

PLANO COURIER Star

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honored

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Plano Company One of Dallas' Top 100



Plano based ViaVienté was honored by SMU's Cox School of Business at the annual Top 100 award ceremony held at the Meyerson Center in Dallas. Pictured above are members of the company's international leadership team.



Craig Keeland, right, CEO of ViaVienté, received his Dallas Top 100 award from Jerry White of SMU's Cox School of Business. The Plano based company was recognized for its rapid growth and success in the past year.

Company's Product Proves Sound, Healthy For This Family

Another local company is doing well. This one I can brag about because I've been doing business with them for years. ViaVienté, one of Texas' fastest growing companies, was selected Wednesday night for the prestigious honor of inclusion in the Dallas 100.

ViaVienté is the lone Plano based company to receive this honor, awarded each year by the Cox School of Business at Southern Methodist University and designed to honor successful, growing companies in this region.

My involvement? Well, not huge on the grand scale of life but I am involved. ViaVienté is a high anti-oxidant drink introduced to my wife who then introduced it to me. Energy drinks have become all the rage these days and while Via isn't considered one of those, it provides the same kick as well as tremendous vitamin content.

A few years back I discovered that Martha was drinking this product every day. I asked her how she found out about it and she told me that a friend who worked for a doctor had sent her a DVD called "The River of Life." This DVD showed the healthful impact of drinking ViaVienté.

In the DVD, a powerful Dark Field Microscope is used to examine blood cells before and after drinking ViaVienté. The "before" blood cells were, slow and sluggish, not moving around much and not symmetrical. After drinking ViaVienté, the blood cells were lively and round, pulsing through the bloodstream.

I became curious about this product and started doing some research and chronicling the company. I'm too much of a cynic not to. I found that ViaVienté is in 15 countries and territories, not just Plano. I also learned that ViaVienté is more than just a juice product. It is a whole food puree, rich in anti-oxidants and minerals that support wellness and increased energy. It's also a natural anti-inflammatory.

ViaVienté was founded by Craig Keeland, a fifth-generation Texan and entrepreneur who serves as CEO of the company. Celebrity spokes people including Terry Bradshaw, Linda Gray, and Peggy Fleming have represented ViaVienté in the media.

Craig, who lives in Frisco, and I talked about his inspiration on the creation of the drink and the company. He told me that he had read the January 1973 National Geographic cover story that talked about people living in a rain forest high in the Andes Mountains in a village called Vilcabamba.

Remarkably, these people lived well over 100 years of age with no age-related illnesses. Scientists discovered that the key to the Vilcabamban's health and longevity is the high anti-oxidant content of their fruits and mineral-rich drinking water that provides the perfect balance for human health.

After visiting Vilcabamba, Craig set out to create a product that would allow everyone in the world to enjoy the good health and energy that the Vilcabambans did. He gathered a group of scientists including Dr. Mark Pedersen (world renowned herbalist and nutritional formulator), Dr. Richard Cutler (of the National Institute on Aging), Dr. Harvey Ashmead (the father of chelated minerals) and Dr. Linus Pauling, the two-time Nobel Prize Winner. This team spent 12 years combining the fruits roots, and mineral water from the Vileabamba region into the Anti-Oxidant and Mineral-Rich ViaVienté product. After 12 years in the making, the first bottle of ViaVienté was introduced to the public in July of 2003. Four years later in July of 2007, ViaVienté Formula 2.0 was introduced - an enhanced version of the original product that includes Super foods Pomegranate and Lycium Fruit.

Today ViaVienté has distributors in 15 countries and territories world wide who distribute the product on a person-to-person basis. The company is fast approaching \$40 million in worldwide annual sales. For Craig and ViaVienté, it is not enough to be a successful. It is also important to give back to the community, both locally and globally. ViaVienté also supports the Komen Foundation in its mission to eradicate Breast Cancer worldwide. You will find ViaVienté distributors at many Komen Races for the Cure, passing out product samples and information. The Andes Children's Foundation is a vital philanthropic arm of ViaVienté that supports the schools in the Vileabamba Valley. In the last four years, the Andes Children's Foundation has donated school supplies, school uniforms, computers, internet access, audio visual equipment, copy machines, books, desk and chairs, lab equipment, and much more to support the children's education in the region.

My wife and I have both been drinking ViaVienté on a daily basis since she poured me that first glass. Both of us have more energy, sleep better, and feel younger than we have in years. ViaVienté is certainly restoring my health. With its commitment to giving back to the community, the company is also restoring hope around the world. Another Plano success story.

RICK MANN, MANAGING EDITOR OF THE PLANO STAR COURIER.