

Tahitian Noni International Announces New Executive Management Team

New Executive Team Brings Experience, Diversity, and Industry Expertise to TNI

PROVO, UT, February 11, 2009 – John Wadsworth, founder and president of [Tahitian Noni International](http://www.TahitianNoni.com) (TNI - www.TahitianNoni.com), today announced the formation of a new executive management team to lead TNI worldwide. The new management team is an integral part of Mr. Wadsworth's new strategy of organizational realignment that includes a refocus of resources, time, and energy on the core strengths that made [TAHITIAN NONI® Juice](#) the number-one-selling nutritional supplement in the world and to achieve its next benchmark goal of \$1.0 billion in annual sales.

Robert G. Johnson has been appointed as the new executive vice president. Mr. Johnson brings many years of executive management and leadership experience to the position, both in direct selling as a CEO for Young Living and the Chief Global/Marketing Officer at Unicity International, as well as other senior management positions. His career also includes broad international business, legal, and consulting experience, having lived and worked abroad extensively. Mr. Johnson holds both Juris Doctorate and Master of Science in Accounting degrees from Brigham Young University. All TNI vice presidents will now report to Mr. Johnson, who will also assume responsibility for the Japan and the greater China markets.

Jeff Hill has been appointed as the new vice president of sales and marketing. He comes with rich industry and corporate experience, having most recently served as president of Shaklee International. Jeff has also served as the senior vice president of sales for Melaleuca, where he was recognized as a catalyst in doubling company sales and played a key role in developing their growth and sales strategies. He has served in prominent leadership roles at the Covey Leadership Center and Franklin Covey, working at executive levels within Fortune 500 companies. Mr. Hill began his career in a private civil law practice and holds degrees from BYU in organizational communications and a Juris Doctorate from the M^cGeorge School of Law.

Charlie Smith, former COO of two international network marketing companies, has been appointed as the new vice president of operations and has experience running worldwide operations in over 20 different countries. His extensive knowledge ranges from domestic and international supply chain management and manufacturing operations to global logistics and distribution analysis. For the last four years, he has run his own global operations consulting firm, managing projects from Singapore to China to Europe, as well as from coast to coast in the United States. Mr. Smith holds degrees in electrical automation and robotics, technology management, and an MBA from Brigham Young University.

Seth Miller has been appointed as the new vice president of global markets. He began his career at TNI nearly 12 years ago managing the development of 13 countries, including parts of Europe, Asia, and Latin America. Over the past 11 years he has lived in 6 different countries, most recently as the Managing Director of European Operations. He has been a major contributor to TNI's explosive worldwide growth and will assume the responsibility of managing nearly 70 countries around the globe. Mr. Miller graduated from Christian University with a Bachelor of Arts degree in Communications, with an emphasis in international business.

Randall Smith will continue to support John Wadsworth in his role as vice president and chief financial officer of Morinda Holdings, Inc. (parent company to TNI), but he will also assume

supervisory responsibilities for commissions and information systems at Tahitian Noni International.

Richard Rife will also continue to serve in his role as vice president and general counsel for Morinda Holdings, Inc., but will assume supervisory responsibilities for compliance and regulatory affairs at Tahitian Noni International.

“This new executive management team will bring an amazing depth of experience, diversity, and expertise to everything we do here at Tahitian Noni International,” stated Wadsworth. “Together with our current richly talented management base, they have the ability to take us to our next major milestone of being a billion dollar company. TNI’s stated mission is to bless the whole earth with the natural goodness of TAHITIAN NONI, and our commitment to this mission is stronger than ever. This new executive team will be a powerful addition to the exciting new strategies to be unveiled at our International Leadership Conference, held in Las Vegas on February 23, 2009, where over 3,000 Independent Product Consultants from 48 countries will be in attendance. We will continue to push forward aggressively in our efforts to build the Tahitian Noni® brand so that everyone, everywhere, can experience the benefits of Tahitian Noni products.”

About the Company

Tahitian Noni International is a global, research-driven products company that was the first to introduce the benefits of [noni](#) to the world outside Tahiti. Founded by two food research scientists in 1995, the company is a leader in the discovery, development, manufacturing, and marketing of noni-based products including beverages, beauty and spa products, weight management lines, and animal nutrition. Headquartered in Provo, Utah, Tahitian Noni International has manufacturing facilities in the United States, Germany, Tahiti, Japan, and China, and sales offices in more than 30 countries worldwide.