



Justice Begins

The Aldridges are innocent of all charges...The Company stands strongly united.

What does this mean to Concept Marketing International, its existing and potentially new members, now and in the future?

The Case...The Company

During the April 2007 trial proceedings of James and Shirley Aldridge, numerous allegations and serious accusations were made, pertaining to Concept Marketing International and other companies founded by the Aldridges, even though the government's case and charges were only against the Aldridges' **personal 1040 income tax position** and not the companies' tax position or business practices.

After an extensive review of the case, the CMI Board of Trustees offers this direct rebuttal to the information, published by the government/irs and reported by the national media, on the unwarranted conviction and sentencing of the Aldridges, so that you may experience for yourself, the incredible ability of the government/irs to misinform and mislead the American people for their own ill-intent purposes.

CMI offers the following response to the newspaper articles regarding the Aldridges' case as a means to educate individuals, families or any other entities, to reveal the truth and injustice of the Aldridges' conviction and sentencing, as well as to address accusations made toward the Company.

It is also important to note, that at no time, did any reporter or news publication ever contact the Company, the Aldridges, their attorneys or read the transcript of the case to get the "other side of the story."

Additionally, CMI will share with existing and potential members, information that was **reported by the government/irs and not proven by the evidence of the case or researched for its validity by the media.**

Since all the articles published are basically from the same source and are carbon copies of each other with their own twist, CMI's rebuttal will include information that is **supported by facts and evidence presented in the case.**

CMI hopes this rebuttal will aid in eliminating any doubt as to the value, integrity and honesty of the Aldridges and CMI's teaching system.

Reported and Not Proven:

"A Lee's Summit couple who operated a multimillion dollar firm marketing trusts..."

Facts Supported by Evidence:

Concept Marketing International has been in business since 1991. Evidence presented at trial, clearly indicated that, in the entire history of CMI, and to date, CMI has never sold a single trust package.

The Company's foundation product is and has always been the American Eagle Bullion Coin, and educating families on the value of establishing this safe and secure savings account.

Our newest product line is our Benefits and Consumer Savings Association for all families who need and want full benefits and cost-of-living savings.

Reported and Not Proven:

“Lee’s Summit couple... was sentenced...for...filing false[personal 1040] tax returns.”

Facts Supported by Evidence:

Trial transcripts show that any and all income that was **personally received and/or earned** by the Aldridges was reported on their personal 1040 income tax returns.

The basis of the government/irs’s case was to consistently claim that the revenue generated by CMI and various other companies, should have been placed on the Aldridges’ personal 1040 tax returns, instead of being applied to each company’s respective tax returns.

As CMI and its affiliate companies are separate entities from each other and the Aldridges, these were baseless charges from the beginning.

Reported and Not Proven:

“...the couple earned more than \$1.6 million and evaded more than \$650,000 of federal income tax owed...”

Facts Supported by Evidence:

Evidence presented shows that the income in question was, in fact, income earned between four different legitimate businesses over a period of five years.

It is the government/irs’s contention that the Aldridges should have applied this revenue, earned by these companies, to their personal 1040 tax returns and be personally responsible for the federal taxes owed on this income.

The Aldridges case was based on the government/irs’s allegations, that the Aldridges were the **“owners”** of the businesses and therefore liable for any tax due on income generated by the companies.

Trial transcripts show, that the Aldridges’ attorneys were not allowed, by the court, to give evidence proving to the contrary. This evidence will be presented in the Aldridges’ appeal of the decision.

Reported and Not Proven:

“James and Shirley Aldridge were co-owners of Concept Marketing International...”

Facts Supported by Evidence:

Trial transcripts indicate that the Aldridges’ attorneys were not allowed to present evidence proving that the Aldridges were not the **“owners”** of CMI. This evidence will be presented in the Aldridges appeal of the decision.

Reported and Not Proven:

“Their business plan was based on a four-tiered pyramid commission sales strategy...”

Facts Supported by Evidence:

Evidence presented at trial, substantiated that CMI did not and has never in its 17-year history used a multi-level marketing or pyramid structure of any type to market their products.

The evidence indicated that CMI has always been a direct sales company utilizing a proprietary accounting software program to account for sales and pay a commission on those sales.

As a “pyramid business plan” produces a negative image in the minds of the public, and for the government/irs to continuously perpetuate such misleading information to the public...could only be to cast a negative image of the Aldridges.

The Company was only used as an attempted means to an end by the government/irs. No charges were brought against the Company for operating as an illegal pyramid, as was reported in these various articles.

Reported and Not Proven:

“The couple also created several trusts in order to evade federal taxation.”

Facts Supported by Evidence:

This statement was made solely by the government/irs, giving their opinion as to why the Aldridges created a system of Trusts. There was no evidence presented to support this allegation.

No evidence was presented in the Aldridges’ trial, where the words or phrases “*evading taxes*” or “*avoiding taxes*” was ever used in any Company documentation or information...although the government/irs continued to use this language liberally in reference to the activity of the companies and the Aldridges.

Trial transcripts show that the court did not allow the Aldridges’ attorneys to present evidence as to why the Aldridges had reorganized the various companies from corporations and sole proprietors, to trust entities.

It is important to note, the tax position of a trust, is higher than the tax position of any other business entity or individual. So, it would not seem to be prudent to reorganize into a higher tax position **solely** to evade taxes.

Reported and Not Proven:

*“Most of **their** income... was funneled into those trusts...”*

Facts Supported by Evidence:

There was no evidence presented, that any of the Aldridges’ income (*which would have been **their** income*) was ever funneled through any of the trusts created by the Aldridges.

The government/irs relied heavily on using negative connotations such as “funneling” to bring as much of a negative perception as possible over the activities of trusts, when in reality, trusts move trust funds legally from one trust to the other by what is called “beneficial disbursements” – in direct accordance to the Internal Revenue Code rules.

Reported and Not Proven:

“James Aldridge...conducted seminars...advised...purchasers...on how to avoid taxation by establishing a home-based business...in order to deduct personal expenses.”

Facts Supported by Evidence:

Mr. Aldridge has never conducted seminars advising anyone on how to **avoid** taxation in any manner.

It is a commonly known fact of law, that having a home-based business, does allow deductions of a percentage of **personal expenses** when that business is conducted from the home.

Trial transcripts further proved, along with the Aldridges' original personal tax returns offered into evidence by the government/irs, that **no** deductions were taken for any **personal expenses** by the Aldridges, on their personal 1040 income tax returns.

If you find yourself getting confused at this point...stop to imagine how the Jury feels about now.

Reported and Not Proven:

“For \$15,000, CMI members could purchase a trust package...”

Facts Supported by Evidence:

In its 17-year history, CMI has never sold a single trust package to any CMI member. All CMI members were referred to a company that specialized in trust education classes so that members could learn to create and manage trust estates.

For a \$10,000 class tuition, not \$15,000 as reported, a student structured (7) trusts at a cost of only \$1,400 per trust. These types of trusts, structured by an attorney, could cost from \$5,000-\$10,000 for just **one** trust.

At the time of his death, Nelson Rockefeller had established more than (2,000) trusts... at a cost of \$800,000 each. Former President Lyndon B. Johnson had (22) trusts established at a cost of \$200,000 each.

Why did Nelson Rockefeller and former President Lyndon B. Johnson spend so much money establishing so many trusts? They were planning for the “living”...not for after death!

The same extraordinary tools and concepts were used by the Aldridges for the same asset preservation and family protection.

The point being, trusts are not new in this country. They are widely known yet little used by the average American family.

Reported and Not Proven:

*“...a trust package that James Aldridge claimed would reduce **their** [the individual] taxes by 97% or more, and allow **them** [the individual] to deduct 90% of personal living expenses...”*

Facts Supported by Evidence:

No evidence was presented by the government/irs, of any information or documentation associated with any company managed by Mr. Aldridge, that indicated that Mr. Aldridge stated, that as an **individual person, you** could reduce the tax liability on **your personal W-2 income** using trusts. Nor was there any evidence that Mr. Aldridge stated, that as an **individual person, you** could deduct 90% of **your personal living expenses** using trusts.

Trial transcripts further indicated that the Aldridges' original personal 1040 tax returns, which were offered into evidence by the government/irs, showed that there were **no** deductions taken for any **personal expenses** by the Aldridges.

Reported and Not Proven:

"...the information provided by James Aldridge...was false and included ways of committing criminal activity..."

Facts Supported by Evidence:

CMI found this to be a most unusual allegation. Transcript evidence shows, that not even the witnesses presented by the government/irs, from the private tax-preparation industry or IRS tax examiners, knew that trusts were allowed the tax advantages presented, even though the information existed within the IRS's own publications, documentation, forms and the tax laws governing trusts.

How interesting for the government/irs witnesses to allege that they [The Aldridges] knew the information was false and included ways of committing criminal activity, and yet the government **did not take responsibility** that the information provided by Mr. Aldridge came **directly** from the IRS and the Law.

Reported and Not Proven:

"He was encouraging them to claim deductions that they were not legally entitled to take..."

Facts Supported by Evidence:

CMI believes the aforementioned facts addressed this unfounded claim in the article.

Reported and Not Proven:

*"The Aldridges were charged for **not** paying their taxes."*

Facts Supported by Evidence:

CMI is at a loss as to how and why the government/irs is continuously allowed to disseminate such gross misinformation to the public.

Not only were the Aldridges **not** charged with **not** paying their taxes, which is a different violation under the law, the government/irs entered into evidence, the personal taxes that the Aldridges had filed, with the taxes paid in full.

In fact, it was discovered that the Aldridges might have been better off **not** paying their taxes, as this would have been a lesser violation. Whereas, to file your taxes with alleged false or fraudulent information carries a **federal** charge with a maximum **three**-year sentence.

Think about this for just a moment. How difficult would it be for the government to allege false information on your taxes...if they are out to get you?

Truthfully, this should make you seriously consider that this could just as easily have happened to you and your family or anyone who files taxes in our country today.

Conclusion:

Just as there was false, misleading and perjurious evidence and testimony submitted by the government/irs in the Aldridges' trial, which caused an unjust verdict to be handed down, the information reported by the government/irs and published by national news media as is now shown, is just as false and misleading.

There are many financial and legal professionals nationwide that provide education for strategies on how to legally **avoid** taxation utilizing trust entities.

Seminars conducted by CMI's affiliate companies only offer education on how to legally **control** and **reduce** tax liability utilizing trust entities...as well as how to legally **control** and **reduce** tax liability utilizing a small or home-based business.

Both sets of information have been commonly taught nationwide by financial professionals for decades.

The question then becomes, why was this couple singled out among the thousands of professionals that, to this day, are giving out the same information with no repercussions from the government/irs?

The answer to that question is...the Aldridges, through CMI and its affiliate companies, are educating grass roots America with knowledge meant for only the privileged few.

Memorandums of Justice:

To better understand our message, we invite you to experience "A Different Economic Reality" through reading, studying and researching information provided to anyone who is willing to learn the truth for themselves through the "Memorandums Of Justice" (MOJs) written and published by the Aldridges at www.MemosOfJustice.net

These MOJs will give actual court transcript evidence, documentation, neutral third party reference material, IRS documentation and publications and more importantly, the true law, to stand in support of the full CMI teaching system, and the Aldridges' innocence.

The MOJs will offer as proof and evidence, the severe, purposefully misleading and false information presented in the Aldridges' trial and in the national news media presented by the government/irs, in an effort to suppress information that only a select few have discovered.

From the MOJs, you will discover these are not strategies created and thought up by the Aldridges, but concepts that have been handed down from existing families that are structured in the very same manner today.

Through your studies and personal research of the MOJs, only then will you truly understand the government's severe efforts to censure the Aldridges from sharing with families nationwide an incredible set of information.

In the MOJ's, you will learn why CMI remains extremely confident that all charges against the Aldridges will be dropped and all allegations made toward CMI and its affiliate companies will be cleared.

CMI Stands Strong:

Also, the Aldridges have filed what promises to be a precedent-setting appeal, which in turn, will bring great prosperity to the CMI membership nationwide.

As the existing members can attest, the Aldridges' tax case did not affect the Company's operations, as product and flow of commissions went undisturbed.

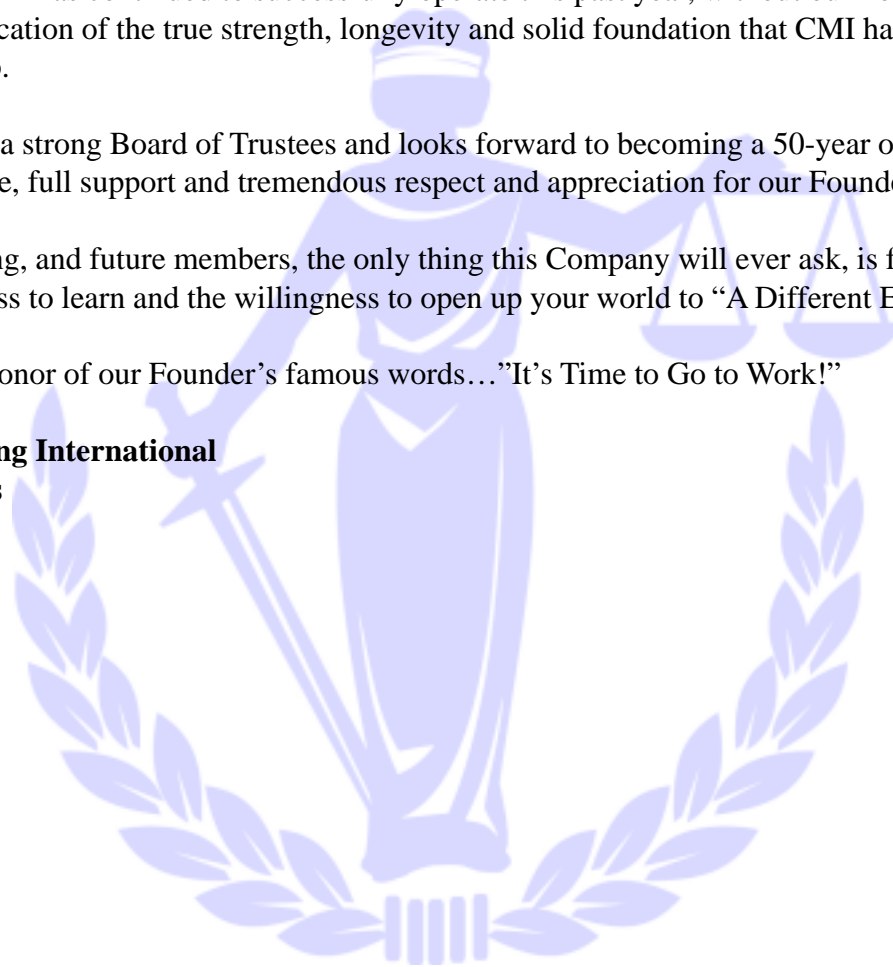
This shows that CMI has continued to successfully operate this past year, without our Founder at the helm. This is a clear indication of the true strength, longevity and solid foundation that CMI has created and built for its membership.

The Company has a strong Board of Trustees and looks forward to becoming a 50-year old plus company. We hold great pride, full support and tremendous respect and appreciation for our Founder and his family.

To our new, existing, and future members, the only thing this Company will ever ask, is for you to simply have the willingness to learn and the willingness to open up your world to "A Different Economic Reality."

In closing and in honor of our Founder's famous words... "It's Time to Go to Work!"

**Concept Marketing International
Board of Trustees**



Concept Marketing International

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