2001 Revenue (Jan.-Sept.): \$3.4 billion
Holiday Forecast: \$973 million



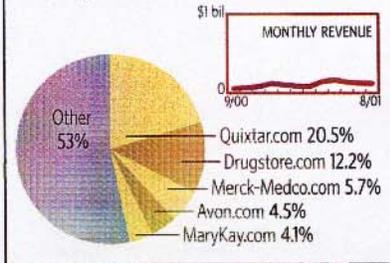
5 BOOKS

2001 Revenue (Jan.-Sept.): \$2.3 billion
Holiday Forecast: \$989 million



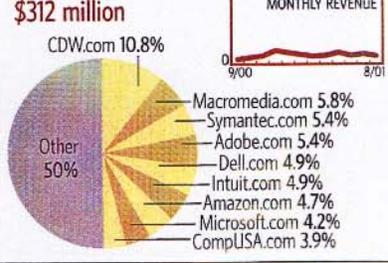
6 HEALTH & BEAUTY

2001 Revenue (Jan.-Sept.): \$1.1 billion
Holiday Forecast: \$349 million



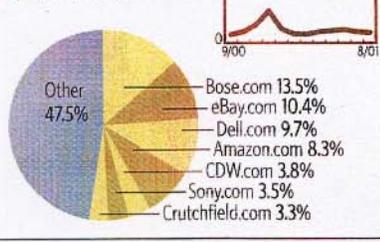
7 COMPUTER SOFTWARE

2001 Revenue (Jan.-Sept.): \$1.1 billion
Holiday Forecast: \$312 million



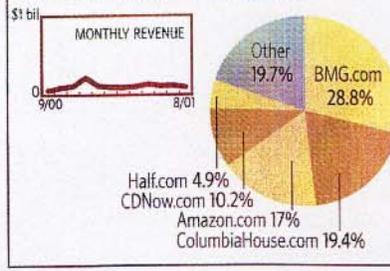
8 ELECTRONICS

2001 Revenue (Jan.-Sept.): \$1.3 billion
Holiday Forecast: \$710 million



9 MUSIC

2001 Revenue (Jan.-Sept.): \$1.0 billion
Holiday Forecast: \$426 million



Fastest-Growing E-Commerce Categories

Comparison of monthly revenue, in millions of dollars

	REVENUE, SEPT. 2000	REVENUE, SEPT. 2001	PERCENTAGE CHANGE
Video	\$26	\$80	208%
Health/Beauty	56	151	170%
Home/Garden	32	86	169%
Books	121	300	148%
Auctions	173	407	135%
Computer Software	61	131	115%
Flowers/Cards/Gifts	48	90	88%
Fitness/Sports Equip.	30	55	83%
Clothing/Apparel	276	494	79%
Computer Hardware	226	380	68%

E-commerce analysis (except travel) and all revenue shares: Nielsen//NetRatings and Harris Interactive eCommercePulse; travel industry analysis (except revenue share): PhoCusWright. Notes: 2001 revenue data (except for travel) through September 2001; holiday forecasts are for November and December.

U.S. Chamber of Commerce

www.uschamber.com

CONTACTS: Linda Rozett/David Felipe
(202)463-5682/888-249-NEWS

Wednesday, June 13, 2001

Alticor Chairman Van Andel Elected Chair of U.S. Chamber of Commerce

WASHINGTON, D.C. -- The United States Chamber of Commerce board of directors today named Steve Van Andel as its Chairman for 2001-2002. Van Andel is chairman of Alticor, Inc., the parent company of Quixtar Inc. and other businesses.

Van Andel has served on the Chamber's board of directors for five years, most recently as Vice Chairman in 2000-2001. He has also served on the board of the Center for International Private Enterprise, a Chamber affiliate that works to build democracy and market economies globally.

During his one-year term as Chairman, Van Andel will travel extensively across the country and around the world, meeting with state and local chambers and other groups educating business leaders on critical issues such as trade, tax relief and improving the image of business.

The Chamber's outlined priorities for the upcoming year include reducing the number of Americans without adequate health insurance, tax breaks for small businesses, blocking frivolous class-action lawsuits against legitimate companies and industries, eliminating tariffs and barriers to international trade, and working with lawmakers to devise an effective and comprehensive national energy strategy.

"Steve's experience as a business leader and dedication to the goals of the Chamber will help us bring the message of free enterprise around the nation," said Thomas J. Donohue, Chamber President and CEO. "He will play an active role in educating the Chamber's federation members on issues critical to business."

In addition to his work with the Chamber, Van Andel has served on the boards of Operation Enterprise - American Medical Association and Michigan-based groups including the Borgess Metro Health Alliance, Metropolitan Hospital, and the Grand Rapids John Ball Zoo Society.

Van Andel graduated from Hillsdale College in Michigan and has a master's in business administration in marketing from Miami University in Oxford, Ohio.

The U.S. Chamber of Commerce is the world's largest business federation, representing more than three million businesses of every size, sector and region.

U.S. Chamber of Commerce
www.uschamber.com

CONTACTS: Linda Rozett/David Felipe
(202)463-5682/888-249-NEWS

Wednesday, June 12, 2002

U.S. Chamber Applauds Outgoing Chairman, Van Andel Closes Out Successful Year for Business

WASHINGTON, D.C. -- The United States Chamber of Commerce today praised Steve Van Andel for his outstanding service as Chamber chairman for 2001-2002. Van Andel, the chairman of Alticor, Inc., the parent company of Quixtar Inc. and other businesses, ends his term this week.

"Steve did a tremendous job promoting the Chamber's priorities and building and maintaining relationships during what was, at times, a tumultuous year," said Thomas J. Donohue, Chamber President and CEO. "Employers won several important victories in the courts and on Capitol Hill during his chairmanship."

During the year, Van Andel traveled extensively throughout the United States, meeting with state and local chamber executives and other business leaders to discuss the Chamber's work and policy agenda. He also logged 160,000 miles visiting 11 countries to meet with heads of state, including, Prime Minister Junichiro Koizumi of Japan, Chancellor Gerhard Schroeder of Germany, and President Jiang Zemin of China.

The Chamber scored several victories for business during Van Andel's chairmanship, including critical legislative votes for trade promotion authority for the president with an impressive Capitol Hill lobbying effort, elimination of the death tax, class action reform to protect employers from frivolous lawsuits, and pushing for a permanent nuclear waste site at Yucca Mountain as part of a common-sense national energy plan. The Chamber was also active in coalition-building, particularly in the areas of transportation and health care, both critical issues for employers.

"No one understands better than Steve how vital international trade is to U.S. businesses," said Donohue. "He did a wonderful job educating members of the business community on the importance of eliminating tariffs and barriers to free trade."

Van Andel will serve as chairman of the Chamber's Executive Committee next year in addition to his duties with Alticor.

The U.S. Chamber of Commerce is the world's largest business federation, representing more than three million businesses of every size, sector and region.

Company Name

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- Target IPO Companies
- Stock Screener

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Quixtar, Inc.

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Ada, MI 49355-0001 ([Map](#))

Phone: 616-787-6000

Fax: 616-787-7102

<http://www.quixtar.com>

Covered by Catherine Colbert

Quixtar is an e-tailer and direct seller of personal care products, health supplements, laundry care products, household cleaners, car care items, cosmetics, hair care and skin care products, fragrances, and infant care items. Its online Store For More offers apparel, appliances, electronics, and furniture. Through its affiliated Partner Stores, Quixtar members can purchase products and services.



Key Numbers

Company Type	Business Segment of Alticor
Fiscal Year-End	August
2003 Sales (mil.)	\$1,035.0
1-Year Sales Growth	14.9%

[More Financials](#)

Key People

President	Doug DeVos
VP, Sales and Marketing	Randy Bancino

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Industry Information

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Pro Tools

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- Add E-Mail News Alerts
- Build Company List (Advanced Search)
- Build Executive List (Advanced People Search)
- Custom News Search
- Target IPO Companies
- Stock Screener

Tools

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Quixtar Sets New Single-Day and Single-Month Sales Records

April 5, 2004 9:54am
PR Newswire

GRAND RAPIDS, Mich., April 5 /PRNewswire/ -- Independent Business Owners (IBOs) powered by Quixtar helped the company smash its single-day sales record with sales of more than \$11 million on March 31, surpassing the company's previous best sales day of \$10 million a year earlier. This contributed to a \$100 million month for Quixtar Inc., the first for the company since its launch in 1999.

"We're excited that IBOs continue to work hard to achieve the goals they set for themselves this year," said Ken McDonald, Quixtar's Managing Director.

"Their efforts in the first half of our fiscal year and carrying through March are keeping us on track to outperform last year overall. A strong March like this really helps set the pace for the rest of our fiscal year."

IBOs generated revenues of \$1.035 billion for Quixtar in the fiscal year ended Aug. 31, 2003, plus an additional \$58.3 million for Quixtar's online Partner Stores, ranging from KBtoys.com to OfficeMax.com. Last year IBOs earned \$343 million in bonuses and other incentives for their efforts.

"This is an exciting time for Quixtar," said Randy Bancino, Vice President of Sales, Marketing and Customer Support. "We're seeing growth in the number of people starting their own businesses powered by Quixtar, and we're seeing solid growth in our health and beauty categories. In particular, the sports nutrition category is generating tremendous excitement for IBOs and their clientele, as are new products like Artistry(R) Time Defiance(R) Intensive Repair Serum and Tolsom(TM) Skin Care for Men. These products and others are really helping to drive sales growth."

About Quixtar

With the launch of Quixtar Inc. in 1999, a new business model was created called I-commerce, representing the convergence of four key elements: the Internet, the Individual, a full-service Infrastructure, and a proven Independent business ownership plan.

Quixtar's business model rewards IBOs for sales to those they register at www.Quixtar.com as new IBOs, Members, or Clients. In Quixtar's first four years, IBOs generated \$3.1 billion in sales for Quixtar plus more than \$250 million for Partner Stores, earning \$998 million in bonuses and incentives.

Based near Grand Rapids, Mich., Quixtar currently supports independent businesses in the U.S., Canada, Puerto Rico, and various trust territories and independent island nations in the Pacific and Atlantic Oceans and Caribbean Sea. Quixtar Canada Corp. headquarters are located in London, Ont., Canada.

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- Bone Health
- Energy
- Nutrigenomics
- Synthetic vs. Natural Vitamin C



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Multivitamins

What is the most important information I should know about multivitamins? ▶

multivitamins

Research published in a leading medical journal in June 2002 concluded that inadequate intake of vitamins increased the risk of many chronic diseases. It recommended supplementation with a daily multivitamin for optimal health.

Studies have shown a strong correlation between a select group of nutrients and health. For example, adequate folic acid intake early in pregnancy protects against birth defects. Folic acid and vitamins B6 and B12 are important in maintaining the healthy homocysteine levels that are important for your heart. Calcium and vitamin D encourage healthy bone formation. Many nutrients are required for robust immune activity. Daily multivitamin supplementation – particularly in elderly individuals – significantly improving the immune response.

Researchers have known for many years that sound nutrition provides the foundation for good health. But what has become apparent in the past several years is that diet alone may not provide many people with the nutrients that they need on a daily basis. Our dietary habits have changed, and although we eat ample macronutrients (carbohydrates, fats and proteins), our food choices often don't provide all the micronutrients (vitamins and minerals) vital to optimal health. Dietary supplements can augment the diet with nutrients that are required for good health.

This information is not intended as medical advice. Please consult your healthcare provider if you have health concerns.

1 JAMA

2 JAMA; June 19, 2002 Vol 287, No 23)

3 Immuno Biology – the Immune system in Health and Disease; Janeway C et al, Current Biology Limited

QUIXTAR SELECTS TeaLeaf TECHNOLOGY TO MANAGE THE REAL AVAILABILITY OF ITS HIGH-VOLUME E-COMMERCE SITE

Web Application Management Leader Supports an Average of 180,000 User Sessions Daily to Assure 100% Business Process Success

San Francisco, CA, February 23, 2004 - TeaLeaf Technology®, the leader in application availability as measured by the real user, today welcomed Quixtar, Inc. to its steadily expanding customer list. Quixtar is using TeaLeaf RealITea, TeaLeaf's Web application management solution, to manage the real availability of its high-transaction e-commerce site.

Launched in September 1999, Quixtar has become an e-commerce leader in Health and Beauty and is among the top online retailers in the country. Quixtar uses TeaLeaf RealITea to identify, recreate and help resolve application-level and business process failures within the actual sessions of real users.

"When we set out to design the Quixtar site, our challenge was to build an environment that will assure 100% transaction success on even our busiest days. Not only do we have high transaction volume, but on the last day of each month we experience a huge sales spike. On these days we have to be ready to process up to \$10 million in transactions," said Rick Townshend, Manager — Data and Web Support Systems — Quixtar Inc. "We were very impressed by RealITea's ability to scale to support our Web infrastructure. We can't afford to have an application error on a day that accounts for a significant portion of our monthly revenues. RealITea gives us the confidence that we can quickly solve problems, make decisions and eliminate any and all impediments to a transaction."

The volume of Web activity and online transactions at Quixtar is significant. RealITea supports 100 percent of the approximately 180,000 daily user sessions on Quixtar's site. On average, the site processes \$3 million in sales each day. It is not uncommon for more than half a terabyte of data to flow through the RealITea Server in a ten-day period. This amount of data averages approximately one million weekly sessions. Significantly, RealITea is also used to monitor the success and failure of key business processes, not simply an alert mechanism for problem identification and resolution, but as part of the larger QA and customer support process. This allows Quixtar to better serve users and more efficiently and profitably address user problems.

"We initially purchased RealITea as a problem-solving tool," continued Townshend. "And for that we have seen a significant return on investment. I can't underestimate, however, how much additional value we have derived from RealITea in the realm of business process monitoring. TeaLeaf events give my team complete visibility into the virtual channel in real time. We can now calibrate our business based not only on possible application failures, but also on business process success."

"RealITea's session information finally provides us with rich, useful data so that we can truly derive value from our business intelligence initiatives," said Townshend. "Prior to this integration, the limited customer behavior data we were able to gather was scattered throughout various silos. TeaLeaf brings all the pieces of the puzzle together, allowing us to actually see what our users are experiencing."

Quixtar also plans to use the RealITea Real Analytics add-on to integrate TeaLeaf's rich session data into its existing business information warehouse. By infusing its current analytics with data that is organized within the context of the real user's actions not just unrelated page hits Quixtar's marketing and Web development teams will be able to identify critical trends, uncover conversion obstacles, create effective relationship management programs and make more informed Web design decisions.

Quixtar is also in the process of implementing Real Support, the TeaLeaf RealITea add-on that allows the Quixtar support center to act more efficiently in their dealings with their users.

TeaLeaf offers the first and only Web application management solution that helps IT operations rapidly identify, recreate, and diagnose application-level and business process failures. Because TeaLeaf captures and evaluates the complete session of every real user, it can immediately identify application errors and business process failures. By providing the means to replay every individual session, it can visually pinpoint the sequence of actions that preceded an application-

level error, exactly as the user saw it. TeaLeaf provides the necessary visibility into what the real user does and sees, the required context to recreate the problem and what led up to it, and the means to correlate the problem back to the individual user or users effected. As a result, TeaLeaf can increase the availability of Web applications, reduce application support costs, and protect revenue streams.

"With a site as large as Quixtar`s, getting to the root of an application failure is like searching for a needle in a haystack an effort that can cost a significant amount of money for each minute lost to the search," said Rebecca Ward, CEO of TeaLeaf. "RealiTea`s ability to immediately see what users see is extremely valuable to a high-transaction Web environment such as Quixtar`s."

About TeaLeaf Technology

TeaLeaf Technology® is the leader in application availability as measured by the real user, and is the only Web application management solution focused on the true availability of Web applications. Using patented technology, the award-winning TeaLeaf solution captures every user session, detects business process and application failures in real time, alerts to these problems immediately, and correlates the problems to the end user instantly. The result to IT is immediate awareness of critical failures, accelerated problem resolution and increased conversion rates due to better, more effective applications. TeaLeaf is headquartered in San Francisco, CA. For more information, email info@tealeaf.com or visit the Web site at www.tealeaf.com.

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James & Maureen
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Not pictured:

John & Shirley
Dennstaedt

Landry
Philemy

Jeffrey & Gia
Selzer

Douglas & Sheryl
Stroh

These U.S. Platinums
and above¹ are
among those who
have achieved the
highest group PV,
including PV earned
by downline Silver
Producers during
June, July, August 2003.

Correction:

In the November/December
issue of *ACHIEVE*® Magazine, we
featured an incorrect photo of
Ramon and Lupita Madrigal. The
photo above is the right one. We
regret any inconvenience this
may have caused.

¹Top 25 qualifiers are above
Platinum and below Diamond;
Founders levels also included.