

Concept Marketing International Announces



Ultimate Benefit Plan Enhancement and Upgrades

March 20, 2008

Special Bulletin to UBP Members,

As always, CMI endeavors to monitor the economy and the market in an effort to continue to preserve our families' financial stability, regardless of what current and future financial challenges arise.

Precious metals are at an all-time high, proving to be one of the most valuable financial assets that you could ever possess, truly supporting CMI's financial education on the long-standing strength and stability of a tangible asset savings account (TASA)!

This all-time high also means that it now costs substantially more to acquire silver and gold, and for the first time in CMI's 18-year history, the company had to actually consider increasing membership dues.

In keeping with our 18-year dedication to move families forward financially, CMI has always considered its family members first. In this steadfast commitment, CMI has always found ways to look past its own costs to better meet the overall needs of the membership first.

With this on-going determination, CMI realized that the *Ultimate Benefit Plan* is positioned with tremendous adaptability and extraordinary flexibility to maximize its membership dollars where families need them most. So, rather than increasing monthly UBP membership dues, the decision was made to fulfill families more pressing and current financial needs.

Soaring gasoline prices...skyrocketing light bills, water bills, gas bills...rising healthcare costs...weak economy... In today's economic climate, more families are increasingly stressed with higher costs-of-living. When families were asked: "Currently, are you more concerned with establishing a *savings* account for the future or *surviving day-to-day*?" CMI was amazed to discover that the overwhelming response was *surviving day-to-day*.

This gave CMI a true indication of the reality of the "sign of the times".

The UBP Association *asked – listened – and responded* to this challenge with an outstanding enhancement of the **UBP Allotment Program!** Our families are in need of breathing room right now to get their heads above water. The new enhancements to the UBP will allow them to better establish future savings plans.

CMI has enhanced the **UBP Allotment Program** by converting the TASA accounts with additional company profit, into *full cash allotment payouts*. In place of the normal savings accounts, members will now receive *increased cash allotments* to immediately impact their current day-to-day financial needs.

You will now receive greater assistance to help pay your gas, lights, water, phone, and monthly medical premiums, combined with the already incredible ability of the UBP to reduce your basic cost-of-living expenses. Also don't forget plus the other 80-90 benefits, savings, discounts and cash rewards. This *cash enhancement* opens up even more money to help you drastically eliminate your debt, while simultaneously increasing your monthly cash flow and generating significantly more income out of your existing revenue.

As your financial position accelerates, you will then advance into the **UFP** to *re-establish* your outstanding TASA benefit.

As we anticipated, the simple adjustment of moving the TASA into the UFP and enhancing the UBP Cash Allotment Program actually made the UBP an even more powerful money management tool. These *additional cash payouts* accelerate your ability to move into a stronger financial position in an extremely shorter period of time. At this point you will establish an even greater TASA account.

Your *enhanced cash allotments* will be effective beginning April 2008. As always, funds will be loaded onto your **Eagle One** virtual money card to apply accordingly. The following chart will help you determine the specific amount of your enhanced UBP cash allotment.

UBP Allotment Program

| | CO-PAY | TCB | ENERGY | Total Monthly Payout | Total Annual Payout |
|--------------|--------|------|--------|----------------------|---------------------|
| STARTER | \$20 | \$25 | \$27 | \$72 | \$864 |
| BRONZE | \$25 | \$25 | \$31 | \$81 | \$972 |
| SILVER | \$40 | \$25 | \$77 | \$142 | \$1,704 |
| GOLD | \$65 | \$25 | \$108 | \$198 | \$2,376 |
| PLATINUM | \$90 | \$30 | \$134 | \$254 | \$3,048 |
| EAGLE | \$125 | \$35 | \$205 | \$365 | \$4,380 |
| DOUBLE EAGLE | \$150 | \$45 | \$310 | \$505 | \$6,060 |

These on-going enhancements to the UBP Allotment Program combined with the unmatched UBP *Debt Reduction Plan* illustrate CMI's dedication and commitment to bring *immediate and direct* financial relief for our families.

How extraordinary to build a savings account by natural economic momentum. CMI is saying "let us put *more money in your hands* to help you get your head above water." Compared this to conventional institutions that can only say "buckle down, tighten up and give up your lifestyle."

You are part of an Association where you have combined your purchasing power to receive unprecedented benefits, consumer savings and a monthly cash payout of \$72 minimum to as high as \$505! This is an extraordinary annual cash payment from \$800 to over \$6,000 on your basic household needs!

With this simple program, everybody puts in a little and we all receive a lot. This is truly people helping people and bringing immediate financial relief to families.

How many families in this country do you know who would appreciate help paying their basic primary needs such as gas bills, lights bills, water bills, phone service and healthcare costs while getting thousands and thousands of dollars more out of their existing income? Do you feel they would view this as an immediate positive impact to their daily survival and financial relief to their families?

Remember, look for *financial relief* starting in April 2008...in place of your regular metal shipment. All UBP members will receive their final March 2008 shipment of metal.

We realize from using this incredible system, that many of our UBP families have already achieved a stronger financial position and will continue their TASA account thru the UFP. They are continuing to receive the phenomenal advantages of a TASA by keeping their UFP membership active. They are now also building their wealth by bringing monies back into the household using the UBP *increased allotment payouts*.

CMI feels it is more important for our UBP members to survive the up-and-coming recession and their daily economic challenges in these uncertain times. Survival in a recession is dependent upon how quickly you can *relieve debt* and create *additional cash flow* within your household. Once these two vital economic needs are addressed, families can safely and securely look forward to saving for future financial needs such as college and retirement.

Once again, Do not look for a metal shipment starting in April 2008. Cash allotment payments will be applied to your Eagle One card according to your UBP membership level. All members will receive their full March shipment of metal.

As you continue to apply your UBP *cash allotments and savings* month after month, you will quickly move forward toward your financial goals. If you haven't done so lately, please visit the UBP website at www.cmiubp.com to experience these and other exciting UBP enhancements. CMI will shortly introduce the enhanced *Ultimate Compensation Plan* for the UBP.

If you think the UBP Cash Allotment Enhancement Program is incredible, *you ain't seen nothing yet!* The enhanced UBP *Ultimate Compensation Plan* for the UBP Sales Associates promises to be another "*never before seen in the industry*" pay plan for the UBP Sales Associates.

We highly commend your commitment to utilize the UBP Association for your family's most pressing daily financial challenges. It is sincerely matched by CMI's commitment that its families will truly experience "*A Different Economic Reality*" from that of families outside of the CMI Financial Education opportunity.

CMI has the resolve and intent...it's your turn...it's your time.

From,
The CMI Board of Trustees and the UBP Association
Thank You

Special notes:

UBP Associates, it is vital that you make sure this exciting notice is shared with all existing UBP customers and Associates.