

*Todd Johnson currently serves as Vice President of Sales for eLocal Listing which is the marketing organization of Search Initiatives, LLC. The emerging Local Search Market represents the next wave of growth in search. The management team at Search Initiatives is comprised of creative entrepreneurs with extensive experience in search, e-commerce, newspapers and fast growth companies. They have a combined fifty years in the publishing industry and over forty years in internet search and interactive advertising*

Todd Johnson, our Executive Vice President of Sales, sees a revolution in network marketing on the horizon and *Noble Purpose Network* leading the way.

Thanks to revolutionary search engine optimization (SEO) technology, designed by Johnson and the team at Search Initiatives and available exclusively through *Noble Purpose Network*, our distributors will receive high-quality leads and be able to grow their businesses simply by being part of the *Noble Purpose Network* family.

“It will be a network revolution!” says Johnson. “It’s never before been employed in the network marketing field and is an industrial-strength lead generator.”



**Todd Johnson**  
*Executive Vice President of Sales*

**Here is how it will work...**

Jane Doe in Des Moines, Iowa, searches the internet for a business opportunity or a product like **Crave Not** or **ImmuneChi**. The name of a *Noble Purpose Network* distributor living in her area pops up at the top of the list. Jane contacts the distributor who is able to explain the business opportunity and can sign her up as a new distributor or retail customer.

“We can generate a first-time, interested, exclusive lead from someone living in their area in a way never done before,” Johnson said.

Search Initiative’s exclusive software dominates “local markets” across the United States. As the nation’s preeminent software company specializing in local internet advertising, Search Initiatives is able to tailor its software for *Noble Purpose Network* and our team of distributors.

One of the most attractive features for distributors is that now, for the first time ever in network marketing, distributors will be contacted by new prospects asking how they can get involved.

“The *Noble Purpose Network* will be grown by individuals looking to get INTO a network!” Johnson marvels.

Johnson describes it as “combining new age technology with new age social marketing to create an exciting, innovative hybrid.” With it, he believes, the sky is the limit for *Noble Purpose Network*. Johnson reiterated that *Noble Purpose Network*, granted exclusive rights to market this technology, was selected over several other interested companies.

“We are much more interested in partnering with a company like *Noble Purpose Network* that incorporates the right philosophy with a product we believe is significant,” said Johnson.

Johnson was initially drawn to *Noble Purpose Network* because of its unique product line that includes **Crave Not**, an exclusive herbal supplement for reducing obsessive cravings.



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A self-proclaimed former abuser of drugs, who has been clean now for over 16 years, Johnson spends much of his free time counseling addicts, assisting soldiers dealing with drug issues, and sponsoring men in the 12-step recovery program. He makes regular visits to prisons, military compounds and detox facilities, where he shares his life story and helps others find inner peace.

Part of the healing process, he tells them, is taking care of your health with exercise and a wellness regime. That's why *Noble Purpose Network* is part of his story these days.

"It's criminal to have products like these – Crave Not and ImmuneChi – that can make such a profound difference in people's lives and they're not being talked about," Johnson said.

Todd brings over 19 years experience launching fast growth, telesales driven companies in the communications and telecom industries.

He is a renowned motivational speaker and is able to recruit, motivate and retain telephone sales teams like few others in the industry.

Before joining Elocal Listing in May 2007, Todd was President and Cofounder of ZoneCom, Inc., one of the fastest growing SEO firms in the United States.

Previously, he founded and served as President of iGetNet.com, in May of 2000, a Search Engine Placement firm that vended strategic Internet Advertising strategies to the small and medium business environment as well as producing 400 million searches a month via its software plug-in "IGN." IGetNet sold this traffic to the Yahoo! Search family.

Prior to founding iGetNet, in March of 1998, Todd was part of the founding team of OhGolly.com a small business web site solution platform with over 114,000 business subscribers.

The combined revenue of Mr. Johnson's clients reaches over \$700 million annually.

### Create a Personal Stimulus Plan

Most of you are familiar with the term "stimulus package." Governments around the globe are spending billions of dollars in efforts to "stimulate" the worldwide economy. America alone has invested over a trillion dollars to date.

But while these funds may benefit you indirectly in the months and years ahead, through better roads and lower health insurance premiums, it most likely doesn't put money in your pocket now when you really need it.

Here is a suggestion: Create your own personal stimulus plan with *Noble Purpose Network*.

When you invest a small amount in the *Noble Purpose Network* business opportunity, and begin sharing products with friends and neighbors, the payoff is immediate. And soon you can augment these retail profits with management bonuses that have the potential for long term, life-changing financial independence.

It is all part of taking control of your life, the *Noble Purpose Network* way.



## Craig and Lee Quellhorst Join Noble Purpose Network

Lee and Craig Quellhorst are an award-winning graphic design/communications pair and valuable new members of the *Noble Purpose Network* corporate team.

Busily working to craft the *Noble Purpose Network* corporate image, Lee and Craig have created a new corporate logo, product labels and web design presence in the early months of their affiliation with the staff.



Craig Quellhorst  
*Communications Director*

“Working with the *Noble Purpose Network* team has been a privilege,” said Craig, who specializes in writing, communications and marketing and has prior experience in the network marketing industry. “And reuniting with Dr. David Allen and Barbara Allen has been an extra bonus for Lee and me.”

Craig teamed with Dr. Allen to help coordinate communications for Cernitin America, a trailblazing network marketing company founded by David and Barbara Allen that introduced high-profile graphics and celebrity endorsements to the industry. Still hailed as one of the industry’s most innovative companies, spearheaded by Dr. Allen’s pioneering approach to wellness and unique team training methods, Cernitin America arrived at a pivotal time just as *Noble Purpose Network* arrives today.

“The country as a whole is embarking on a new and exciting adventure with the convergence of green

technology and the wellness industry,” Craig said. “The current administration’s emphasis on preventative and alternative medicine creates an ideal atmosphere for the network marketing industry.

“*Noble Purpose Network* is ideally positioned – with Dr. Lam Vu’s remarkable products and our company affiliation with one of the country’s most progressive Local Search Engine Optimization technology for serving distributor’s needs – to be at the forefront of this movement.”

Citing the current global economic struggles, Craig noted that the industry presents itself as a valuable resource for families that have lost jobs or are searching for supplemental sources of income while suffering from cutbacks in hours.

“The plight of the country is real and may, unfortunately, be with us for awhile. It’s the responsibility of network marketing companies like *Noble Purpose Network* to let as many people as possible know that a small investment in a business opportunity can be a lifesaver in times like these,” Craig said.



Lee Quellhorst  
*Creative Director*

Lee is a talented artist and graphics designer as well as an accomplished photographer. She majored in Industrial Design, Visual Communications at one of the country’s finest design schools, *The Ohio State University*, and has been involved in graphics in many capacities such as



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printing processes, large-print advertising, web design, photography and fashion. She worked for a Hong Kong-based handbag company, traveling throughout Asia and Europe designing fashion bags and diaper bags for Target, Babies R Us, Mervyn's and Disney.

Much of Lee's work over the years has been devoted to print and product design. Her designs have graced the pages of leading corporate publications.

"Creating a corporate image, as Craig and I are doing for Noble Purpose, is one of the most challenging and rewarding assignments for a designer," Lee said. "I love the subtle Oriental look of our new logo – which has been stylized to strongly suggest a Western influence – and the look of our web page."

Promising not to give too much away at this early date, Lee did say she expects the *Noble Purpose Network* web pages to be among the best in the network marketing industry today.

Lee and Craig are currently focusing their efforts on product brochures, our new web site and a comprehensive corporate booklet that will allow distributors to present a professional image when discussing the opportunity with friends and neighbors.

Craig says, "All the pieces have to work together and present the right and consistent feel. Often the first 10 seconds, when a prospective customer or distributor looks at the material, will determine whether or not they want to know more about our company."

Lee agrees. "Noble Purpose Network is such an attractive company with its blend of East and West influences that Craig and I feel a real responsibility to capture the potential that is here."

Craig was also President of his own Networking Marketing company and has served as communications adviser to others. He also brings valuable experience as a journalist and executive in the advertising and public relations arenas, and headed up operations for a full service agency in Dayton, Ohio, where he and Lee are currently based.

## Americans See 18% of Wealth Vanish *from the The Wall Street Journal, March 13, 2009*

The prospects for network marketing are rising at the same time we are witnessing a decrease in American families' wealth. This is no coincidence. Having lost faith in the stock market, where retirement funds are historically deposited, Americans are turning to alternative means of fortifying their financial base, including network marketing. The article below outlines the sagging fortunes of American families.

The wealth of American families plunged nearly 18% in 2008, erasing years of sharp gains on housing and stocks and marking the biggest loss since the Federal Reserve began keeping track after World War II.

The Fed said Thursday that U.S. households' net worth tumbled by \$11 trillion -- a decline in a single year that equals the combined annual output of Germany, Japan and the U.K. The data signal the end of an epoch defined by first and second homes, rising retirement funds and ever-fatter portfolios.

Past downturns have been mere blips compared with the losses Americans faced last year, which set them back to below 2004 levels. "In the postwar period, we've never had anything other than very modest declines. That life experience led many people to think that houses were a one-way bet," says Douglas Cliggott, the chief investment officer of Dover Management LLC.

The decline in Americans' net worth, which was the first in six years, follows an extraordinary boom. Not accounting for inflation, household wealth more than doubled from 1990 to 2000, and then, after a pause, rose nearly 50% before the bust of 2008.

While the value of their assets was falling, Americans' total debt remained roughly flat. Total household debt increased by half a percentage point in 2008 as families faced tighter lending standards and many started trying harder to live within their means. After years of splurging with an eye on their rising assets, that phenomenon, known as the wealth effect, now cuts the other way, spurring frugality.

## NETWORKING LEGEND LARRY SPARKS JOINS NOBLE PURPOSE NETWORK

Larry Sparks is one of the most familiar faces in network marketing, a seasoned professional with over 30 years experience as a company president, national training director and master distributor for a multitude of successful companies.



Larry Sparks  
*Founding Distributor*

And while you might think he has seen it all, he still gets excited when a fresh and innovative company like Noble Purpose Network comes along. That's why he is working with Dr. David Allen and his wife, Barbara, to design our compensation plan and is gearing up to be one of our Founding Distributors.

"*Noble Purpose Network* has the potential to be one of the industry giants," said Sparks. He points to our revolutionary lead generation system (see the Todd Johnson article in the lead story of this newsletter) as the number one reason for his enthusiasm.

"Today the average networker who is new to the industry will sponsor about 2 to 3 people. With our lead generation system we can easily double that and if we do that it will be amazing what will happen.

"Other companies start out now and reach 100 million dollars based on those other figures. But the dropout rate is exceptionally high, and with only 2 to 3 people sponsored, distributors aren't making enough money.

"If we can raise that number significantly, the dropout rate will be significantly less and the income per person will be significantly more. It will be amazing," said Sparks. He knows we have great products and a fantastic compensation plan, good enough to be a force in the industry, but the lead generation system is icing on the cake.

"This system alone will make our company set a new standard in the whole industry." Sparks said.

Sparks is also excited to re-unite with Barbara and David Allen. They first teamed up when the Allens founded Cernitin America and convinced Larry to be their Master Distributor. That partnership resulted in a lasting relationship that has thrived ever since.

"The most money I ever made in any company was when I worked with David and Barbara. It's a wonderful thing to come back together again."

Dr. Allen agrees. "Larry is truly one of the legends in direct selling and we are very fortunate to have someone with his skills as part of our team."

Sparks has held senior positions at the corporate level, as well as working as national training director and the Master Distributor with a number of successful multi-level marketing companies, including the Charles Givens Financial Network and Cernitin America. As a distributor he was the number one in two multi-million-dollar companies.

Larry's previous management roles include serving as President, Executive Vice President and Chief Executive Officer of several multimillion-dollar direct sales companies. As National Sales Manager for a leading company in the communications and entertainment industry, he tripled sales through the recruiting and training of a national sales force.

With his solid understanding of the network marketing industry, and demonstrated abilities in recruiting and training, Larry is a valuable team member of *Noble Purpose Network*.

# Globesity

Americans are not alone in their widening waistlines. The rise in weight gain has become so universal that the World Health Organization has given a name to this impending epidemic: "Globesity."

For sure, hunger and malnutrition remain serious problems (and perhaps faster killers) in much of the world. But to put the numbers in perspective, there are an estimated 1 billion people worldwide who are overweight, compared to about 800 million who are undernourished.

"Obese" people worldwide now number over 300 million, up from just 200 million in 1995. The World Health Organization predicts that in the next few years, obesity-related killers like heart disease, stroke, diabetes, and hypertension will be the leading worldwide cause of disease and death.

What's most notable about Globesity is that it's not just affecting developed nations. In developing countries, says the *New England Journal of Medicine*, as many as 60 percent of households with an underweight family member also have an overweight one. Indeed, except for countries in sub-Saharan Africa, there is hardly a country in the world where the average body-mass index (a more precise measure of fatness than weight) has not been climbing to levels that portend serious chronic disease.

- Mexico, for example, is the second-fattest country in the thirty-member Organization for Economic Cooperation and Development – just behind its neighbor to the north. And in the mostly Hispanic population that lives just on either side of the Mexico-U.S. border, fully 74 percent of men and 70 percent of women are overweight or obese. Diabetes is now the number one cause of mortality in Mexico, up from thirty-fifth place in 1968. That is a higher rate than any other large country in the world.

- In China, since the late 1990's, the proportion of overweight men has gone from 4 to 15 percent. The proportion of overweight women has gone from 10 to 20 percent. By 2010, more than half the people in the world with diabetes will be Asians.

And to bring it all back home to the U.S., where African-American women are suffering morbid obesity at dramatically higher rates than anyone else, let's look at Africa. The malnourishment rates there are higher than anywhere in the world.

## And yet ...

- More than one-third of African women, and one-quarter of African men, are overweight, and the World Health Organization projects that those numbers will rise to 41 and 30 percent, respectively, in the next ten years.

- In South Africa, 56 percent of women are obese or overweight, compared to fewer than 10 percent who are underweight. In Cameroon, Gambia, and Nigeria, something like 35 percent of the population is obese or overweight.

- Africa is quite ill-equipped to diagnose diabetes early or treat it effectively. So while diabetes may seem like a "rich man's," well-fed disease, it can actually take a far worse toll when it afflicts the poor.

Why the crazy, global explosion of fat? Experts say it's all about the worldwide shift in diet from vegetables and grains to highly refined foods and saturated fats. Across the globe, food is cheaper than it has ever been, but especially calorie-laden food. Our meals and snacks are more drenched in sugar and oil than they have ever been. Mexicans now drink about as much Coke as milk.

Ironically, obesity is a symptom of growing prosperity: Food is cheap, and most of the world can get it. But when it's mostly empty calories – combined with decreasing levels of both manual labor and exercise – it turns into sagging waistlines, and all the health problems that go with them.





## Introducing... Our Noble Purpose Network Logo

Our logo is based on the Japanese circle (called Enso) one of the most famous marks in the world, symbolizing strength, elegance, and the universe.

In the Japanese culture an “Incomplete Circle” represents an opening to the universe, an acknowledgement that we aren’t alone, and that only by reaching out to others, building mutually beneficial networks, and being part of a larger global consciousness can we realize our noble purpose in life.

Our logo symbolizes that “nothing happens in isolation.”



**NOBLE**  
PURPOSE NETWORK

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### The Role of Choice in Changing Diets and Lifestyles

*“We must all suffer one of two things: the pain of discipline or the pain of regret or disappointment.”*

*Jim Rohn*

Life is all about the choices that we make. I have learned not to talk to people about whether their choices are right or wrong, but rather to focus on the consequences of the choices they make. In other words, my life’s work is not about making people do what I say, but rather making sure that they make decisions with the right information, and understand the inevitable outcomes of those decisions.

The reality is that all choices involve some level of discomfort, so to some extent the choice is determining which type of discomfort you want to endure. I’ve often heard people say that eating well and exercising is hard. Compared to what? I think being sick, visiting doctors, taking drugs and facing disability or early death is much harder. If I’m going to have to do something difficult, I’d rather it be eating black bean soup and going to the gym. These things get easier over time, while sickness tends to get more difficult.

*by Pam Popper, News You Can Use Newsletter*



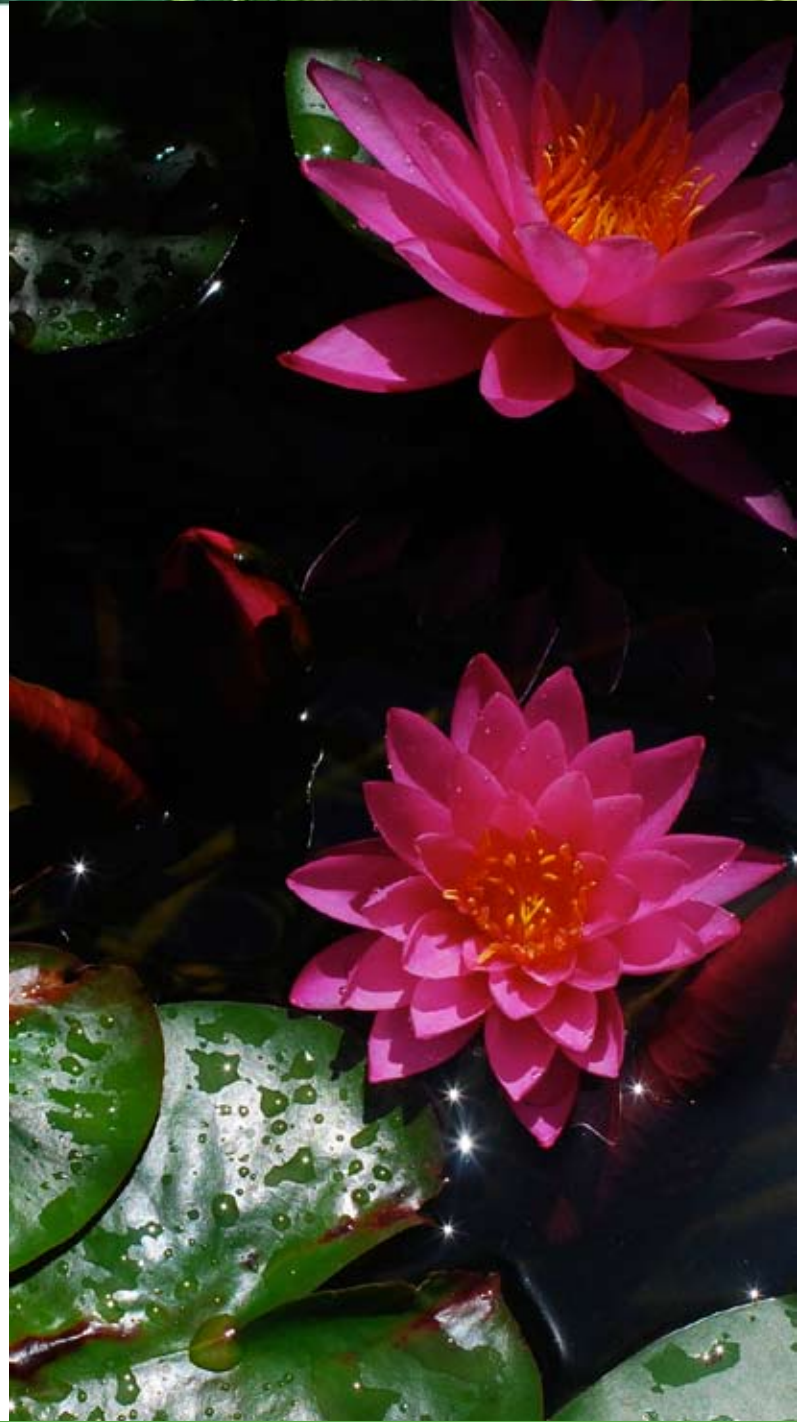
## Consumers look to health and wellness in recession

*Focusing on health and wellness is one of the most successful strategies for weathering the global economic storm, according to a Frost and Sullivan analyst.*

*Food industry research analyst Christopher Shanahan said that consumers are increasingly focused on ways to avoid becoming ill due to the economic downturn – and companies would do well to pay attention.*

*“There is a growing interest in health and wellness products,” Shanahan said. “We are seeing a lot of fortification of products that have relatively low shelf life. Looking ahead, we will see more applications of omega-3 products with longer shelf life. Those that fortify their products with health and wellness usually have done well amongst consumers.”*

*He added that this trend could also be given a boost by President Obama’s pledge to focus on preventative healthcare.*



**NOBLE**  
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