

# MXI CORP

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## HOME OF XOÇAI®

FOR IMMEDIATE RELEASE

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### **Xoçai® Brand Receives Approval For “Healthy Chocolate” Trademark**

*Reno, NV— May 21, 2012—* Celebrating its 7th anniversary, MXI Corp announced that its trademark application for “Healthy Chocolate” was approved by the U.S. Patent & Trademark Office on February 28, 2012. MXI is an industry leader in the rapidly growing category of healthy, dark chocolate under its Xoçai (sho-sigh) brand of anti-oxidant rich, Belgian chocolate products and beverages.

“Approval of the ‘Healthy Chocolate’ trademark represents a significant milestone for MXI,” said Andrew Brooks, Founder and Chief Operating Officer of MXI Corp. “We’ve increasingly become known as the ‘Healthy Chocolate’ company, utilizing proprietary formulations of premium ingredients, along with cold-processing techniques, to retain the nutritional potency of cacao and açai berries,” said Brooks. “With this milestone, we now have another important tool to establish ourselves as the icon for Healthy Chocolate, both inside and outside our industry,” he added.

Company leaders point out that before Xoçai introduced its groundbreaking chocolate to the marketplace, many consumers did not widely recognize the natural health benefits of chocolate. Xoçai has been a trailblazer in helping the public recognize that dark chocolate, if prepared and processed correctly, does indeed possess an impressive benefit profile, and can be enjoyed regularly by health-conscious consumers focused on nutrition, weight loss, energy, anti-aging and other health concerns.

The newly approved trademark bodes well for the company’s future. Brooks stated, “The ‘Healthy Chocolate’ trademark enhances our strategic position as we continue to expand our business, helping us create an even brighter future for our distributors and customers involved in the wellness, nutrition and direct sales industries.”

Brooks also explained that the new trademark language allows Xoçai to more effectively utilize the marketing tagline “We Are Healthy Chocolate,” which is the company’s 2012 mantra.

#### ***About MXI Corporation***

Established in 2005, Marketing Xocolate International Corporation (MXI Corp) is the category creator and world leader in healthy, dark chocolate products. All MXI products are focused on potent doses of delicious, antioxidant-rich Belgian chocolate. MXI Corp asserts that the high levels of natural antioxidants that are found in its cacao can provide a viable solution to individual nutritional needs. The Xoçai® (sho-sigh) line, which currently includes ten products, is manufactured utilizing an exclusive and proprietary cold-press process, which preserves the nutritional benefits of the company’s proprietary blends of antioxidants, vitamins, minerals, and other health properties. MXI Corp is based in Nevada and privately held by the Brooks family.