

Mannatech Enters South America with Launch of Colombia Operations

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COPPELL, Texas--(BUSINESS WIRE)--Feb. 16, 2016-- **Mannatech, Incorporated** (NASDAQ: **MTEX**), the founder of the **M5MSM (Mission 5 MillionSM) Foundation**, the pioneer of nutritional glycobiology and the global innovator of naturally sourced supplements based on **Real Food Technology[®] solutions**, has announced the official launch of its operations in Colombia, adding its 25th international market to the growing list of countries in which it operates.

Mannatech's expansion into Colombia is part of CEO and President Al Bala's vision to make the company more mobile, social and global. Bala's drive to make Mannatech known as the top nutritional supplement brand around the world has been boosted by the company's first foray into South America. Mannatech's entrance into Colombia addresses a need for better health and wellness among many people in South America.

The entry into Colombia is part of Mannatech's strategy for expansion in Spanish-speaking markets. In 2014, the company opened in Spain and has well-established operations in Mexico. The company has also seen rapid growth of independent sales Associates from the Latin community in the U.S. and Mexico, which has helped perpetuate the company's efforts to expand into the North American Hispanic and Latin American markets.

"Colombia gives our independent Sales Associates the opportunity to expand their businesses by introducing Mannatech's high-quality health, wellness and skin care products to a whole new region," said Bala. "Colombia is the gateway to a population of more than 600 million people in Latin America and a vibrant and dynamic \$1.3 trillion economy. We are working closely with Associates in U.S. and Mexico who have strong ties into the Latin American market to help ensure our entry into Colombia is supported by a critical mass of Hispanic leadership. This will ensure our operations will have a strong foundation to help Associates grow their business and further establish our brand as the top nutritional supplement company in the world."

To commemorate its official opening of operations, Mannatech Colombia celebrated on Saturday, February 13 with a ribbon cutting ceremony and will celebrate in April 2016 with a grand opening event at its headquarters in Bogota. Mannatech's Bogota headquarters is located at Av. Carrera 45 No. 108-27, Torre 2, Office 1206, Centro Empresarial Paralelo 108.

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

Individuals interested in Mannatech's products can learn more at **Mannatech.com**.

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 the United States, Canada, South Africa, Australia, New Zealand, Austria, Denmark, Germany, Norway, Sweden, the Netherlands, the United Kingdom, Japan, Taiwan, Singapore, Estonia, Finland, the Republic of Ireland, Czech Republic, the Republic of Korea, Mexico, Namibia, Spain, Hong Kong and Colombia. 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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