

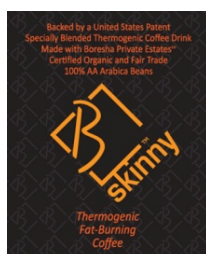


APRIL 1, 2009 REVISION

“Financial Freedom Plan™”

“Manifest Excellence”

A HEALTHIER SOLUTION FOR BUSINESS OWNERS, GROWERS,
CONSUMERS AND THE ENVIRONMENT



10 Ways to Prosper With Boresha™ While Drinking Coffee & Burning Fat

Weekly

1. ***Fast Cash Bonus***
2. ***Diamond Maker Bonus***
3. ***Customer Sales Earnings***

Monthly

4. ***Retail Bonus Pool***
5. ***Team Commissions***
6. ***Matching Bonus***
7. ***Business Builders Bonus Pool***
8. ***Executive Plus Rewards***
9. ***Giving Back Bonus***
10. ***Multiple Business Centers***

The Gold Standard in Compensation Plans

Boresha Private Estates™ **Financial Freedom Compensation Plan™** was developed to combine the strengths of “Three Global Mega Industries”: Network Marketing, Health & Wellness and Coffee Industries thus creating the most imaginative, innovative and powerful wealth generating compensation plan in either industry. It is designed for the average individual, the sales person as well as the business builder. You earn income by selling product and recruiting distributors, enabling you to build true monthly residual income. The ***“Financial Freedom Plan”*** is as delicious as the coffee providing you with TEN [10] ways that empower you to build a potentially global business and achieve your life’s dreams.

Getting Started

To become a Marketing Consultant with Boresha International simply fill out the online Distributor Application Form and Agreement, or submit a hard copy to the corporate office [925.676.1412 fax].

Easy Qualification to be an Active Distributor

Distributor must become and remain active by maintaining least 50 PV in a four week period.

Placement

The Distributor as the sponsor has the option of manually placing a new Distributor in any open position in their downline; or letting the Back Office System automatically place the new Distributor.

COMPENSATION PLAN:

Distributor Auto-Ship Packages

<u>PACKAGE</u>	<u>WHOLESALE</u>	<u>[PV]</u>	<u>FAST CASH</u>
A] "CUSTOMER ACQUISITION PACK" <i>[50 pc Taster Pack Boresha Private Estates]</i>	\$ 79.00	50	\$ 30
B] BSkinny™ Coffee, 30 Pack	79.00	50	30
C] BSkinny™ Coffee, 50 Pack	130.00	75	30
D] BSkinny™ Coffee, 50 Pack +1 BSweet™ + 25 1oz	175.00	100	55
E] BSkinny™ Coffee, 100 Pack + 2 BSweet™	299.00	175	130
F] BSkinny™ Coffee, 150 Pack + 4 BSweet™	469.85	300	230

1. FAST CASH BONUS

This bonus is paid to an Active Distributor when a personally sponsored Distributor places their first time order of at least 50 PV *[order must be placed within 30 days of new Distributor's enrollment]*.

For example, the sponsoring Distributor is paid \$55.00 with a minimum of 100PV, or \$30.00 for a 50PV auto-ship from a sponsored distributor, etc.

DIAMOND: The rank of Diamond is achieved once a Marketing Consultant becomes active and ‘personally sponsors’ two [2] active distributors, one [1] in each leg.

2. DIAMOND MAKER BONUS

\$25.00 is paid to an active Diamond or higher whose personally sponsored Distributor achieves the rank of Diamond.

3. CUSTOMER SALES EARNINGS

- 3.1 Retail: \$6.00 per 12oz bag of BPE and \$71.00 per BSkinny Coffee 30 Pack commission is earned by the Distributor on customer [non-distributor] orders when Boresha product is sold at the retail price point. Retail Profit is paid to all ranks. No qualification is required to receive retail commissions.
- 3.2 Fundraising: “Team Commissions” plus Residual Profit of \$1.10 per bag
- 3.3 Commercial: 10% of GV
- 3.4 Auto-Ship: Difference between Wholesale Price and Auto-Ship Price sold to your personal auto-ship customers returns to you [\$2.00 per 12oz bag of BPE and \$6.00 per BSkinny 30 count].

4. RETAIL BONUS POOL

A 5% Bonus Pool will be established from total company “Customer Auto-ship” volume. The Retail Bonus Pool will be paid out to all distributors with qualifying PV of 1000PV resulting from your own “Preferred Customer” volume [excluding self, fundraising and commercial volumes]. Each additional 1000PV will earn an additional share.

5. TEAM COMMISSIONS

- 5.1 The team commission’s portion of our plan is binary. Binary means that you will be placed in one of two legs [right or left] in your sponsor’s organization. You will then be compensated based on successfully building two legs of your own. Your sponsor [or anyone else in your upline] may also place people in your organization. As your group begins to grow, you are entitled to team commissions based on the total volume generated in your lesser leg.
- 5.2 Compensation is based upon each distributor’s team product sales. Distributors must be active and qualified in order to receive this commission.
 - 1st Tier:* Commissions are paid on 10% of lesser leg GV, with a minimum requirement of 50 PV per month.
 - 2nd Tier:* Commissions are paid on 15% of lesser leg GV, with a minimum requirement of 175PV per month

Unpaid GV will carry over to next period providing the Distributor remains “Personally Active”. Team commissions are limited to a maximum of \$40,000 per month per “business center”. First months purchases are calculated into the Team Commission Bonus.

6. MATCHING BONUS

The Matching Bonus component of the compensation plan is paid according to the unilevel design. Bonus is available to Distributors who achieve “DIRECTOR” level ranking. Distributors must be qualified according to Boresha’s minimum “bonus qualification” requirements. Bonus is paid according to the level of Distributor [Director or higher]. The higher the ranking, the more generations paid as follows:

∂ <i>Director:</i>	paid to one generation
∂ <i>Exec Director:</i>	paid to two generations
∂ <i>RVP:</i>	paid to three generations
∂ <i>Ambassador:</i>	paid to four generations
∂ <i>Senior Amb:</i>	paid to five generations
∂ <i>National Amb:</i>	paid to six generations
∂ <i>Global Amb:</i>	paid to seven generations

Commission is based upon a “floating percentage” of team commission (up to the maximum of 55%) paid on personally sponsored Distributors and the Distributors they sponsor, etc., up to seven generations in the unilevel enrollment tree. Width in this unilevel component is unlimited. A generation is completed when another Director or above breaks.

7. BUSINESS BUILDER BONUS POOL™

This is a bonus pool resulting from auto-ship sales volume. The Company allocates, of new Marketing Consultants, \$25.00 per each 50 PV or greater auto-ship enrollment into the pool every calendar month. The *Business Builders Bonus Pool* is awarded to those active Distributors with a minimum of 50 PV helping a minimum of two [2] active Distributors within the calendar month generate 50 PV. Shares are awarded to Sponsoring Distributors each month based on Product Sales Volume generated in terms of a minimum 50 PV; as an example, if a Sponsor helps 2 new Distributors generate Product Sales Volume at a minimum of 50 PV they receive one [1] share, three new active Distributors’ results in two [2] shares, etc.

8. EXECUTIVE PLUS REWARDS

These rewards may include vehicle allowance, travel credits, annual celebrations, cash rewards, among others.

9. “GIVING BACK” BONUS™

Available at the “Ambassador” level and higher. Anticipated pool will consist of 1% of company’s total GV to be placed in pool and shared among highest ranking Distributors

10. MULTIPLE BUSINESS CENTER

As your Boresha Business grows, you can potentially have a total of “four” [4] business centers, with each potentially earning \$40,000 per month in Team Commissions.

The Team Commission & Matching Bonus portion of the Boresha™ International’s compensation plan is designed to pay a total of 55% of Corporate Group Volume. After the Team Commissions are calculated any remaining available commissions [up to the 55% figure] are allocated to Matching Bonuses.

Compensation plan is subject to modifications.

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Ranks and Qualifications

Rank Title	Qualification
MARKETING CONSULTANT	SUBMIT THE DISTRIBUTOR APPLICATION ALONG WITH THE BUSINESS APPLICATION FEE; SIGN UP FOR THE BUSINESS BUILDING BACK OFFICE SYSTEMS AND GET ON A MINIMUM OF 50PV
DIAMOND	150GV DURING A CALENDAR MONTH PERSONALLY "ACTIVE" AND "QUALIFIED" AND HAVING RECRUITED AN ACTIVE DISTRIBUTOR IN BOTH YOUR RIGHT AND LEFT LEGS
EXECUTIVE DIAMOND	350 GV DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED AND HAVING RECRUITED AN ACTIVE DISTRIBUTOR IN BOTH YOUR RIGHT AND LEFT LEGS
COORDINATOR	1,500 GV IN YOUR LESSER VOLUME LEG DURING THE CALENDAR MONTH. PERSONALLY ACTIVE AND QUALIFIED AND A MINIMUM OF ONE PERSONAL ENROLLMENT TREE LEG THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE
EXECUTIVE COORDINATOR	3,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH. PERSONALLY ACTIVE AND QUALIFIED AND A MINIMUM OF TWO PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG
DIRECTOR	5,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED AND A MINIMUM OF THREE PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG
EXECUTIVE DIRECTOR	20,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MINIMUM OF FOUR PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG
REGIONAL VICE PRESIDENT	40,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MINIMUM OF FIVE PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG
AMBASSADOR	80,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MINIMUM OF SIX PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG <p style="text-align: center;">***** \$500 CAR ALLOWANCE [MUST BE ON A MINIMUM OF 100 PV] ***** ***** AMBASSADOR & HIGHER QUALIFIES FOR THE "GIVING BACK BONUS" *****</p>
SENIOR AMBASSADOR	250,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MINIMUM OF SEVEN PERSONAL ENROLLMENT TREE LEGS THAT CONTAINS A QUALIFIED EXECUTIVE DIAMOND OR ABOVE IN EACH LEG <p style="text-align: center;">* ***** ALLOWED 2ND BUSINESS CENTER [MUST BE ON A MINIMUM OF 100 PV] *****</p>
NATIONAL AMBASSADOR	600,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MAINTAIN 150,000 GV IN SEVEN PERSONAL ENROLLMENT TREE LEGS WITH NO MORE THAN 50,000 GV COMING FROM ANY SINGLE ENROLLMENT TREE LEG <p style="text-align: center;">***** \$1,000.00 CAR ALLOWANCE [MUST BE ON A MINIMUM OF 150 PV] ***** * ***** ALLOWED 3RD BUSINESS CENTER *****</p>
GLOBAL AMBASSADOR	1,000,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MAINTAIN 250,000 GV IN SEVEN PERSONAL ENROLLMENT TREE LEGS WITH NO MORE THAN 50,000 GV COMING FROM ANY SINGLE ENROLLMENT TREE LEG <p style="text-align: center;">***** \$ 2,000.00 CAR ALLOWANCE [MUST BE ON A MINIMUM OF 200 PV] ***** * ***** ALLOWED 4TH BUSINESS CENTER *****</p>
DIAMOND AMBASSADOR	2,000,000 GV IN YOUR LESSER VOLUME LEG DURING A CALENDAR MONTH PERSONALLY ACTIVE AND QUALIFIED. MAINTAIN 500,000 GV IN SEVEN PERSONAL ENROLLMENT TREE LEGS WITH NO MORE THAN 50,000 GV COMING FROM ANY SINGLE ENROLLMENT TREE LEG <p style="text-align: center;">***** \$ 5,000.00 CAR ALLOWANCE [MUST BE ON A MINIMUM OF 200 PV] ***** ***** LIFE IS GOOD *****</p>

GLOSSARY OF TERMS:

ACTIVE QUALIFICATION:

DISTRIBUTOR MUST BECOME AND REMAIN ACTIVE BY PURCHASING/SELLING AT LEAST 50 PV IN A FOUR WEEK PERIOD.

AUTO SHIP (PREFERRED) CUSTOMER:

CUSTOMER WITH AT LEAST 11 POINTS FROM AUTO SHIP ORDER

BONUS QUALIFICATION:

MUST HAVE AT LEAST ONE PERSONALLY SPONSORED AND ACTIVE DISTRIBUTOR IN EACH LEG

BUSINESS CENTER:

MC'S ARE POSITIONED IN EITHER OF TWO LEGS IN EACH BUSINESS CENTER.

ALSO REFERS TO HOW A DISTRIBUTOR IS PLACED WITHIN THE BORESHA ORGANIZATION.

DISTRIBUTORS'S "LEGS" MAY ALSO INCLUDE DISTRIBUTORS PLACED BY UPLINE.

CUSTOMER TYPES:

RETAIL - SINGLE OR OCCASIONAL ORDER

PREFERRED - CUSTOMERS ON AUTO SHIP ACCOUNTS

COMMISSIONABLE VOLUME [PRODUCT SALES]:

CV = COMMISSIONABLE VOLUME - ASSIGNED PRODUCT VALUE AS BASIS FOR COMPENSATION

PV = PERSONAL VOLUME - CONSULTANTS RETAIL SALES AND PERSONAL

PURCHASES [COMMISSIONS ARE PAID OUT ON 1ST MONTH PV]

POINTS ASSIGNED TO PRODUCT - "EXAMPLE":

A. 9 POINTS = 1 BAG COFFEE ON AUTO SHIP ORDER,

B. 50 POINTS = 1 30 COUNT CASE SKINNY COFFEE ON AUTO SHIP

GV = GROUP VOLUME. ALL PRODUCT SALES VOLUME GENERATED BY DISTRIBUTOR'S ORGANIZATION, INCLUDING PERSONAL PURCHASES

ORGANIZATION:

REFERS TO ALL PERSONALLY SPONSORED IBO'S IN DOWNLINE; MAY ALSO BE REFERRED TO AS "GENEALOGY" OR "TREE"

PROMOTION QUALIFICATION:

DISTRIBUTOR MUST BE ACTIVE AND QUALIFIED IN ORDER TO PROMOTE TO THE NEXT LEVEL AND MUST ACHIEVE A MINIMUM GROUP VOLUME REQUIREMENT PLUS ALL OTHER REQUIREMENTS AS STATED IN THE "FINANCIAL FREEDOM PLAN"

PERSONALLY "ACTIVE":

A DISTRIBUTOR MUST MAINTAIN A MONTHLY MINIMUM OF 50PV. IF A DISTRIBUTOR DOES NOT MEET THE MINIMUM REQUIREMENT OF 50PV WITHIN ANY BONUS PERIOD THE DISTRIBUTOR WILL NOT BE ENTITLED TO ANY BONUSES FOR THAT PERIOD AND ANY CARRY OVER VOLUME WILL BE FLUSHED.

PERSONALLY "QUALIFIED":

MINIMUM MONTHLY PRODUCT PURCHASE [MMPP] [50 PV] + 2 DISTRIBUTORS WITH MMPP [50 PV]

Any income statements are not intended as projections. There are no guarantees of income. Boresha™ reserves the right to amend the "Financial Freedom Plan™" at anytime without notice. On rare occasions, genealogy changes can be transacted with signed approval of sponsor, key ranks upward and the corporation; the corporation reserves the final approval. Distributors that fail to renew yearly are placed on a de-active status. Multiple positions outside of qualified extra "business centers" are not allowed without prior approval of the corporation. Minimum Qualifications for rank qualifications are calculated on existing Boresha Private Estate's™ products and may change as next generation products are introduced.