

LOCAL AD LINK SALES PLAN ABC's

- AD SALES
- BUILD A BUSINESS (AE's and BB's)
- COMMUNITY CONNECT COMPENSATION

(A) AD SALES

DIRECT COMMISSIONS:

All LocalAdLink AE's and BB's enrolled before April 25th 2009 at 11:59pm PST will receive a 50% DIRECT commission on all personal ad sales (new and renewing) through May 22nd 2010 at 11:59pm PST. NEW customers are considered anyone who has not had a paid listing with LocalAdLink in the past 6 months.**

All Brand Builders and AEs who enroll beginning April 26th at 12:01am will receive a 40% commission in Year 1 and a 30% renewal commission beginning in year 2 or specifically month 13. NEW customers are considered anyone who has not had a paid listing with LocalAdLink in the past 6 months.

Example: When a new Ad is sold on a month-to-month basis, the selling Sales Rep will receive a 40% commission on the purchase price for the first 12 months. However, in month 13, the Brand Builder will begin receiving a 30% commission on that customer.

Example: When a new Ad is sold as a 12-month PIF, the selling Sales Rep will receive a 40% commission on the purchase price. If the customer wants to re-new their ad at any level in year 2, the selling Sales Rep will receive a 30% commission.

AD SALES FAST START BONUS:

Available to NEW Brand Builders only—when a Brand Builder sells one 12-month PIF Premium Ad within their first 30 days as a new Brand Builder, they will receive a \$150 fast start bonus in addition to their regular 50% direct commission. In addition, the personal sponsor of the selling Brand Builder will also receive a \$150 fast start bonus. This Ad may not contain any of your BB packages and must be sold for the full advertised amount (\$199 x 12 months + 15% discount).

AD SALES 72 HOUR RULE:

Ad Sales commissions and BV are held for 72 hours before they are shown in the back office. Ad Sales and BV are calculated and paid every 2 weeks.

AD SALES BUSINESS VOLUME (BV):

BV represents a percentage of ad sales from downline team sales. For sales representatives earning a 50% direct commission then BV from Ad Sales is calculated at 15% of the final sale price of the Ads. For example, a 1 year premium Ad for 1 month at \$199.99 / month generates a BV of 29 points each month. For sales

representatives earning a 40% direct commission then BV from Ad Sales is calculated at 25% of the final sale price of the Ads. For example, a 1 year premium Ad for 1 month at \$199.99 / month generates a BV of 49 points each month.

- All BV from Ad Sales goes up-line to all Qualified BB in the genealogy tree.
- The selling BB does not receive BV on personal sales.
- There is no BV created with the purchase of a Basic Ad package.
- All BV created by Account Executives will be credited to the sponsoring BB weak side.
- Brand Builder Ad Packages have a total BV of 200 points. There is no additional BV from the Brand Builder ads when redeemed or sold.

(B) BUILD A BOOK OF BUSINESS

LocalAdLink offers an exceptional income opportunity to individuals who want to build a business. By becoming a LocalAdLink Account Executive (AE) or Brand Builder (BB) you can build a book of business by personally selling Ads and by building a team of independent sales reps to do the same.

ACCOUNT EXECUTIVES (AE):

Account Executives or AE's are independent sales representatives over the age of 18 that have signed a Local Ad Link independent sales agreement, have agreed to the LocalAdLink Terms and Conditions, and have enrolled through a Local Ad Link Brand Builder. There is NO purchase required to become a LocalAdLink AE and NO minimum sales quotas required to earn commissions.

(AE) COMPENSATION:

Account Executives may earn a DIRECT commission on every Ad they sell personally. Please refer to Ad sales for more details.

(AE) RESTRICTIONS:

Account Executives are limited to Ad package sales only which can be tracked in their FREE back office located at LocalAdLink.net. AE's cannot build sales teams by sponsoring other LocalAdLink sales reps. If somebody enrolls through an AE's website, then the sponsorship of that new enrollee goes to the first upline BB. Additionally, AE's are not qualified to participate in the corporate stock options program.

NOTES: There is NO purchase necessary to become a LocalAdLink Account Executive. Account Executives may achieve Brand Builder status by accumulating \$600 in personal Ad sales in any rolling 60 day period. Once Brand Builder status has been achieved, AE's are placed in a holding tank for 72 hours, and will then be placed at the bottom, outside position of the weak leg of their sponsoring Brand Builder. Once they are placed in this position, their genealogy tab will be activated in their back office and they may now develop their own sales team by personally enrolling other AE's and personally selling Brand Builder Ad Packages. If an AE does not sell an Ad in a rolling 90 period, they will be considered inactive and moved to an inactive status.

While LocalAdLink offers a lucrative incentive program to all Account Executives, success depends on a number of factors and any monetary earnings examples used to demonstrate the compensation program are hypothetical and do not represent typical earnings or any guarantee of success.

BRAND BUILDERS (BB):

Brand Builders or BB's are independent sales representatives over the age of 18 that have signed a Local Ad Link independent sales agreement, have agreed to the LocalAdLink Terms and Conditions, and have enrolled through a Local Ad Link Brand Builder. Brand Builders have agreed to pay an annual BB Software Support fee to track their team sales, and have seen inherent value in purchasing the \$299 Brand Builder Ad Package that is unrelated to the LocalAdLink compensation program. Brand Builder status is an annual requirement and can be achieved through personal sales or by purchasing a Brand Builder Ad Package. *Brand Builder status is NOT required to earn DIRECT commissions.

(BB) COMPENSATION:

In addition to selling ads and receiving direct commissions on all personal ad sales, Brand Builders also qualify to participate in the company stock options incentive program. For every \$10 in personal ad sales, Brand Builders receive (1) Beyond Commerce stock option*. NOTE—Because of the discounted pricing, Brand Builder Ad Package sales are not included in the stock options incentive plan.

(BB) TEAM BONUSES:

Once becoming a Brand Builder, you are placed in the Community Connect Compensation Plan where you may qualify to receive team bonuses and override commissions called INDIRECT sales commissions. These commissions are paid on a weekly basis. To qualify for INDIRECT commissions, a Brand Builder must first ACTIVATE their Brand Builder position, and then qualify each month.

- **ACTIVATION: (1-TIME REQUIREMENT)** Brand Builders must activate their position by setting up (2) LocalAdLink sales teams ((Left and Right) by personally enrolling 2 Brand Builders (one on each team). This is not an annual requirement.
- **QUALIFICATION: (MONTHLY REQUIREMENT)** Unlike DIRECT commissions which are paid with no sales requirements, INDIRECT commissions are paid only to qualified Brand Builders. To qualify, Brand Builders must sell at least \$99 in Ads each month . If a BB does not sell an Ad in a rolling 6-month period, then BB is moved to inactive status. Once inactive, then BB has 30 day grace period to re-instate by selling an Ad, if after 30 days an Ad in not sold, then BB is permanently deactivated.
- **D.R.P. (Discount Reseller Program):** The D.R.P. program is currently being restructured and will be implemented closer to LocalAdLink's official launch in late April 2009

NOTES: If a BB does not sell \$99 in ad sales then they are not qualified for INDIRECT commissions the following month and their Team BV will be lost. Ad sales are the qualifiers that hold Team BV each month. There is a 30-day grace period for all new Brand Builders as they may accumulate Team BV for their first 30-days. However, if the Brand Builder has not activated their position after 30 days, their BV will be flushed.

While LocalAdLink offers a lucrative incentive program to all Brand Builders, success depends on a number of factors and any monetary earnings examples used to demonstrate the compensation program are hypothetical and do not represent typical earnings or any guarantee of success.

(C) Community Connect Compensation:

The Community Connect Compensation Plan or CCC uses a binary teambuilding structure and point-balance system to create sales bonuses for qualified Brand Builders. The CCC is ONLY available to LocalAdLink sales representatives that have achieved Brand Builder status. To understand this system, we must look closer at key terms:

BUSINESS VOLUME (BV):

BV is used to calculate CYCLE BONUS commissions paid to qualified Brand Builders. The following represent the BV value of each:

- Brand Builder Package BV = 200 points
- Standard, Standard Plus and Premium Ads also create BV. (See AD Sales for more information)
- No BV is created for Basic Ad Packages.

TEAM BUSINESS VOLUME:

The total BV of all Ad sales and Brand Builder package sales by a down-line sales team.

CYCLE BONUS:

A bonus paid to qualified Brand Builders each time they achieve 300 BV from the sales of their Left sales team and 300 BV from the sales of their Right team. This balance creates a CYCLE BONUS which pays the Brand Builder a \$65 Cash bonus and 10 Beyond Commerce stock options. CYCLE Bonuses are calculated and reported in real time and post in the Brand Builder’s back office located at LocalAdLink.net.

While BV balance is required to earn CYCLE bonuses, there are occasions when Brand Builders will develop a surplus of BV on one of their sales teams. This BV volume will hold as long as the Brand Builder remains qualified by selling \$99 in Ad sales each month.

Level	CCC payments (Binary)	Weekly Payout Cap on Binary	Matching Bonus (Uncapped)
1 Star	\$65	\$2,000	10% Generation 1 Matching Bonus
2 Star	\$65	\$3,000	20% Generation 1 Matching Bonus
3 Star	\$65	\$10,000	30% Generation 1 Matching Bonus and 10% Generation 2 Matching Bonus***
4 Star	\$65	\$25,000	40% Generation 1 Matching Bonus and 20% Generation 2 Matching Bonus
5 Star	\$65	\$100,000	50% Generation 1 Matching Bonus, and 20% Generation 2 Matching Bonus, and 10% Generation 3 Matching Bonus, and 3% Generation 4 Matching Bonus, and 2% Generation 5 Matching Bonus

STAR MATCHING BONUS PROGRAM

SMB is created at the end of each day for the sum of the CCC and AD Sales BV earned during that day and Star Matching Qualification is evaluated at the time the Star-Matching bonuses are generated. Star qualifications listed below:

Rank	Personal Star	Personal Ad Sales	Team Ad Sales	Team Building
			Team Ad Sales and/or Team Building	
1 Star	One Personally Sponsored BB on each leg	Min \$99 of ad sales in the previous month	No requirement	No requirement
2 Star	Two personally sponsored Stars	Min \$199 of ad sales in the previous month	No requirement	No requirement
3 Star	Three personally sponsored Stars	Min \$299 of ad sales in the previous month	20,000 BV Team Points on weak side	150 BB's on each leg
4 Star	Four personally sponsored Stars	Min \$399 of ad sales in the previous month	50,000 BV Team Points on weak side	300 BB's on each leg
5 Star	Five personally sponsored Stars	Min \$1499 of ad sales in the previous month	150,000 BV Team Points on weak side	1500 BB's on each leg
* A Star is a qualified Brand Builder (a BB with an active BB on each side).				

Pay Cycles:

Cycle Payments & Matching Bonus								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Friday	Sunday
Week 1	← Any payments from Cycles or Matching Bonus Earned in this week →							
Week 2						Paid Here		

Ad Sales								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Friday	Sunday
Week 1	← Any payments from Cycles or Matching Bonus Earned in this week →							
Week 2								
Week 3						Paid Here		

LocalAdLink Dollars

LocalAdLink also offers a program called “LocalAdLink Dollars” these are bonuses earned and awarded as part of the Star Match Bonus program. These LocalAdLink Dollars will be available to redeem with LocalAdLink Advertising Customers. Redemption details are not finalized. Each time a Cycle is made, LocalAdLink Dollars are awarded based on the Star Level of the Brand Builder.

LocalAdLink Dollars				
1 Star	2 Star	3 Star	4 Star	5 Star
\$2	\$4	\$6	\$8	\$10
LocalAdLink Dollars are capped at \$2500 per week				

Notes: ** Any Brand Builder (not AE) that is signed up before 11.59pm on Saturday April 25th 2009 PST will have direct commission structure frozen for 13 months. This means that any BB signed up before this time who sells an AD or has an Ad renew before May 22nd 11.59pm 2010 PST will receive a 50% direct commission. Any New or Recurring Ad Sales made by these BBs after May 22nd 11.59 2010 PST will be credited at 40% commission year 1 and 30% renewal beginning in year 2. For Ad Sales with a 50% commission, 15% of final sale price go into the binary as points, for Ad Sales with a 40% commission, 25% of the final sale price will go into binary as points. Any AEs in the system on April 25th 2009 will move to 40% commission first year and a 30% renewal commission beginning in year 2 or specifically month 13.

*** For 3 Star, Generation 2 / 10% Matching Bonus is effective from March 1st 12.01am 2009