

INDEPENDENT BUSINESS OWNER (IBO) COMPENSATION PLAN (November 17 2010 U.S. version)

FamilyIQ provides four ways to earn money when selling FamilyIQ products:

1. A MONTHLY Retail Sales profit of up to 50% paid on all products sold to non-member customers at the retail price.
2. A MONTHLY 9-Generational Unilevel Bonus paid down 9 levels on all auto orders, ongoing purchases, and retail sales volume.
3. A WEEKLY \$1000 Fast Start Bonus (FSB) paid on the sale of each new Family Builder Package (\$1495). A WEEKLY \$200 Fast Start Bonus is paid on the sale of each new Family Starter Package (\$395)
4. A WEEKLY Generational Fast Start Bonus (GFSB) paid down 9 levels on the sale of each new Family Builder Package (\$1495).

PAID MONTHLY

UNILEVEL BONUS (UB)

This bonus can be earned by Active Members from the ongoing purchases made by customers and Members after their initial purchase. The amount earned is determined by the number of Qualified Enrollment Legs (QEL) in your organization. Having 1 active personally sponsored QEL qualifies you for payment down 3 levels. Having 2 active personally sponsored QELs qualify you for payment through 6 levels. Having 3 active personally sponsored QELs or more qualifies you for payment through all 9 levels. To receive 9 levels of UB commissions, 25% or more of an IBO's total organization volume must come from a 2nd QEL.

MONTHLY PERSONAL SALES VOLUME

Levels	1 Personal Enrollment Leg	2 Personal Enrollment Legs	3+ Personal Enrollment Legs
	Active 79	Active 79	Active 79
1	6%	6%	6%
2	6%	6%	6%
3	6%	6%	6%
4	-	6%	6%
5	-	5%	5%
6	-	5%	5%
7	-	-	5%
8	-	-	5%
9	-	-	5%

The Unilevel Bonus (UB) uses dynamic compression in calculating bonuses.

RETAIL SALES (RS)

Retail Sales commissions are also earned by any member when FamilyIQ products are sold to non-member customers at the retail price. Retail commissions are equal to the difference between the retail price and the wholesale price of the product. All eligible retail and preferred customer purchases also generate earnings that are applied to the Unilevel Bonus payout equal to 50% of the wholesale product price. For example, a course sold for \$40 earns a \$20 commission.

PAID WEEKLY

FAST START BONUS (FSB):

The weekly FSB is paid directly to you by FamilyIQ and sent to your designated address.

GENERATIONAL FAST-START BONUS (GFSB)

The Generational FSB is paid each week by FamilyIQ. This bonus is paid down 9 levels on the sale of each new Family Builder Package (\$1495) in the following amounts:

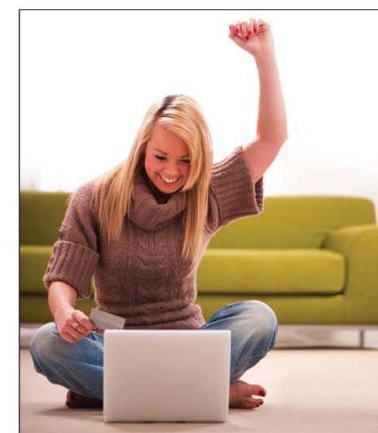
Levels	Generational FSB
1	\$50
2	\$50
3	\$50
4	\$24
5	\$24
6	\$24
7	\$24
8	\$24
9	\$24
TOTAL	\$295

Amounts compress to the 1st qualified upline member

LEVELS OF PARTICIPATION

Based Upon Enrollment Kit Purchases	Preferred Customer	FSP	IBO (FBP)
Two ways to get started	\$179	\$395	\$1,495
PSV requirements/AutoOrder	No	No	\$79
Eligible to buy wholesale	Yes	Yes	Yes
Eligible for Retail Sales	Yes	Yes	Yes
Eligible for UniLevel Bonus	Yes ¹	Yes	Yes
Eligible for GFSB Bonus	No	NO	Yes

¹Preferred customers can qualify for the UB after accumulating \$1316 of PSV. To qualify for the monthly Unilevel Bonus, the PC must have \$79 in PSV each month.



The power of FamilyIQ is more than a name; it's the family of people with whom we work. Our loyal IBOs are, and always will be, our valued partners. We are eager to reward them with a flexible 21st century compensation plan.

GLOSSARY

Active Members (AM): An IBO generating at least 79 PSV in a calendar month, or a Preferred Customer who has accumulated \$1,316 in PSV and has, during the current month, achieved \$79 in PSV.

AutoOrder: A program that benefits a member by conveniently authorizing FamilyIQ to automatically bill and credit program points to IBOs on a recurring monthly basis.

Customer: A customer includes any retail customer and preferred customer that you personally sponsor who has no organization.

Downline, Group, Team, Organization: The new IBOs directly sponsored by an IBO, plus all the people whose line of sponsorship resulted from and came through that IBO. Your "downline" consists of all the IBOs on your Level 1, Level 2, Level 3, etc., through unlimited depth.

Enrollment Leg (EL): Enrollment leg is defined as all the people who have been sponsored by an IBO, and have been assigned to a particular leg.

First Upline: The IBO directly above your Sponsor, from a genealogy standpoint.

Dynamic Compression: The FamilyIQ Compensation Plan has Dynamic Compression, a process of seeking out qualified IBOs until the full available bonus is paid.

Group Volume: The total amount of product volume in your organization.

Independent Business Owner (IBO): A person who has completed an IBO Application and Agreement that has been accepted by FamilyIQ and: 1) has purchased the Preferred Customer Kit and accumulated \$1316 in PSV over any period of time; or 2) purchased the \$395 product package (Family Starter Package) or the \$1495 product package (Family Builder Package).

Monthly Volume (RMV): The total amount of product volume within your Unilevel organization each month. This RMV determines a Preferred Customer's eligibility to earn Unilevel Bonuses on levels 1-9. The RMV is in conjunction with the Personal Sales Volume.

Personal Sales Volume (PSV): A PC can generate PSV from any purchase made through retail customers, preferred customers and their own personal purchases. Neither AutoOrder nor personal product purchases are a requirement to participate in the FamilyIQ Compensation Plan.

Preferred Customer (PC): A person who has joined FamilyIQ by executing a Preferred Customer Application and Agreement, and purchased a Preferred Customer Kit. This member qualifies for wholesale pricing on FamilyIQ products, the UB bonus and the Retail Sales Bonus.

Qualified Enrollment Leg (QEL): A QEL is any EL that has 3 or more levels that are currently active, and generate UGV of at least \$632.

Qualified Upline Member (QUP): Any Member who sells at least 1 Family Builder Package (FBP), every 90 days qualifies for Generational Fast Start Bonus' (GFSB).

Required Monthly Volume (RMV): The RMV is the total amount of product volume within a PC's Unilevel organization each month. This RMV determines a PC's eligibility to earn Unilevel Bonuses on levels 1-9. The RMV, in conjunction with the Personal Enrollment Leg requirement, determines your Unilevel Bonus payout.

Sponsor: The person who enrolls a new customer or IBO.

Unilevel Group Volume (UGV): The total amount of monthly volume in your L



UB QUALIFYING INCOME LEVELS

Qualifying income levels for Preferred Customer Members who sell FamilyIQ products

Qualified Pay Rank Title	Customer Requirement	UGV Requirement Unilevel	Levels Paid by UGV
Builder	1	158 UGV	1
Manager	1	316 UGV	2
Senior Manager	2	632 UGV	3
Director	2	1,264 UGV	4
Senior Director	2	2,508 UGV	5
Executive	3	5,056 UGV	6
Exec. Director	3	10,112 UGV	7
Ambassador	4	29,224 UGV	8
Presidential	4	40,448 UGV	9