



CONCEPT MARKETING INTERNATIONAL

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Master Syndication Revisions and Upgrades

Greetings Master Syndication member,

It is with great anticipation that we share with you the new Master Profit-Sharing Pool qualifications and revised upgrades for the Master Syndication Program. But first, let's review its track record.

Historical and record-breaking success!

Master Syndication Financial Report

\$5,999,000 Gross Revenues
\$4,171,530 Paid Commissions
239,960 Ounces of Precious Metals Sold
239,960 Ounces of Precious Metals Purchased
11,998 Master Purchase Orders
2,690 Master Syndication Members
15 Months of program operation

To report that the Master syndication is a success would be an understatement as indicated by the above report. This financial report represents success only seen within the CMI membership and is historical.

To produce almost \$6 million in gross revenues from an organization of only 2,690 associates is one industry record.

To create over \$4 million in income to such a small organization is a second industry record.

And the third and most incredible record has to be...achieving such a record-breaking level of success in only 15 months.

Fifteen Month Production

CMI has a long-standing history of evaluating, revising and upgrading new programs created and launched. It is standard procedure for new programs to evolve over a two-year period before the program finds its foundation for the long-term or reveals its need for termination.

Fifteen months of Master Syndication production reveals an excellent foundation for long-term success and has indications of revisions and upgrades needed to bring even further success to the Master Syndication membership.

Exciting Teleconference

CMI will conduct a Master Syndication National Teleconference to share the revisions, upgrades, new qualifications and new compensation plan with all Master members.

We view these revisions and upgrades as the key to bringing further success to the Master syndication due to these revisions and upgrades having been developed from the actual working model of the program.

A Brief Overview

Here is a brief overview of what we feel will be vital in streamlining, simplifying and creating true equality in the Master program.

Master Syndication Revisions and Upgrades Plan:

1) Syndication Profit-Sharing Pool (SPSP) –

With the existing Master compensation plan we had members that earned substantial incomes, medium incomes and low incomes. By establishing a SPSP, qualified Master members will receive equal monthly payouts per month as the syndication progresses to the maximum \$10,000 per month earnings. This allows all qualified Master members to equally divide the gross profit generated through the national syndication sales.

In this manner all Master members are equally responsible for the success or failure of the Master Syndication. This should eliminate the desire for new members to continually seek out means to manipulate and circumvent what is truly a simple and complete earnings plan.

2) Net Referral Fee (NRF) Payout –

There is no direct sponsoring in the Master Syndication. All new accounts are referred directly to the company. The Master member will receive a direct NRF on their first month's new members referred to the company. Each monthly repurchase by new referrals will be applied to the gross SPSP.

3) Gross Syndication Profit-Sharing Pool (GSPSP) –

CMI pays a straight Net Referral Fee (NRF) commission on each Initial Single coin order. The company then pays Profit Sharing Earnings commissions based on the *volume* of orders a syndication generates. These two accounts create a Gross Syndication Profit-Sharing Pool (GSPSP). If new Master members are carefully selected, a six (6) pattern Master Syndication will produce a monthly maximum of \$10,000 per member from the GSPSP.

4) Maximum Monthly Earnings (MME) –

CMI has instituted an innovative earnings concept to assure an equal earnings opportunity regardless of when you enter the Master Syndication Program. The MME cap will assure that as revenues grow, there will be sufficient funds to equally distribute among the MSQ membership. The MME has been set at a maximum of \$10,000 monthly per MSQ. This should serve as a great motivating factor for members to select their prospects carefully and exceed the minimum six referral requirements as this will aid in the growth of the GSPSP and thereby accelerate the national syndications monthly earnings and progression toward the MME.

5) Master Syndication Qualified (MSQ) –

A Master Syndication Qualified or MSQ is a member who has met and maintained the **Master Commitment** requirements (MC) on a monthly basis. All MSQ's will share equally in the GSPSP compensation plan. Any MSQ not maintaining the MC monthly will be suspended from the GSPSP until the full requirements are met. Once a Master member requalifies they will be returned to the full GSPSP compensation plan and not be required to reenter at the NRF compensation level.

6) The Master Commitment –

A new Master Syndication member must maintain the following monthly requirements:

- Purchase one new \$500 Master coin order *every* month.
- Refer and enlist six (6) new Master team members within (30) days of their purchase order date.
- These six (6) new Master team members must purchase one new \$500 Master coin order *every* month.
- These six (6) new Master team members must enlist six (6) new Master team members within 30 days of their purchase order date.

Completing the above requirements a new member will become Master Syndication Qualified (MSQ).

7) Online Signup -

The Master Syndication utilized a manual signup procedure and achieved record-breaking results. In order to further accelerate the success of the Master Syndication, a new, quick and efficient **Online Signup** process will be initiated as an outstanding upgrade to the Master Syndication Program. Remember, records are made to be broken!

The CMI Commitment

CMI is very excited and committed to the success of the Master syndication. It is our desire that as a Master Syndication member you view these revisions and updates as our efforts to evolve the Master Syndication into the historical industry leader it has become. If this is the prosperity represented with a mere 2,690 Master members, just imagine your success at 26,900 Master members or even 200,000.

Master National Teleconference

The revised Master Syndication will have launched and been in full activity by the time you receive this executive letter. It is our intent to have the website revised with the incredible new online signup procedure, presentation and additional financial strategies by the date of the following national conference. In this manner, Master Syndication members will know what questions to ask and strategies to define.

It is our desire that every Master Syndication member, old and new, take the opportunity to take advantage of the momentum created by the great success of the Master Syndication Program and the hard work of the Master members that have already been rewarded.

CMI looks forward to your participation in the Master National Teleconference and the Master Syndication Program on **February 5, 2007 at 8:00 PM** central time. The Dial-in number is 641-985-0264 and the access pin number is 1719807#.

It's Your Turn...It's Your Time!

CMI Board of Trustees