



Mineral Resources International, Inc.

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Mineral Resources International, Inc. Reclaims its Trademark Guarantee, “Feel the Difference or Your Money Back”

February 3, 2010 Ogden, UT —Mineral Resources International, Inc. (MRI), the original dietary supplement manufacturer and ingredient supplier of all-natural, solar-evaporated, ionic minerals from Utah’s Great Salt Lake, announced today that it has reclaimed the Anderson family’s long time trademark guarantee, “Feel the Difference or Your Money Back.” That guarantee was crafted and developed by the Anderson family, the original inventors of mineral and trace element supplements from Utah’s Great Salt Lake.

The “Feel the Difference...” guarantee has been synonymous over the years with authentic MRI supplement formulas, which are developed to such a high quality standard that customers can actually “feel the difference” after using MRI’s products or can return them to MRI for a full “money back” refund. In markets, such as the U.S. market, where MRI has licensed distributors to sell its formulas under private label brands or trademarks (rather than selling those products directly to customers), MRI also licensed such distributors to use its trademark guarantee. However, MRI authorized those distributors to use that guarantee only with MRI’s authentic, quality products.

During the past several years, MRI terminated its supplier/distributor relationships with some of its distributors due to contract disputes. As a result, MRI is now selling its original, authentic, quality products directly to retailers in U.S. markets. Although authentic MRI products are no longer available through some of MRI’s former distributors, MRI discovered that those ex-distributors were still using MRI’s trademark guarantee—in an unauthorized manner—with substitute products. Recently, MRI negotiated agreements with some of its former and current “private label” distributors wherein those distributors disclaimed any ostensible rights in MRI’s trademark guarantee “Feel the Difference or Your Money Back.” By doing so, MRI hopes to dissipate confusion caused by the unauthorized use of MRI’s trademark guarantee.

“Customers who mistakenly thought they were getting the original formulas from the original source can still get the Anderson family’s time-tested formulas backed by the best guarantee from Mineral Resources International,” stated Bruce Anderson, President/CEO of MRI. “The ‘Feel the Difference...’ guarantee has always been a guiding principle in our company’s product development and still is. We believe that sophisticated consumers feel it is simply unethical and inappropriate for former distributors who no longer sell MRI’s products to continue to mimic MRI’s trademark guarantee regarding products that are confusingly similar, but inferior to MRI’s products. Therefore, MRI plans to assert its right to this trademark and will vigorously defend any infringement of that phrase with appropriate legal action.”

MRI is in the process of sending Cease and Desist letters to companies and businesses that are using the trademark without the permission of MRI or contrary to negotiated agreements. MRI and the Anderson family intend to pursue appropriate legal action to enforce their trademark to the extent legal action becomes necessary.

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About Mineral Resources International, Inc.:

Founded through a parent company formed in 1969 by the Anderson family, Mineral Resources International, Inc. (MRI) (www.mineralresourcesint.com) specializes in developing, manufacturing, and distributing noteworthy nutritional supplements in liquid, tablet, and powder delivery forms, integrating naturally occurring minerals and trace minerals harvested from Utah's Great Salt Lake. Through its close relationship with NorthShore Limited Partnership, its exclusive supplier and the only government-inspected, food-grade, solar evaporation mineral harvester on the Great Salt Lake, MRI goes to great lengths to ensure an all-natural, GRAS (Generally Recognized as Safe) mineral and trace mineral product while maintaining consistent standardization, concentration, and balance in each lot. MRI manufactures a complete line of innovative dietary supplements ranging from multi-vitamins to targeted nutritional formulas using all-natural ionic minerals. In addition, MRI provides a complete portfolio of premium, all-natural ionic mineral ingredients for use in supplements, functional beverages and foods. MRI's products are sold worldwide through a variety of distribution channels including natural products and specialty retail stores, salons and estheticians, and natural health care practitioners.