

2009 Income Disclosure



SendOutCards Compensation Plan

The SendOutCards compensation plan allows you to determine your own income through your business activities. SOC offers a complete suite of tools for you to use as you build your business. Your success with Send Out Cards results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities, in addition to your effectiveness in selling Send Out Cards products, developing customers, building and training a sales organization (downline). Send Out Cards makes no guarantee of financial success.

The earnings of the distributors in this chart are not necessarily representative of the income a distributor will earn through the SendOutCards compensation plan. The average annual income and median annual income for all distributors at all ranks, which includes active and inactive distributors, in 2009 was \$457.51, and \$20, respectively. Forty-four percent of U.S. distributors did not earn any commissions in 2009. Retail affiliates are not eligible for multilevel compensation and therefore are not included in this chart.

| Rank | % of Distributors at this Rank in 2009 | High Annual Earnings | Low Annual Earnings | Average Gross Annual Earnings | Median Gross Annual Earnings | Avg No. of Months to Achieve Rank | Median No. of Months to Achieve Rank |
|------------------|--|----------------------|---------------------|-------------------------------|------------------------------|-----------------------------------|--------------------------------------|
| Distributor | 90.22% | \$2,829.36 | \$20.00 | \$89.23 | \$9.30 | 0 | 0 |
| Manager | 5.23% | \$13,866.21 | \$20.00 | \$609.02 | \$346.68 | 9.93 | 7.70 |
| Senior Manager | 3.87% | \$61,362.50 | \$20.00 | \$2,996.18 | \$1,765.71 | 5.45 | 5.20 |
| Executive | 0.30% | \$145,185.67 | \$136.71 | \$22,915.29 | \$14,606.35 | 13.42 | 12.90 |
| Senior Executive | 0.04% | \$201,580.20 | \$1,077.75 | \$81,114.63 | \$40,106.23 | 27 | 24.00 |
| Eagle | 0.01% | | | \$854,569.82 | \$270,563.76 | 51 | 51.00 |
| | | | | | | | |

*Active distributors are those distributors who have met each of the following criteria: (a) in their first year following enrollment or who have paid their annual renewal fee for the year, (b) met the minimum volume requirement of 30 PV, and (c) earned a commission check in at least one month during the year.

The figures are not guarantees or projections of your actual earnings or profits.