

PLT Buyers Club™

Discount Program



PURE-LIGHT BUYERS CLUB MARKETING & CASH REWARDS PROGRAM

There are 3 types of PURE-LIGHT customers:

1. Customers
2. Buyers Club Regular Members (Preferred Customers)
3. Buyers Club Gold Members (Very Preferred Customers)

PLT CUSTOMERS:

- Customers can go to the website and purchase PLT products at regular retail prices.
 - Customers receive a replicated website that they can refer others to.

PLT CLUB MEMBERS/PREFERRED CUSTOMERS:

- People who join the club as Regular Club Members/Preferred Customers receive a 40% discount on their first introductory order of PLT products... (which should happen at the time they join as a Club Member).
 - PLT Club Members receive a replicated website and Members back office where they can login and have access to marketing materials, track their referrals, and track their Cash Rewards.
- After their initial purchase, they may login to their PLT Buyers Club account and purchase PLT products at 25% off of retail.
- PLT Club Members receive a 10% Cash Reward on the purchases of those Customers who have purchased from their replicated website. They also receive a 10% cash reward on the purchases of other Club members or Gold club members who they have personally sponsored into the PLT Club.
- PLT Club Members are encouraged to sell bulbs directly to customers at retail prices either person to person or by directing them to their replicated website. Please Note: PLT Club members are restricted to only approach local businesses with one or two locations.

PLT GOLD CLUB MEMBERS/VERY PREFERRED CUSTOMERS:

- People who join the club as Gold Club Members/Very Preferred Customers receive a 50% discount on their first introductory order of PLT products... (which needs to happen at the time they join as a Gold Club Member).

- PLT Gold Club Members receive a replicated website and Members back office where they can login and have access to marketing materials, track their referrals, and track their Cash Rewards.
- After their initial purchase, they may login to their PLT Buyers Gold Club account and purchase PLT products at 35% off of retail.
- PLT Gold Club Members are also encouraged to sell bulbs directly to customers at retail prices. However, PLT Gold Club members are restricted to only approach local businesses with one or two locations.
- PLT Gold Club Members receive a 10% Cash Reward on the purchases of those Customers who have purchased from their replicated website. They also receive a 10% cash reward on the purchases of other Club members or Gold club members who they have sponsored into the PLT Club.
- Additionally, Gold Club members receive Cash Rewards and Bonuses on the purchases of those who are sponsored by those they have sponsored.
- Gold Club Members who purchase a minimum amount of product (\$140.00) are designated Qualified Gold Club Members, and by their purchases help qualify a Gold Club Member for various Cash Rewards. (see chart below)

PLT Buyers Club <u>GOLD MEMBERSHIP</u> Cash Rewards Program			
Status	Qualification	Symbol	Reward
1	1-4 Gold Club Members*		1 st "Base" & 2 nd level "Thank You" Rewards
2	5 Gold Club Members*		
3	10 Gold Club Members*		3 rd level "Mentor" Rewards (5%)
4	15 Gold Club Members*		
5	20 Gold Club Members*		4 th level "Leadership" Rewards (5%)
6	5 Gold Stars + 15 Gold Members*		
7	10 Gold Stars + 10 Gold Members*		
8	20 Gold Stars*		"Team Builder" Trips and other Great Bonuses
9	10 Gold Stars 10 Double Stars*		
10	20 Double Stars*		"Diamond" Very Special Bonuses+ Profit Sharing Pool 1
11	20 Diamonds*		"Diamond Star" Profit Sharing Pool 2

**This refers to Qualified Gold Club Members... Gold Club Members who have made a minimum purchase of \$140.00 of products.*

- MISC
 - Cash Rewards are paid monthly for the previous month.
 - In order to receive Cash Rewards and Bonuses, a club member must have their complete personal and business information in their backoffice.
 - Cash rewards not paid out to club members after 90 days will be placed in the Special Bonus pool.
 - There will be other bonuses announced in the future.
 - Profit Sharing Pool #1. $\frac{1}{2}$ % of the Buyers Club gross sales (not including shipping, membership fees), for the year will be used to fund cash bonuses, and other rewards. Half of the pool will be for cash rewards, the other half will be used for various prizes/awards as determined annually by the PLT Club management.
 - Profit Sharing Pool #2. $\frac{1}{2}$ % of the Buyers Club gross sales (not including shipping, membership fees), for the year will be divided among those who have shares in this pool. Shares are awarded based upon the number of people in a qualifying persons organization of 4 levels divided by 100. For example: if a person has 8000 qualifying Gold Club Members $8,000 / 100 = 80$ shares in the profit pool.
 - For additional information, please consult with the PLT News website page, the PLT Buyers Club information page, and the PLT Club Members agreement.