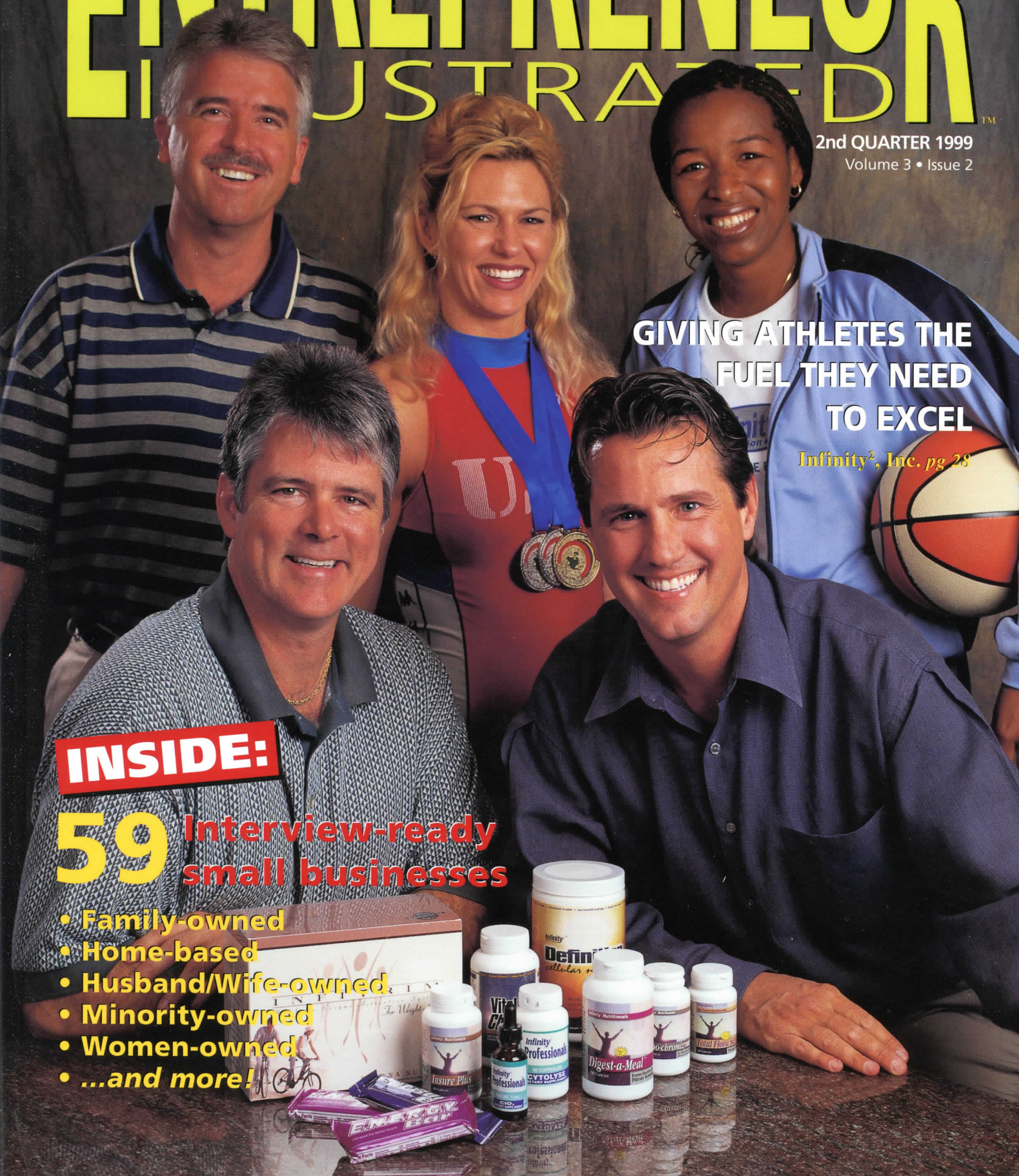


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**GIVING ATHLETES THE
FUEL THEY NEED
TO EXCEL**

Infinity², Inc. pg 28

INSIDE:

**59 Interview-ready
small businesses**

- Family-owned
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- ...and more!



Giving Athletes the Fuel They Need to Excel

MESA, Ariz. - What do WNBA guard Cynthia Cooper, New York Yankee Andy Pettitte, Tampa Bay Devil Ray Wade Boggs and Olympic gold medal hopeful Gea Johnson all have in common? For starters, each chose a high-profile, physically-demanding career that requires consistent, optimal athletic performance. In addition, each of these professional athletes - realizing that proper nutrition is the key to sustaining overall performance - has picked Infinity2, Inc. to help them get their jobs done.

Founded in 1993, by Don Janson, Ed Hoyt and Rene Couch, Infinity2 produces all-natural, 100-percent whole-food vitamins and supplements. With backgrounds that ran the gamut from military to engineering to inventing to entrepreneurship - the trio had one strong commonality: A desire to enhance and enrich the quality of life for others. "We wanted to do something that would really reach out and touch people," says Hoyt, adding that the company's mission statement is "to enhance and enrich the quality of life for millions of people worldwide - physically, mentally and financially."

"Infinity2's products are unsurpassed in quality and effectiveness thanks to our exclusive Chelate Activated Enzyme Delivery System (CAEDS) - a feature that guarantees the absorption and proper use of the nutrients found in each product," says Hoyt. "We're

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We wanted to do something that would really reach out and touch people.

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Ed Hoyt, Infinity2, Inc.

simply the best, a fact proven by the over 4,000 life and health care practitioners that use and/or recommend our products to their patients."

According to Hoyt, Infinity2 adheres to a



Infinity2's all-natural, 100-percent whole-food vitamins and supplements are used by scores of professional athletes, and over 4,000 life and health care practitioners worldwide. (back row: Dan Pohl - PGA Pro Golfer, Gea Johnson - Olympic Lifter & Heptathlete, Cynthia Cooper - 2-time WNBA MVP/front row: Rene Couch - Co-founder, Ed Hoyt - Co-founder)

strict product philosophy that includes using only 100-percent natural whole foods and the highest-quality raw ingredients. Suggested retail prices on the products range from under \$10 to \$50. In March 1999, the company released a line of Ultimate Herbals that includes such popular herbs as St. John's Wort and Ginseng - but with an added touch. "We'll be able to ensure and guarantee more physical delivery of the herbs, thanks to our CAEDS system," says Hoyt. Also in the works is a proprietary immune system enhancement product.

With offices in the U.S., Philippines, South Korea, Mexico, Brazil and Canada, Infinity2 employs about 100 persons. The company, using a sophisticated blend of traditional

marketing methodologies, has experienced a 400 percent growth rate in its first five years, and has a growing distributor force of 15,000. "We've really just been scratching the surface because people are only now discovering who we are," says Hoyt, adding that Infinity2 offers a lucrative, home-based business opportunity for people seeking to enhance their financial health.

Numerous athletic teams, including the New York Yankees, Houston Rockets, Miami Heat and Philadelphia Eagles, have used Infinity2's products with impressive results. In 1996, for instance, Yankees Head Trainer Gene Monahan put pitcher Andy Pettitte on an Infinity2 enzyme program. "Almost immediately he experienced a reduction in the pain and soreness that becomes part of daily life when pitching grueling games," says Monahan. "Thanks to Infinity2's products, he was able to have an excellent season and help us achieve the World Championship."

While many companies pay big bucks for such endorsements, Hoyt says Infinity2 has yet to pay out any fees to its numerous professional athlete-customers. "The bottom line is that a number of athletes have attributed their ability to stay in the game directly to our products," says Hoyt. "When they're making millions of a dollars annually, one extra year of playing time is well worth it. Infinity2 gives each individual their best opportunity for maximum health."

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