

The Gold Canyon Story *Corporate Background*

Gold Canyon began in 1997 with Karen Waisath's pursuit for the ideal home fragrance candle. Experimenting in her Gilbert, Arizona kitchen, she developed a clean-burning candle that permeated her home with a rich fragrance and warm ambience. Her husband, Curt, soon joined in the quest and together they established a thriving business. Their creation quickly found a loyal and passionate following.

In creating Gold Canyon, Karen also found a way to pursue a career that would allow her to be home with her children. She wanted Gold Canyon to offer this fulfilling opportunity to other women, and in doing so, Karen established an Independent Demonstrator sales force. Soon, Karen and Curt discovered people not only loved their exquisitely fragrant candles but also the opportunity that came with it—the flexibility of a home-based business and selling a quality product they could believe in. Today, more than 25,000 Independent Demonstrators have fulfilled their own dreams thanks to the opportunity created by Curt and Karen.

The mission of Gold Canyon has continued to evolve while remaining focused on family, charity, community and friendship. This dedication has been the driving force behind the company's commitment to research and has resulted in many of the company's most ground-breaking innovations including its cool wax and self-extinguishing wicks. Hundreds of new products, such as room sprays, sachets, candle holders and accessories for home décor, have been introduced over the years including EMERGE™ – a line of renewing body care products and Homeology™ – all natural biodegradable home cleaning products. Even as the company's product line has expanded, every item continues to be developed with great care and meets the high standard that Gold Canyon established in its early days.

With more than 200,000 square feet of production space, Gold Canyon operates a state-of-the-art manufacturing facility with a capacity to produce and ship over 75,000 units daily. Gold Canyon also relies on a visionary executive team of professionals with diverse backgrounds in direct sales, operations management, finance and marketing. Today, Gold Canyon also offers its products and opportunity in Canada.

The method for success is the same as it was in the beginning. This formula includes the dynamic and passionate community of Independent Demonstrators, the expert Coworkers that have become masters of their craft and the hundreds of distinct fragrances and unique products that remain the soul and spirit of Gold Canyon. Each fragrance is still carefully approved by Karen today to ensure Gold Canyon delivers on its brand promise as “The World's Finest®”.

Enriching products ... enticing opportunities ... all realized through the courage, humility and passion of a dream—truly the essence of living well®.

Corporate Fact Sheet

Company	Founded in 1997 by Curt and Karen Waisath, Gold Canyon offers an income opportunity through quality scents, décor, home and body care. With a sales force of more than 25,000 Independent Demonstrators in North America, the company recently expanded capacity with a 100,000 square foot addition to its distribution and manufacturing facilities in Chandler, Arizona.
Mission	“The mission of Gold Canyon is to provide ‘The World’s Finest’ [®] scents, décor, home and body care products to our customers and to create exceptional opportunities for individuals looking for inspiration to discover and elevate their natural born talents. We are founded on and will carry forward our mission emphasizing family, charity, community and friendship.”
Employees	Gold Canyon has more than 350 full and part-time employees in its headquarters location of Chandler, Arizona.
Products	Gold Canyon offers hundreds of products in various categories: <ul style="list-style-type: none">• Clean, even burning candles in more than 200 scents that rotate seasonally. Gold Canyon candles feature cool wax and lead-free wicks. Poured candles in 8 oz. sizes and larger feature double safety wicks that self-extinguish;• EMERGE[™] Total Response Therapy- a line of renewing body care products;• Unlit expressions of fragrance such as Scent Pods[™] & Warmers, room sprays and sachets;• Home décor with versatile, one-of-a-kind designs; and• Homeology[™] Plant-Based Home Cleaning, a line of sustainable and biodegradable home cleaning products made with aromatic essential oils.
Independent Demonstrators	Gold Canyon has more than 25,000 Independent Demonstrators. Gold Canyon offers an enticing compensation structure, with base commissions of 25% plus bonuses being paid to Independent Demonstrators.
Sales Support	Independent Demonstrators sell Gold Canyon products through home and catalog parties, Web sites and fundraisers. A full-color catalog for Independent Demonstrators to share with customers and use in parties is available three times per year in January, May and September. An attentive customer service staff facilitates prompt shipment of orders and easy returns.
Community	Gold Canyon has given over USD\$1.7 million in aid to assist children in need throughout the world. All proceeds from the Candles for Kids line and a portion of Gold Canyon’s annual sales are donated to the Prayer Child Foundation, which has grown to a sizable organization with the power to assist various children’s charities and enhance children’s lives every day. For more information, visit http://www.prayerchild.org .
Media Contact	News releases and media information can be obtained by contacting Bridget Daly (bridget@ideascollide.com) at 480-659-4520 x302 or visiting www.goldcanyon.com and clicking on “Press/Media.”

Executive Biographies

Curt Waisath

President and CEO, Gold Canyon[®]

Curt joined Gold Canyon in 1997 when his wife, Karen, launched her dream business. Together, they have built Gold Canyon, which offers an income opportunity through quality scents, décor, home and body care. Curt graduated with a Bachelor's degree in accounting from the University of Utah and a Master's degree in taxation from Weber State University. After he received his Certified Public Accountant certificate, Curt practiced public accounting for seven years with Arizona's largest local accounting firm, Henry & Horne. Curt currently sits on the Board of Directors for the National Candle Association, the Direct Sales Association and serves as Vice President for the Prayer Child Foundation, Gold Canyon's charity of choice.

Karen Waisath

Co-Founder, Gold Canyon[®]

Karen's love for fragrance is the driving force behind Gold Canyon. In 1995, Karen started formal plans for "The World's Finest"[®] and after many years of success, Karen still plays a key role in fragrance selection and product development for Gold Canyon. Karen serves as President for the Prayer Child Foundation, Gold Canyon's charity of choice, and sits on the Board of Directors for the Juvenile Diabetes Research Foundation.

Michael Norris

Chief Marketing Officer, Gold Canyon[®]

Michael joined Gold Canyon in 2006 after an extensive career with Alticor, the parent company of one of the world's largest multi-level direct sales businesses. His experience includes direct sales in the field, executive sales management and marketing. With a Bachelor's degree in business administration from Pontificia Universidade Católica in Sao Paulo, Brazil, Michael brings international expertise and in-depth direct sales experience to Gold Canyon. He is responsible for Gold Canyon's marketing efforts including sales, external communication and professional services.

Kenneth Wallace

Chief Operating Officer and Chief Financial Officer, Gold Canyon[®]

Ken joined Gold Canyon in 2009. He brings with him broad experience from holding senior management positions in manufacturing, technology and retail companies. Over the past fifteen years, he has served as VP of Finance, Treasurer and CFO and/or COO for both publically traded and privately owned companies. Ken holds a Bachelor's degree in business finance from Brigham Young University and a Master's degree in business administration from Pepperdine University. His responsibilities at Gold Canyon include overseeing operations, human resources, financial management and information technology.