

Mannatech Colombia Off To A Fast Start

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COPPELL, Texas--(BUSINESS WIRE)--Mar. 10, 2016-- **Mannatech, Incorporated** (NASDAQ: **MTEX**), the founder of the **M5MSM (Mission 5 MillionSM) Foundation**, the pioneer of Glyconutrition and the global innovator of naturally sourced supplements based on **Real Food Technology[®] solutions**, is showing strong early returns from its recent, highly anticipated opening of operations in Colombia.

"We've had an amazing reaction to our entry into Colombia," said Mannatech's CEO and President, Alfredo "Al" Bala. "We saw people, eager to join us, line up around the block the day we opened up our office in Bogotá. We also experienced tremendous excitement at our openings in Medellin and Barranquilla. It was a wonderful feeling to see such enthusiasm, and we are thrilled to be able to deliver the highest quality health and wellness products to this incredible country."

Mannatech opened its offices in Colombia on February 13, and had record-setting numbers of new independent sales Associates join. With its grand opening events set for April 26-30, in Medellin, Barranquilla and Bogotá, Mannatech is looking to make an even bigger splash among the people of Colombia.

"It's clear that many people in Colombia desire the high quality and clinically tested products that Mannatech offers to help sustain the health and wellness of themselves and their families," Bala said. "Colombia is extremely important to Mannatech, and we're committed to providing the best products on the market as well as an outstanding opportunity for entrepreneurs who are seeking ways to build a long-term, successful business."

To coincide with the new launch of Mannatech Colombia's operations, the company has launched four new incentives to help Associates in Colombia get their business off the ground and running. These incentives encourage positive business-building skills and offer product and cash prizes. In order to earn the incentive, new Associates must sign-up through Mannatech's Colombia office.

Mannatech offers a unique set of health and wellness products based on its pioneering development of Glyconutritional technology. Glyconutrition supports communication on a cellular level and has shown to support the body's immune system and other important functions for overall health.*

Mannatech's core technology has undergone 17 human clinical trials that have been published, 12 of which were double-blind, placebo-controlled studies — the gold standard for product validation. Mannatech holds more than 100 patents in major global markets for certain product technology, including its Glyconutritional technology.

Mannatech's quality standards are among the highest in the industry, with many of its core products receiving certification from NSF International. Additionally, Mannatech's quality assurance program complies with the U.S. Food and Drug Administration's (FDA) Good Manufacturing Practices for Dietary Supplements, which impacts product development, manufacturing, evaluation and distribution.

Mannatech Colombia's team includes Juan Carlos Arias, General Manager of Colombia; Olga Zamudio, Sales Director of Hispanic Markets; and Emma Avila-Rocha, International Operations Manager.

Mannatech's Bogotá office is located at Carrera 45 No. 108-27, Torre 2, Oficina 1206, Centro Empresarial Paralelo 108. Follow developments at Mannatech Colombia, its programs and incentives via its **Facebook** page.

For more information about Mannatech and its products, go to: www.mannatech.com.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

About Mannatech

Mannatech, Incorporated, develops high-quality health, weight and fitness, and skin care products that are based on the solid foundation of nutritional science and development standards. Mannatech is dedicated to its platform of Social Entrepreneurship based on the foundation of promoting, aiding and optimizing childhood nutrition where it is needed around the world. Mannatech's proprietary products are available through independent sales associates around the globe including North America/South America (United States, Canada, Colombia and Mexico), Asia/Pacific (Australia, New Zealand, Japan, Taiwan, Singapore, the Republic of Korea, and Hong Kong), and EMEA (Austria, Denmark, Germany, Norway, Sweden, the Netherlands, the United Kingdom, Estonia, Finland, the Republic of Ireland, Czech Republic, South Africa, and the Republic of Namibia). For more information, visit **Mannatech.com**.

Please note: This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private



Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by use of phrases or terminology such as “intend” or other similar words or the negative of such terminology. Similarly, descriptions of Mannatech’s objectives, strategies, plans, goals or targets contained herein are also considered forward-looking statements. Mannatech believes this release should be read in conjunction with all of its filings with the United States Securities and Exchange Commission and cautions its readers that these forward-looking statements are subject to certain events, risks, uncertainties and other factors. Some of these factors include, among others, Mannatech’s inability to attract and retain associates and members, increases in competition, litigation, regulatory changes and its planned growth into new international markets. Although Mannatech believes that the expectations, statements and assumptions reflected in these forward-looking statements are reasonable, it cautions readers to always consider all of the risk factors and any other cautionary statements carefully in evaluating each forward-looking statement in this release, as well as those set forth in its latest Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and other filings filed with the United States Securities and Exchange Commission, including its current reports on Form 8-K. All of the forward-looking statements contained herein speak only as of the date of this release.

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