

FOR EARTH COMPENSATION PLAN

ethos  for earth.



EFFECTIVE APRIL 2008

Rank & Bonus Overview



RANKS

| | | |
|----|---------------------------------|--|
| 1. | Retail Customer | |
| 2. | Preferred Customer | |
| 3. | Director | |
| 4. | Managing Director | |
| 5. | Senior Director | |
| 6. | Star Executive Director | |
| 7. | Two Star Executive Director | |
| 8. | Presidential Executive Director | |

You can earn money **EIGHT different ways with FOR EARTH**

1. Retail Commissions
2. Fast Start Power Builder Bonus
3. Customer Acquisition Bonus
4. Managing Director Maker Bonus
5. Binary Commissions
6. Matching Bonuses
7. Two Star Executive Director Pool
8. Presidential Executive Director Pool



RETAIL RANKS & QUALIFICATIONS

Retail Customer

- Retail Customers can purchase product at the full retail price.
- Retail Customers cannot enroll other customers or Distributors and are not placed in the binary tree.
- Volume generated by Retail Customers counts towards a Distributor's personal volume requirement.
- No commissions can be earned at this rank.

Preferred Customer

- Preferred Customers can purchase product with a 25% discount off of the retail price as long as they maintain an active autoship profile.
- Preferred Customers are placed in the binary tree, but they cannot personally sponsor other customers or Distributors.
- Preferred Customers can upgrade to a Distributor by paying the \$49.95 enrollment fee.
- Preferred Customers can accumulate carry forward AKA binary volume from their left and right legs that may be counted towards Binary Commissions and Rank Advancement requirements if they upgrade to a Distributor.
- Their position in the binary tree will be deactivated if they go inactive for four consecutive weekly bonus periods.
- Preferred Customers can upgrade to a Distributor by paying the \$49.95 enrollment fee.
- No commissions can be earned at this rank.

Distributor Ranks & Qualifications



Director

- Must have paid the annual \$49.95 Distributor enrollment fee*.

**This fee is for the Distributor Kit that includes all the information needed to run your ForEarth business.*

- Must be Active by maintaining at least 50PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above on the left and right binary legs).
- Maximum payout is \$750 per weekly bonus period.

Managing Director

- Must meet all requirements of Director.

- Must be Active by maintaining at least 50PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above anywhere on the left and right binary legs).
- Maintain at least 550BV in binary lesser leg volume during the current weekly bonus period.
- Maximum payout is \$1,500 per weekly bonus period.

Senior Director

- Must meet all requirements of Managing Director.
- Must be active by maintaining at least 100PV volume in a rolling 28 day period (4 weeks total)
- Preferred Customer orders, personal orders/autoship orders may be combined to create 100PV as above.

- Must be Active by maintaining at least 100PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above anywhere on the left and right binary legs).
- Maintain at least 2,000BV in binary lesser leg volume during the current weekly bonus period.
- Maximum payout is \$5,000 per weekly bonus period.

Star Executive Director

- Must meet all requirements of a Senior Director.
- Must be active by maintaining at least 200PV volume in a rolling 28 day period (4 weeks total)
- Preferred Customer orders, personal orders/autoship orders may be combined to create 200PV as above.

- Must be Active by maintaining at least 200PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above anywhere on the left and right binary legs).
- Maintain at least 5,000BV in binary lesser leg volume for 2 consecutive bonus periods in order to advance to this rank.
If the Distributor has already achieved this rank in the past, they must maintain 5,000BV lesser leg volume for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- Must have a minimum of 4 Managing Director qualified enrollment tree legs (4 separate sponsorship lines with at least 1 Managing Director somewhere in each one) for 2 consecutive bonus periods.
If the Distributor has already achieved this rank in the past they must maintain a minimum of 4 Managing Director qualified enrollment tree legs for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- Maximum payout is \$15,000 per weekly bonus period.

Distributor Ranks & Qualifications



Two Star Executive Director

- Must meet all requirements of Star Executive Director.
- Must be active by maintaining at least 200PV volume in a rolling 28 day period (4 weeks total)
- Preferred Customer orders, personal orders/autoship orders may be combined to create 200PV as above.
- Must be Active by maintaining at least 200PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above anywhere on the left and right binary legs).
- Must maintain at least 10,000BV in binary lesser leg volume for 3 consecutive bonus periods in order to advance to this rank.
If the Distributor has already achieved this rank in the past, they must maintain 10,000BV lesser leg volume for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- Must have a minimum of 8 Managing Director qualified enrollment tree legs (8 separate sponsorship lines with at least 1 Managing Director somewhere in each one) for 3 consecutive bonus periods.
If the Distributor has already achieved this rank in the past they must maintain a minimum of 8 Managing Director qualified enrollment tree legs for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- Maximum payout is \$25,000 per weekly bonus period.

Presidential Executive Director

- Must meet all requirements of Two Star Executive Director.
- Preferred Customer orders, personal orders/autoship orders may be combined to create 200PV as above.
- Must be Active by maintaining at least 200PV personal/autoship order volume in a rolling 28 day period (4 weeks total).
- Must be Qualified (personally sponsor at least 1 active Director or above anywhere on the left and right binary legs).
- Must maintain at least 20,000BV in binary lesser leg volume for 4 consecutive bonus periods in order to advance to this rank.
If the Distributor has already achieved this rank in the past, they must maintain 20,000BV lesser leg volume for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- Must have a minimum of 12 Managing Director Distributor qualified enrollment tree legs (12 separate sponsorship lines with at least 1 Managing Director Distributor somewhere in each one) for 4 consecutive bonus periods.
If the Distributor has already achieved this rank in the past they must maintain a minimum of 12 Managing Director qualified enrollment tree legs for the current weekly bonus period only. The multiple week requirement is only for Distributors advancing to this rank for the first time.
- No maximum payout per weekly bonus period.

Matching Bonus Program



MATCHING BONUSES

REQUIREMENTS/LIMITATIONS

- Must be Active with at least 200PV autoship/personal order volume, be Qualified, and be paid as at least a Senior Director during the current weekly bonus period.
- Payout received for each matching Distributor is up to \$500.00. The number of Distributor's that can be matched is dependent upon rank. See the Payouts section below for more information.

DEFINITIONS

Level: A level is the physical level of the enrollment tree.

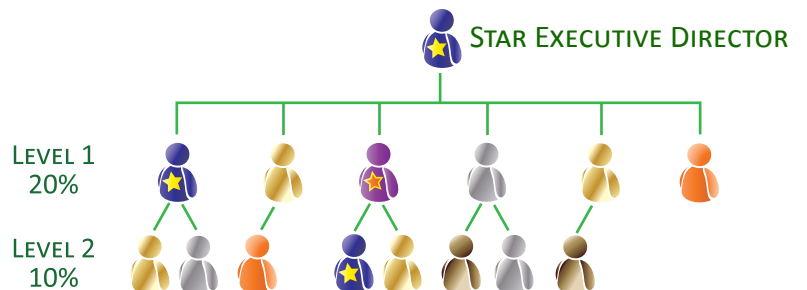
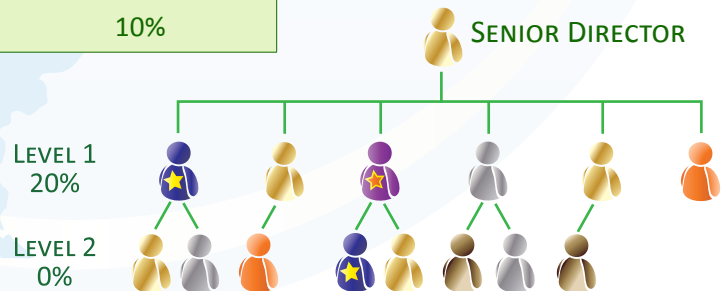
i.e. Enrollment tree level 1 would be your personally sponsored Distributors, level 2 would be your personally sponsored Distributors personally sponsored Distributors, and so on.

Generation: An enrollment tree generation ends when you encounter a Distributor that is paid as a Managing Director or above in that enrollment tree leg. A generation can encompass many different physical enrollment tree levels.

PAYOUTS

| | |
|--|---|
| Senior Directors | <ul style="list-style-type: none"> • 20% of the Binary Commissions earned by Distributors in their personal enrollment tree level 1 (personally enrolled Distributors only) |
| Star Executive Distributors | <ul style="list-style-type: none"> • 20% of the Binary Commissions earned by Distributors in their enrollment tree level 1 • 10% of the Binary Commissions earned by Distributors in their enrollment tree level 2 |
| Two Star Executive Distributors | <ul style="list-style-type: none"> • 15% of the Binary Commissions earned by Distributors in their enrollment tree generation 1 • 8% of the Binary Commissions earned by Distributors in their enrollment tree generation 2 |
| Presidential Executive Distributors | <ul style="list-style-type: none"> • 15% of the Binary Commissions earned by Distributors in their enrollment tree generation 1 • 8% of the Binary Commissions earned by Distributors in their enrollment tree generation 2 • 6% of the Binary Commissions earned by Distributors in their enrollment tree generation 3 • 4% of the Binary Commissions earned by Distributors in their enrollment tree generation 4 |

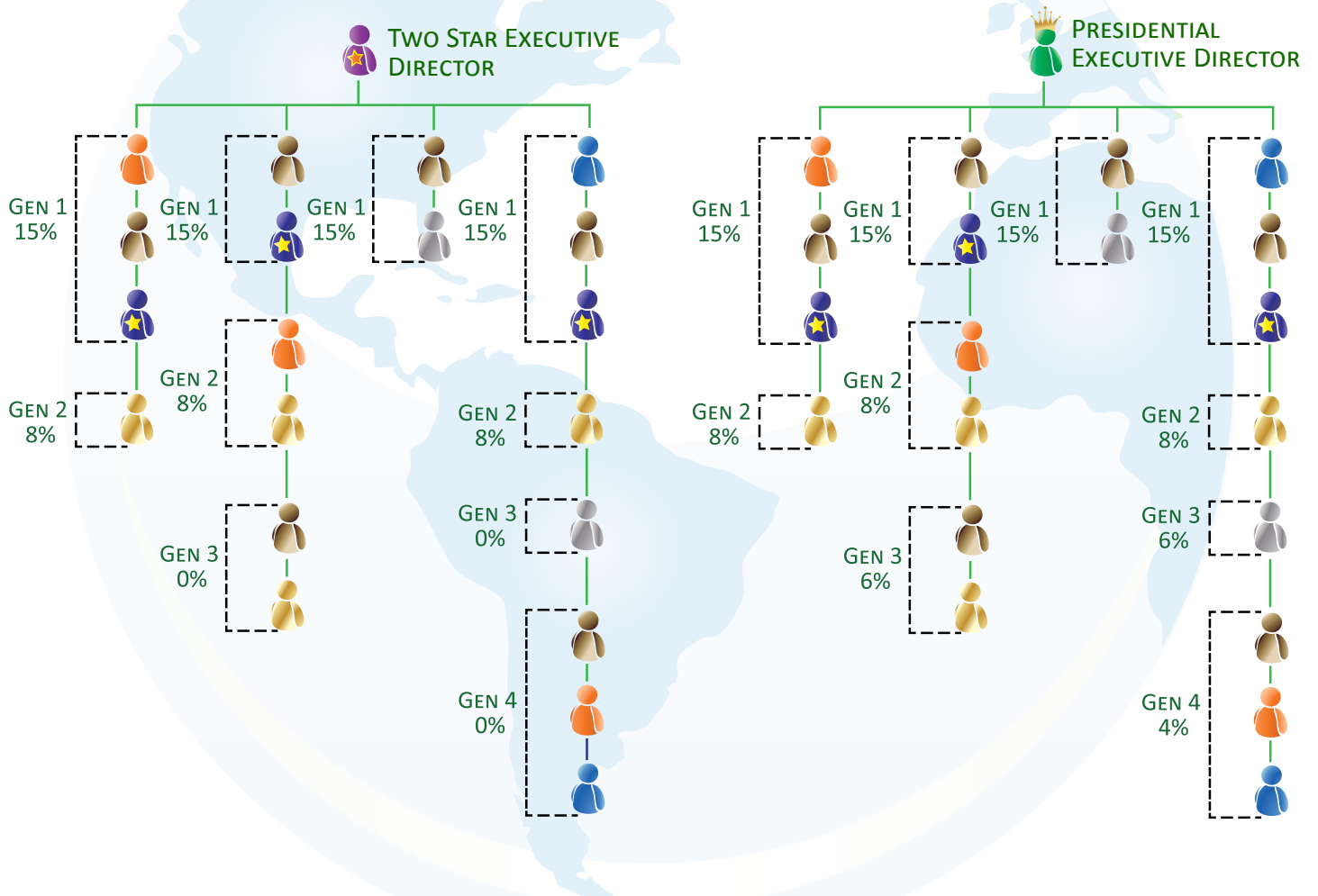
| ENROLLMENT TREE LEVEL | SENIOR DIRECTOR PAYOUT | STAR EXECUTIVE DIRECTOR PAYOUT |
|-----------------------|------------------------|--------------------------------|
| LEVEL 1 | 20% | 20% |
| LEVEL 2 | 0% | 10% |



Matching Bonus Program



| ENROLLMENT TREE GENERATION | TWO STAR EXECUTIVE DIRECTOR PAYOUT | PRESIDENTIAL EXECUTIVE PAYOUT |
|----------------------------|------------------------------------|-------------------------------|
| GEN 1 | 15% | 15% |
| GEN 2 | 8% | 8% |
| GEN 3 | 0% | 6% |
| GEN 4 | 0% | 4% |



Commission & Bonus Structure



| RETAIL COMMISSIONS | |
|--|---|
| REQUIREMENTS | PAYOUTS |
| <ul style="list-style-type: none"> Must be paid as at least a Director during the current weekly bonus period. It is not required to be considered Active or be Qualified to earn Retail Commissions. | <ul style="list-style-type: none"> The Sponsor of the Retail Customer will receive the difference between the wholesale and retail prices from the retail order. |
| CUSTOMER ACQUISITION BONUS (CAB) | |
| REQUIREMENTS | PAYOUTS |
| <ul style="list-style-type: none"> The sponsor of the new Distributor must be Active with at least 50PV, and be paid as at least a Director during the bonus period that the new Distributor was enrolled. Distributors do not have to be considered Qualified to earn CAB bonuses. <p><i>These bonuses are released when a new distributor purchases one of the three kits (shown to the right) as part of his or her initial order.</i></p> | <ul style="list-style-type: none"> New Distributor purchased Bronze Kit: Sponsor gets \$20 New Distributor purchased Silver Kit: Sponsor gets \$35 New Distributor purchased Gold Kit: Sponsor gets \$75 <p><i>New Distributor is required to purchase one of the three kits listed above on his or her initial order.</i></p> |
| MANAGING DIRECTOR MAKER BONUS | |
| REQUIREMENTS | PAYOUTS |
| <ul style="list-style-type: none"> The sponsor of the new Distributor must be Active with at least 50PV, and be paid as at least a Director during the bonus period that the new Distributor was enrolled. Sponsor of new Distributor must be Qualified. | <ul style="list-style-type: none"> \$40 for each personally sponsored Distributor that achieves the rank of Managing Director during the current weekly bonus period. |
| BINARY COMMISSIONS | |
| REQUIREMENTS | PAYOUTS |
| <ul style="list-style-type: none"> Must be Active with at least 50PV, be Qualified, and be paid as at least a Director during the current weekly bonus period. Maximum binary commission payout is \$7,500.00 per weekly bonus period. | <ul style="list-style-type: none"> The volume paid out on will be removed from both binary legs and the remainder from both legs will carry into subsequent bonus periods (see example). 15% of the volume paid out on the volume of lesser leg. |

EXAMPLE

I am Active, Qualified, and a paid Managing Director and I have 625BV left leg volume, and 850BV right leg volume.

From these volumes I will earn \$93.75 in Binary Commissions (625BV * 15%).

The volume paid out on will get removed from both legs leaving 0BV from the left leg and 225BV on the right leg.

The left over volumes will be carried forward and added to any new order volume in subsequent bonus periods for Binary Commission payouts and rank advancements (carry forward).

All current carry forward volume will be lost if the Distributor goes in-active.

Commission & Bonus Structure



FAST START POWER BUILDER BONUS (FSB)

| REQUIREMENTS | PAYOUTS |
|--|---|
| <ul style="list-style-type: none"> This bonus is available to the new distributor who would like to get off to a fast start. To earn this particular bonus the new distributor must enroll a minimum of 6 qualifying Distributors within the qualification period. <p><i>The qualification period includes the weekly bonus period during which you enrolled in and the next 4 complete weekly bonus periods.</i></p> <p><i>This will give from 29 to 35 days to complete the enrollment of the minimum 6 qualifying Distributors.</i></p> FSB payout is not limited by the maximum payout caps by rank. <p>Qualifying Distributor: Any Distributor enrolled by you during the qualification period that purchases the Gold Kit on their initial order.</p> | <ul style="list-style-type: none"> \$400 for each set of 6 qualifying Director level Distributors. |

FAST START POWER BUILDER BONUS EXAMPLES

EXAMPLE 1

I am a new Distributor and:

— during week 5 bonus week qualification period I enrolled 3 new Distributors that bought the Gold Kit

For the week 5 bonus period I did not qualify for the Fast Start Power Builder Bonus because I must enroll at least 6 new Distributors that bought the Gold Kit.

EXAMPLE 2

I am a new Distributor and:

— during week 1 I enrolled 4 new Distributors that bought the Gold Kit

— during week 3 I enrolled 3 new Distributors that bought the Gold Kit

For the week 3 bonus period I will earn a \$400 Fast Start Power Builder Bonus (Credit for the 3 new Distributors and 3 of the 4 remaining Distributors enrolled during week 1).

EXAMPLE 3

I am a new Distributor and:

— during week 1 I enrolled 8 new Distributors that bought the Gold Kit

— during week 2 I enrolled 4 new Distributors that bought the Gold Kit

— during week 3 I enrolled 4 new Distributors that bought the Gold Kit

— during week 5 I enrolled 9 new Distributors that bought the Gold Kit

For the week 1 bonus period I will earn a \$400 Fast Start Power Builder Bonus (Credit for 6 of the 8 new Distributors enrolled).

For the week 2 bonus period I will earn a \$400 Fast Start Power Builder Bonus (Credit for the 4 new Distributors plus the remaining 2 new Distributors from week 1).

For the week 5 bonus period I will earn \$800 Fast Start Power Builder Bonus (Credit for the 9 new Distributors enrolled plus the remaining 3 new Distributors from week 4).



TWO STAR EXECUTIVE DIRECTOR POOL

REQUIREMENTS

- Must be Active with at least 200PV autoship/personal order volume, be Qualified, and be paid as a Two Star Executive Director during the current weekly bonus period.

PAYOUTS

- The total payout for this pool will be equal to 1% of the total company volume for the current weekly bonus period.
- Two Star Executive Directors will earn 1 share in the pool for each Senior Director qualified enrollment tree leg (1 share earned for each sponsorship line with at least 1 Distributor paid as at least a Senior Director anywhere in it).

PRESIDENTIAL EXECUTIVE DIRECTOR POOL

REQUIREMENTS

- Must be Active with at least 200PV autoship/personal order volume, be Qualified, and be paid as a Presidential Executive Director during the current weekly bonus period.

PAYOUTS

- The total payout for this pool will be equal to 1% of the total company volume for the current weekly bonus period.
- Presidential Executive Directors will earn 3 shares in the pool for each Star Executive Director qualified enrollment tree leg (3 shares earned for each sponsorship line with at least 1 Distributor paid as at least a Star Executive Director anywhere in it).

Frequently Asked Questions



FAQ's

How does volume roll over work?

Any personal or autoship order volume in any given bonus period will roll to that Distributor's lesser binary leg. That volume will go towards Binary Commissions and rank advancement qualifications if applicable.

What is the bonus period schedule?

Bonus periods are weekly from Monday - Sunday. Bonuses will generally be finalized the Thursday or Friday after the bonus period has been completed.

MAXIMUM PAYOUTS

PAYOUT CAPS BY RANK

| | |
|--|---|
| Director | \$750 maximum payout per weekly bonus period |
| Managing Director | \$1,500 maximum payout per weekly bonus period |
| Senior Director | \$5,000 maximum payout per weekly bonus period |
| Star Executive Director | \$15,000 maximum payout per weekly bonus period |
| Two Star Executive Director | \$25,000 maximum payout per weekly bonus period |
| Presidential Executive Director | Unlimited weekly bonus period earnings |

All graphs and numerical earning representations shown in this guide are for example only. They do not represent past or future earnings for any particular person.