

Analyses of Company B by an Independent Distributor involved in pay plan design:

Company B has a weak 2up fast start and a weak 2x15 with no infinity income.

The Company B products do not hold a candle to ours. We will recruit much faster. Even our NuFocus allows the true cause of most auto fatalities to be addressed. This is drowsiness, not drinking. Mothers against Drug driving MADD need a new cause. We need Mothers agents Sleep Driving behind Most Wheels. MASD BMW . We have a real safety cause with NuFocus.

COMPANY B decided to copy our Australian 2 up fast start about March 1, 2010. But they made a significant error by giving into paying 50% of the fast start on the first 2 people to the sponsor. (\$10 on a \$30 product). So they give you \$10 on your first 2 personals and because of this you give up getting this \$10 on the personals of thousands of people. This equates in one 2x12 coded leg giving up \$80,000 to gain \$20. Heavy hitters are not going to like this.

On their \$30 product they pay \$10 on the first 2 of the first 2 under their coded legs to infinity. This is 8000 people in a 2x12 x \$10 = \$80,000 in one coded leg. And they don't repeat in annually. (they will probably copy the annualrule from us eventually.)

On our \$40 product we pay \$30 on the first 2 of the first 2 under our coded legs to infinity and we repeat it annually. For us this is 8000 people x \$30 = \$240,000 (compared to \$80,000) in a completed 2x12 and we repeat in annually.

COMPANY B HAS Another significant weakness on their free reentry profit centers they call You number 2, 3, 4, 5. They give these one on one. So it has a tendency to water down the \$17,000 per month 2x15 from \$17,000 per month to around \$9,000 per month in each of their profit center matrices. We pay \$160,000 per month in each of our 2x15 s. We only water ours down by a maximum of about 10% which still gives us \$155,000 per month.

COMPANY B has another significant weakness, they have no infinity bonus beyond the 15th level. We have 9 levels of infinity pay of up to \$4.50 per person and they have nothing.

We can do business in countries that product cannot be shipped to. COMPANY B cannot.

We have a highly desirable product mix that can pay us over \$327,000 per month in our 2x15 with our Gold level.

And this is one of the biggest disadvantages of COMPANY B, They have a massive unlevel because of the coded bonus concept **but they have nothing they can currently do with**

it. (they will copy us in the future I am sure as they add more "me to products".) We have a massive unlevel that pays 9 compressible levels deep plus a 10% infinity bonus on excess product purchases over and above our free monthly product purchases. For example, in a 6x9 there are over 11,000,000 people in which we

They are very weak because they have only one product. This is a high rest. We have over 70 premium products.

As you can see, we beat COMPANY B significantly in all areas of MLM design. About the only thing they have going for them is a little bit better explanation movie. We will have this soon as well.