



FOR INDEPENDENT BUSINESS OWNERS (IBOs) ONLY

New Profit Plan / Rewards Points System Effective August 1, 2011

We are excited to introduce **Direct Profit (DP)**, a new type of profit that was added to our Profit Plan for our Independent Business Owners (IBOs) beginning August 1st.

We have also implementing a **Discount Points feature for VIP Shoppers**. Discount Points are calculated using the same percentages as Direct Profit however they are awarded in the form of account credits instead of cash. They can be used to pay for products and personal upgrade or renewal fees.

To make these new additions possible, products that used to have both a Retail Price and a Rewards Points (RP) Price will have only one price—the Retail Price—beginning August 1st. You will still be able to use your **Rewards Points (RPs)** to receive discounts on Rewards Products (category R).

Additionally, several appealing new options have been added to the **one-time qualification** that new IBOs need to achieve to maximize the Profit Plan. Some other adjustments also go into effect on August 1st, including the ability to **purchase Special Sets anytime** (not just in your first 30 days).

IMPORTANT!

These changes are not yet reflected in the materials in your kit.

Please visit the Business section of our website, www.ecosway.com/us, and review the updated version of the Profit Plan (effective date: August 1, 2011).

For your convenience, here is a brief overview of some of the changes:

Direct Profit

You will be awarded Direct Profit (DP) of **up to 15% of the purchase price** for sales generated by VIP Shoppers and IBOs that you personally introduce in the USA.

One-Time Qualification Period

a) New IBOs (who register after July 31, 2011):

In order to qualify to receive Direct Profit, our new IBOs need to generate at least **100eV in Special Set sales within their first month** in their Personal Branch (themselves and their personally-introduced VIP Shoppers).

As shown in the following table, there are several options for new IBOs to qualify for other features of the Profit Plan during the initial one-time qualifying period.

One-Time Qualification Options for New IBOs Who Register after July 31, 2011

| 30 days | 31 – 90 days | 91 – 180 days | Personal Branch Profit & Branch Overrides | Direct Profits | BPI/EI | Number of Profit Centers |
|---|--------------|---------------|---|----------------|-----------|--------------------------|
| < 100eV | | | ✓ | - | - | 1 |
| 100eV | | | ✓ | ✓ | - | 1 |
| 100eV + | 200eV | | ✓ | ✓ | 1 | 1 |
| 100eV + | 200eV + | 200eV | ✓ | ✓ | 3 | 1 |
| 100eV + | 400eV | | ✓ | ✓ | 3 | 1 |
| 100eV + | 200eV + | 500eV | ✓ | ✓ | Unlimited | 1 |
| 100eV + | 400eV + | 200eV | ✓ | ✓ | Unlimited | 1 |
| 100eV + | 600eV | | ✓ | ✓ | Unlimited | 1 |
| 100eV + | 400eV + | 500eV | ✓ | ✓ | Unlimited | 3 |
| 100eV + | 900eV | | ✓ | ✓ | Unlimited | 3 |
| 500eV | | | ✓ | ✓ | Unlimited | 3 |
| 1000eV | | | ✓ | ✓ | Unlimited | 7 |
| 8 branches, 20,000eV each branch in any month in future of your business! | | | ✓ | ✓ | Unlimited | 7 |

NOTE: The qualifying eV must be generated from **Special Set sales** in the IBO's Personal Branch (him/herself plus personally-introduced VIP Shoppers)

b) Existing IBOs (who registered prior to August 1, 2011):

In order to qualify to receive Direct Profit, our existing IBOs need to generate at least **50eV in Special Set sales in August** in their Personal Branch.

As shown in the following table, there are several options for existing IBOs to qualify to upgrade their eligibility for other features of the Profit Plan.

Upgrade Options for Existing IBOs Who Registered Prior to August 1, 2011

| Existing status | By 8/31/11 (Qualify for DP) | By 10/31/11 | Retail Profit/ Branch Override | Direct Profit | BPI/EI | Profit center |
|-----------------|--------------------------------|-------------|-----------------------------------|---------------|--------|---------------|
| Unlimited | 50eV | | ✓ | ✓ | U | 3 |
| Unlimited | +150eV → | | ✓ | ✓ | U | 7 |
| 3 BPI/EI | 50eV | | ✓ | ✓ | 3 | 1 |
| 3 BPI/EI | +150eV → | | ✓ | ✓ | U | 3 |
| 1 BPI/EI | 50eV | | ✓ | ✓ | 1 | 1 |
| 1 BPI/EI | +450eV → | | ✓ | ✓ | U | 3 |
| 0 BPI/EI | 50eV | | ✓ | ✓ | - | 1 |
| 0 BPI/EI | +450eV → | | ✓ | ✓ | U | 3 |

NOTE: The qualifying eV must be generated from **Special Set sales** in the IBO's Personal Branch

Monthly eV Qualifications

The 15eV requirement still applies to each profit center that you wish to qualify, but you no longer need to generate the eV under that specific profit center. All of your Personal Branch eV, regardless of which profit center generated it, will automatically be pooled and allocated for you by the system each month. However, no eV carries over into the following month.

Qualifying Units (QUs)

As previously mentioned, IBOs and their VIP Shoppers may now purchase Special Sets anytime (not just in their first 30 days). IBOs will earn QUs on Special Set purchases, and on other product purchases made by personally-introduced VIP Shoppers, as follows:

| | During Your Initial Qualification Period | After Your Initial Qualification Period |
|--|--|---|
| Your own Special Set purchases | 1QU per 10eV | - |
| Special Set purchases by personal VIP Shoppers | 2QU per 10eV | 1QU per 10eV |
| Other product purchases you make | - | - |
| Other product purchases by personal VIP Shoppers | 5QU per \$15 | 5QU per \$15 |

VIP Shopper Registration Options

VIP Shoppers now have 2 options:

- Pay \$20 and get 30% off of any normal-priced products for one month** up to a retail value of \$200. (*This does not include Rewards Items, Special Sets, or Promotion Sale Items*)
- Buy \$40 worth of normal-priced products on the first invoice, and get the VIP membership free.**

Both options entitle the new VIP Shopper to a kit and 20 Rewards Points (RPs).

In option a), the introducer of the VIP will receive Direct Profit (DP) on the retail value of the sale items—so if the VIP buys \$200 worth of products, he or she pays only \$140, but the introducer earns DP based on the \$200 price.

In option b), the introducer of the VIP will receive DP on the \$40 purchase.

Existing VIP Shoppers will get 30% off of normal-priced products for one month during the month of August as a gift to keep them happy since the RP Pricing will disappear. They will also start to earn Direct Profit on the purchases of VIP Shoppers that they bring in (see section 2).

If you have any questions, please contact your upline IBO or send your inquiry to our Customer Service Department at customerservice@ecosway.com