

Hometown News Release instructions:

AIM Member: Below is a news release to distribute to your local media. Most media outlets prefer that this type of news release be sent to them on e-mail so you can re-type the release into your computer system and send it. If you do not have access to an e-mail address, contact the local media and they will give it to you if you indicate you have a local news item for their consideration.

There is a copy of this news release on the AIM website, *barleylife.com*. Go to Member Resources, then PR Kit, then Other PR Kit Resources where you will find the news release under the heading, *AIM Convention News Release*. You can fill in your local information and forward it to the media. If you cannot communicate by e-mail, then use news release below to send to the media.

To localize the news release, please fill in the date you are sending the release, your name and hometown where they are listed in bold type. You will need to re-type the news release and you can include any other information about yourself that you feel might be appropriate for the media.

For Members who will be e-mailing this news release, remember to fill in your name and hometown.

Regardless of how you send this information to the media, try to send to it to a specific person at the media outlet if you can obtain one.

Hometown news release

For Immediate Release

Date

Local resident attends international convention

Name of Hometown attended the 25th anniversary convention of The AIM Companies[®] June 20-24 in Orlando, Florida. AIM is a multi-level marketing company based in Nampa, Idaho. Through its member network, the company distributes 24 whole food supplements and concentrates and five topical products, which includes two lotions, body wash, shampoo, and a conditioner.

AIM has marketing and distribution offices in the United States, Canada, South Africa, Great Britain, Australia, and New Zealand. Its flagship product is AIM BarleyLife[®]. The company website is barleylife.com.

The featured speaker at the convention was AIM member JJ Redick, college basketball player of the year in 2006 and a first round selection in 2006 of the Orlando Magic National Basketball Association team. Another featured speaker was a Harvard researcher who helped develop an energy drink, called AIM Peak Endurance[®], for the company.