

NEW EARTH™

THE COMPENSATION PLAN

The Compensation Plan was developed with three primary concepts in mind, which we call our Business Plan Values. We designed this plan to be powerful, balanced, and sustainable.

POWERFUL – A clear, simple plan that allows brand new people to create significant immediate cash flow, and committed builders to generate serious long-term residual income.

BALANCED – A plan that equally rewards people in all aspects of the business, featuring programs that generously reward people for building a strong base of customers, a deep network of business partners, or both.

SUSTAINABLE – Most important of all, a plan that will support you in building a business that will last a lifetime. A plan based on rewarding the right behaviors – because when you reward the right behaviors, you create an environment for unstoppable growth.

The Compensation Plan has five components, each with its own specific purpose and benefits, and each carefully designed to work as a unique part of the whole:

- 1) Fast Start Bonus
- 2) CustomerLink
- 3) 3D Bonus
- 4) Unilevel
- 5) Leadership Pools

1) FAST START BONUS

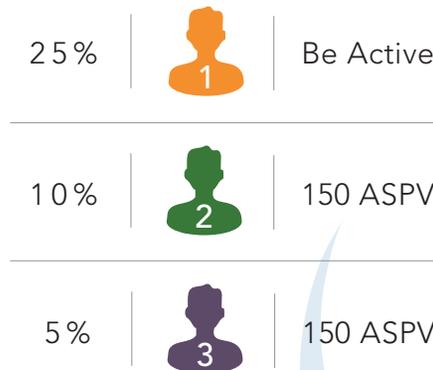
One of the most important aspects of a good plan is that it starts rewarding new participants immediately, helping them to recoup their initial investment and see tangible proof of the viability of their business. Immediate rewards translate into better retention and stronger momentum. And that's exactly what this bonus does. The Fast Start Bonus program is designed for a singular purpose: to provide a pathway for putting cash flow in your hands right away,

and do the same thing for others on your team. Here's how it works: A Fast Start Bonus is paid on every order new Associates place during their first 60 days with the company. A total of 40 percent is paid: 25 percent to the Enroller, 10 percent to the second-level upline Enroller, and 5 percent to the third-level upline Enroller.

In order to get these bonuses in your hands quickly, Fast Start Bonuses are paid weekly.

To qualify for first-level Fast Start Bonuses (the 25 percent from personally enrolled Associates' orders), you must simply be an active Associate. The definition of "active" is that you have either a minimum of 100 BV in AutoShip volume (ASPV), or at least 150 BV purchased by the associate personally and/or his Retail Customers. (Note: There is also a glossary of terms at the end of this document.)

This bonus compresses based on the Enroller tree. In other words, in cases where an Associate doesn't qualify for a particular Fast Start Bonus, it will instead be paid to the next upline Enroller who is qualified.



2) CUSTOMERLINK

The idea behind the CustomerLink programs is threefold:

- 1) to provide you a way to be compensated directly and generously for your time and personal effort;
- 2) to provide an opportunity to share your experiences and personal enthusiasm about products with people and touch their lives in a positive way;
- 3) to provide you a pathway for earning a growing, long-term income from customers of other Associates on your team.

CustomerLink consists of two separate programs, Retail Bonuses and Preferred Customer (PC) Bonuses.

RETAIL BONUSES

As an active Associate (minimum 100 ASPV or 150 BV from you or your Retail Customers) you earn a Retail Bonus, equal to the difference between the retail and wholesale price, on all product purchases made by your Retail Customers. This is usually 20 percent. Retail Bonuses are paid monthly.

In cases where a Retail Customer's Sponsor is not active, then the Retail Bonus rolls up to the next qualifying upline, according to the Sponsor tree.

The BV of your Retail Customers' purchases are treated as your PV for unilevel payout purposes.

PREFERRED CUSTOMER (PC) BONUS

As an active Associate you earn a 20 percent bonus on the BV of your Personal Preferred Customers' purchases. To qualify for this bonus you must be active; otherwise, the bonus rolls up to the first active upline, according to the Enroller tree.

As you begin growing your team, you can also earn PC Bonuses, each at 5 percent of BV, on all of your Associates' Preferred Customers down through five levels, following the Enroller tree. To qualify for bonuses on PC volume in your downline, you need to have an AutoShip of at least 150 BV.

The five levels of PC Bonus are also tied to unilevel rank qualification (see unilevel explanation below). In other words, you can earn levels of PC Bonuses as deep as you are currently paid in the unilevel. For example, a Silver 5 earns on levels 1–4 of unilevel, so would not earn the 5th level PC bonus.

(In the chart to below, the "0" level refers to the Associate's own Personal PCs.)

PC Bonuses pay separately from the unilevel plan. However, the BV of all PC volume contributes to overall qualifying volume for rank qualification in the unilevel plan. Volume from PC sales (as BV) is also included in Leadership Bonus Pools.

PC LEVEL	BONUS
 0	20%
 1	5%
 2	5%
 3	5%
 4	5%
 5	5%

3) 3D BONUS

The 3D Bonus program is one of the strongest features of the compensation plan. Because it generously rewards an extremely simple and highly duplicatable behavior – build with AutoShip! The purpose of the 3D Bonus is two-fold:

- 1) to provide a clear and highly accessible way for you and your team to maximize the plan and start generating a significant income stream right away, and
- 2) to generate tremendous momentum and excitement in your team.

In order to participate in this bonus you must have a minimum 100 BV personal monthly AutoShip and a qualified rank of Bronze or higher. When you build a minimum amount of AutoShip Volume in your network, you can earn up to \$500 per month.

HERE'S HOW IT WORKS:

There are three levels to this bonus. You are paid at the highest level at which you qualify.

- 1) Each month you qualify as Bronze and have at least 500 ASPV generated by first-level Associates and PCs who each have an AutoShip order, you receive a \$50 bonus.
- 2) Qualify as a Bronze 1 and have at least 2000 ASPV generated by second-level Associates and PCs who each have an AutoShip order, you receive a \$200 bonus.
- 3) Qualify as a Bronze 2 and have at least 5000 ASPV generated by third-level Associates and PCs who each have an AutoShip order, you receive a \$500 bonus.

3D Bonus is based on Enroller Tree.

BONUS DETAILS

In order to count toward this bonus, AutoShip orders must be paid for and received by the Associate or PC personally. Dropship AutoShips will not apply.

A returned order or cancelled AutoShip that qualified an Associate for a bonus will result in a retraction to the next bonus level the Associate qualified for without that AutoShip.

4) UNILEVEL

The unilevel is the heart of the Compensation Plan, the part of the plan that allows Associates to build a large organization and generate lasting, sustainable residual income. The power of the unilevel is that it allows compensation for volume very deep in an organization, where volumes tend to grow to their largest.

As you progress up the ranks in the unilevel, you earn increasing monthly unilevel commissions on the product sales generated throughout your organization. The higher the rank, the deeper the level of pay accessed, up to nine levels of dynamically compressed volume.

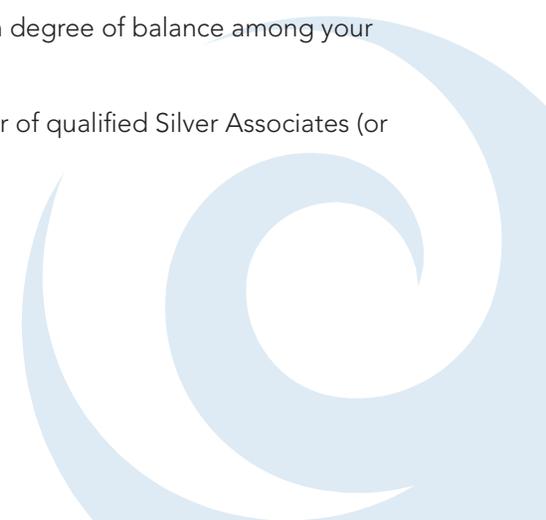
Each time you reach a new rank (or title) on the unilevel, this is called your Achieved Rank. The rank at which you are actually paid is whatever rank you qualify for in that particular month, which is called your Paid as Rank.

QUALIFICATIONS

To be paid at any rank in the Business Plan, you need to be an active Associate—again, “active” simply means that you have a monthly AutoShip of at least 100 in volume, 150 BV from your or your Retail Customers.

In addition to being active, the unilevel features four qualifications, each designed to support you in building a strong, stable, and sustainable organization. In other words, they are designed not to constrain you, but to support and accelerate your growth. They are:

- 1) Rank volume – a minimum total qualified Group Volume corresponding to that rank;
- 2) Qualified leg count – a certain number of qualified legs;
- 3) Volume distribution – a minimum degree of balance among your network's different legs;
- 4) Silver count – a minimum number of qualified Silver Associates (or higher) in your network.



Over the next two pages, we'll explain each one of these qualifications and how they apply. However, don't worry about needing to fully grasp every detail of these rules. In your Online Office, we've supplied you with a Dashboard that clearly and simply shows you exactly where you stand, how close you are to qualifying for any given title, and exactly what you need to do to get there.

RANK VOLUME

To qualify for any unilevel title, your network has to reach a certain level of qualified Group Volume during that calendar month. Your Group Volume includes your own purchases, your customers, all Associates in your network, and all of their customers. Qualified Group Volume is all your Group Volume that falls within the volume distribution parameters (which we'll explain below).

For example, Bronze has a total required Qualified Group Volume of 500. To reach Bronze 1 you need a total Qualified Group Volume of 1,000. Bronze 2 requires 2,000, and so on (see chart below).

QUALIFIED LEGS

To qualify for any unilevel title, your network needs to have a certain minimum number of qualified legs, starting at 1 for Bronze and up through 4 for the highest (Platinum) titles. A qualified leg is a frontline Associate – "frontline" meaning an Associate who is first level in the Sponsor Tree – whose Group Volume is at least 10 percent of that title's rank volume.

For example, the rank volume you need to reach Bronze is 500, so for Bronze, a qualified leg is a frontline Associate with a Group Volume of at least 50. As another example, to reach the title of Silver 20, which has a rank volume of 20,000 and three qualified legs, your qualified legs each need to have a Group Volume of at least 2,000 (10 percent of 20,000).

Note that to be qualified legs for you, these frontline individuals don't have to qualify for any particular unilevel titles themselves. They simply need to have that minimum amount of Group Volume.

The number of qualified legs you need for each title is shown in the chart on the next page.

		BRONZE			SILVER			GOLD			PLATINUM	
		Brz	1	2	5	10	20	50	100	200	500	M1
DYNAMICALLY COMPRESSED	Level 1	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	Level 3			6%	6%	6%	6%	6%	6%	6%	6%	6%
	Level 4				5%	5%	5%	5%	5%	5%	5%	5%
	Level 5					5%	5%	5%	5%	5%	5%	5%
	Level 6						5%	5%	5%	5%	5%	5%
	Level 7							5%	5%	5%	5%	5%
	Level 8								5%	5%	5%	5%
	Level 9									3%	3%	3%

VOLUME DISTRIBUTION

Volume distribution is about maintaining a basic level of balance between the legs of your network, ensuring that it has width as well as depth, because that is exactly what makes for a strong and stable organization in the long term. It has two elements, a minimum and a maximum.

The minimum is simple, and we already described it above: to count as a leg that qualifies you for any given unilevel title, the leg must have at least 10 percent of the total Group Volume you need to meet that title's rank volume.

There is also a maximum amount of Group Volume you can count from any one leg toward qualifying for that rank volume, which is 60 percent. For example, if you are going for Silver 10 (rank volume of 10,000), then the most you can count from any one leg to qualify you is 60 percent, or 6,000.

Understand, you will still be paid on all of that leg's volume; you simply can't count more than 6,000 of it toward qualifying for that rank.

The specific minimum and maximum amounts for each rank are given in the chart below.

SILVER COUNT

As you progress up through the unilevel ranks, it's important that you help to build new up-and-coming leaders in your organization, because new and growing leadership at all levels is what will secure your organization's health and longevity. And that is exactly the purpose behind this last unilevel qualification.

To reach the ranks of Silver 20 and above, you need to have a certain number of Associates in your organization who qualify for the rank of Silver 5 or higher. (Note that "qualify for" means that they have Silver 5 or higher as their Paid as Rank, not simply their Achieved Rank.) These Silvers do not have to be people you personally enrolled, and they don't have to be on any specific level or within any specific leg. In fact, they can be anywhere in your organization.

		BRONZE			SILVER			GOLD			PLATINUM	
Rank / Title		Brz	1	2	5	10	20	50	100	200	500	M1
Qualified GV		500	1,000	2,000	5,000	10k	20k	50k	100k	200k	500k	1M
Max GV per Leg				1,200	3,000	6,000	12k	30k	60k	120k	300k	600k
Qualified Leg Count / Volume Req.		1 active frontline Assc	2 active frontline Assc	3 QLs each w/ 200 GV	3 QLs each w/ 500 GV	3 QLs each w/ 1k GV	3 QLs each w/ 2k GV	3 QLs each w/ 5k GV	3 QLs each w/ 10k GV	3 QLs each w/ 20k GV	4 QLs each w/ 50k GV	4 QLs each w/ 100k GV
Silver Count							2	3	5	10	20	25
DYNAMICALLY COMPRESSED	Level 1	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
	Level 3			6%	6%	6%	6%	6%	6%	6%	6%	6%
	Level 4				5%	5%	5%	5%	5%	5%	5%	5%
	Level 5					5%	5%	5%	5%	5%	5%	5%
	Level 6						5%	5%	5%	5%	5%	5%
	Level 7							5%	5%	5%	5%	5%
	Level 8								5%	5%	5%	5%
	Level 9									3%	3%	3%

NOTE: Unilevel bonuses are calculated on the Sponsor tree and based on the BV of personal purchases made by downline Associates and their retail customers. Unilevel commissions accumulate until they reach a gross amount of \$17.50, at which time they are paid on the next monthly pay period. Unilevel bonuses are paid monthly.

5) LEADERSHIP POOLS

The Leadership Pools create meaningful bonuses that incentivize and reward dedication and strong leadership at the upper ranks of the plan. The Leadership Pool Bonuses are paid on a full 4 percent of the company's product sales globally for each quarter, divided into two separate pools: the Gold Pool and Platinum Pool.

	G O L D			P L A T I N U M	
	50	100	200	500	M1
Levels of Compressed GV for Leadership Pools	5	7	9	9+	9+

The Leadership Pool Bonuses are calculated and paid quarterly. The Leadership Pool Bonus is based on Paid as rank, and is calculated according to the lowest Paid as rank of that quarter.

POOL ELIGIBILITY

In order to participate in the Leadership Pool Bonus, you must qualify at the Gold 50 rank or higher and qualify for the \$500 3D bonus prior to the start of the calendar quarter.

In order to maintain ongoing eligibility for the Leadership Bonus Pools, you must requalify for a \$500 3D bonus at least once per calendar quarter, calculated through the current quarter.

GOLD POOL

Participating leaders in the Gold Pool are Gold 50, Gold 100, and Gold 200. For Gold 50s, the individual share is prorated based on 5 levels of compressed Group Volume. For Gold 100s, the individual share is prorated based on 7 levels of compressed Group Volume. For Gold 200s, the individual share is prorated based on 9 levels of compressed Group Volume.

PLATINUM POOL

Participating leaders in the Platinum Pool are Platinum 500 and Platinum M1. For all participants in this pool, the individual share is prorated, based on 9 levels of compressed Group Volume.

Platinum 500s and M1s may also earn additional shares in the Platinum Pool by increasing their monthly volume (9 levels compressed GV, or 9CGV). Starting from their second month qualifying as a Platinum 500, every month their volume (9CGV) increases, the difference between the previous month's closing volume (9CGV) and this month's closing volume (9CGV) creates an additional prorated share value of the Platinum Pool.

These volume-increase Platinum Pool shares are calculated each month; in other words, the qualifying 500K or M1 does not need to have a volume (9CGV) increase all three months of that quarter in order to qualify. Each month they qualify, that share is added to their total Leadership Pool earnings for that quarter, as long as they maintain Platinum Pool qualification for that full quarter.

Note: No individual Associate may earn more than 33 percent of any one bonus pool in any one quarter.



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THE GLOSSARY

Achieved Rank/Title – The highest rank achieved in the unilevel plan.

Active – An Associate is considered active with either 100 ASPV (AutoShip) or 150 BV purchased by the Associate personally and/or his Retail Customers. Preferred Customer volume is not included.

ASPV – Volume generated by an AutoShip.

Associate – Someone who has purchased an Associate Kit. Associates may purchase at wholesale from the company, sell product to Retail Customers and Preferred Customers, sponsor other Associates, and qualify to earn bonuses and commissions.

Associate Website – An Associate’s personal replicated website.

AutoShip – A standing order placed with the company to be fulfilled every month on the same day. AutoShips may be placed for fulfillment on any day the Associate or PC chooses, up through the 25th of the month.

Bonus Volume (BV) – Amount assigned to a product, upon which bonuses and commissions are calculated. In most cases the wholesale price and BV are the same.

Enroller – The person who enrolls an Associate or customer; as a verb: to enroll another Associate or customer.

Enroller Tree – The arrangement of upline or downline as structured through enrollment.

Frontline Leg – An Associate who is first level in the Sponsor Tree.

Group Volume (GV) – All BV in an Associate’s organization, as calculated by sponsor tree, to unlimited depth.

Inactive – Associate in good standing who does not qualify as active for a given commission period.

Online Office – Back office tool where Associates manage their business.

Paid Rank/Title – The rank achieved in any given commission period based on monthly qualifications. This may be lower than or equal to the achieved rank.

Personally purchased volume (PPV) – Volume of one’s own personal purchases (PPV does not include purchases by one’s customers).

Preferred Customer (PC) – A customer (non-Associate) who places a \$50 minimum AutoShip order. PC prices are approximately 10 percent off retail. There is no fee involved in PC membership.

Qualified Group Volume (QGV) – Amount of Group Volume that qualifies an Associate for a particular unilevel title, i.e., excluding volume beyond 60 percent in any one leg.

Qualified Leg (also QL) – A leg that qualifies another Associate for a unilevel title. A qualified leg is a frontline (personally sponsored, first-level) Associate whose total group volume contributes at least 10 percent of the sponsor’s unilevel title (i.e., the 10% rule).

Rank/Title – Name for a given position in the unilevel plan.

Rank/Title Volume – Total organizational volume needed to qualify for a unilevel title.

Retail Customer – A person who is not an Associate and who purchases products at retail prices. There is no fee involved in being a retail customer.

Silver Count – Number of Associates in downline who qualify at Silver 5 or higher.

Sponsor – The Associate on whose first level another Associate is placed. The Sponsor must always be within the Enroller’s network. Enroller and Sponsor are always the same for customers.

Sponsor Tree – The arrangement of upline or downline as structured based on Sponsor assignment.

Standard Commission Period – Period for which commissions and bonuses are calculated; normally one calendar month.

Volume Distribution – Term encompassing both 10% rule and 60% rule.

Waiting Room – All new personally enrolled Associates will remain in a Waiting Room on the Enroller’s first level and can be repositioned one time within the Enroller’s organization within 60 days of their enrollment date. While new Associates are in the Waiting Room, all commissions and bonuses are still paid on the normal monthly pay cycles. This allows for very fast and strategic team building.

Weekly Commission Period – Period for which weekly Fast Start Bonuses are calculated; runs Monday through Sunday.