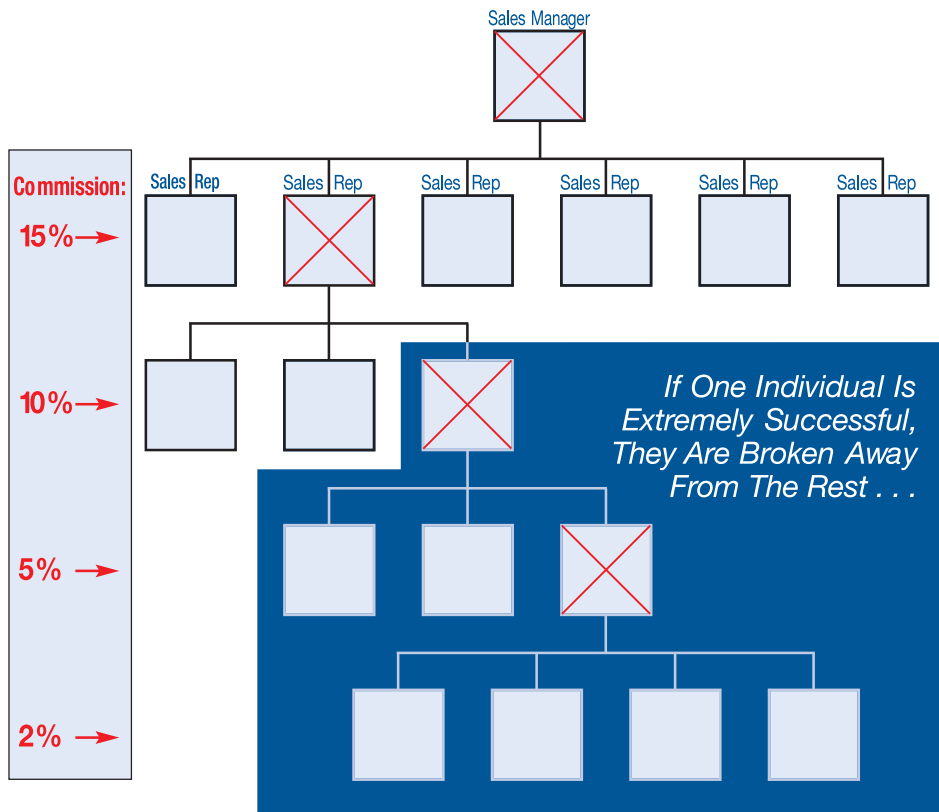


Horizontal Strategy Traditional Business, Sales and Multi-Level Marketing



Multi-Level Marketing Commissions
Are Cut-Off at 4 to 7 Levels

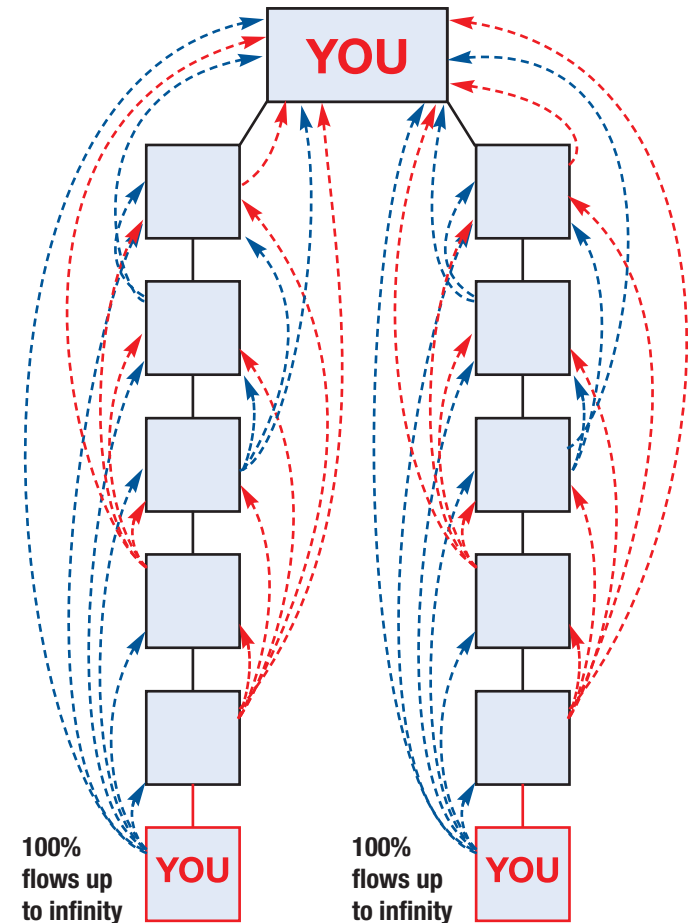


And Only A Few
Are Eligible To
Get Paid



- Creates competition
- No cooperation/collaboration
- MLM: a system designed to duplicate horizontal marketing

Vertical Strategy



- Encourages teamwork/support
- When one succeeds, everyone benefits
- Everyone receives 100% credit for sales and volume generated
- Maximizes the probability of individual success
- Synergistic