NEWSLETTER NEWS AND UPDATES

Wednesday, March 3rd, 2004

CORPORATE NEWS

From the Head Office

Mark Wright BSc MBA

Chief Operating Officer

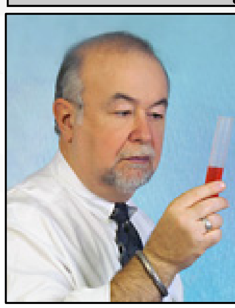
We are extremely pleased with the progress we've made since the roll out of the Binalevel Compensation Plan. The Back Office software is working flawlessly and new features are being added even as you read this document. The shopping carts and genealogy engines are all fully operational. We would encourage al of those of you who haven't checked your website to review it at your earliest convenience. Be sure to refer your retail customers to your website to make it simple to re-order products as they need to. In order to ensure your continued online presence be *sure to check with corporate headquarters that you've selected to prepay your web hosting fees or have elected to be billed an a monthly basis.*

With the roll out of our new compensation plan we are excited to announce that we are introducing a special **Founders program**. This optional time limited program is available only to those serious about building their businesses quickly. There are a limited number of spaces available but participation in the program can enable members to earn shares in two separate bonus pools for up to three years each totaling 2% of total company wholesale sales volume. Existing Distributors have until March 31st 2004 to upgrade. To apply for this program or for more details contact either your upline or Myself at corporate headquarters

The **AUTOSHIP PROGRAM** is proving very successful. With most members electing to take full advantage of the Double Business Builder Bonuses in the unilevel back end of the compensation plan. Be sure that you have enough products on hand to help support your business, build on your retail customer base and maintain your activity in both the Binary and Unilevel parts of the compensation plan by ensuring you and all of your downline take advantage of the autoship program.

PRODUCT NEWS

Modern Oil Change



Jim English

Director of Product R&D

Before you change the oil in your car, you need to be aware of a few things that the average driver isn't.

Non-synthetic motor oils are made to a performance specification and are not a formulated product. Motor oil is made from what is left over after all the other chemical products have been removed. (Please see Bi-Tron Distributor Document 2004-01-201.) This document will give you additional information on this subject.

Each batch of base stock oil is different because it comes from different oil wells in different parts of the world. This difference means the "Oil Manufacturer's Additive Package" that will be added to the base stock oil will be different for each batch. California oil vs. Saudi oil is much different and the "Oil Manufacturer's Additive Package" is also different.

So, what does this mean to me? Well most people think that when they buy a brand name oil, let's say a 10-30 type, that if they buy that bottle in Boston it will be the same as a bottle purchased in San Diego. With non-synthetic motor oil being a performance specification and not a formula, the additive packages in each of these two bottles we are talking about may or may not be same.

Inside this issue:

ENGINEERED TO OUTPERFORM

PRODUCT NEWS

Modern Oil Change

Oil is made in different plants and different parts of the country, and different parts of the world for that matter. This means that to meet the minimum specification set forth by the auto manufacturer you would have to make sure the “Brand Name Oils” all came from the same lot.

Look on the bottom of each bottle and you will find the lot number along with many other numbers that are used for pricing and transportation.

Say the bottle you buy in Boston has a 1234 lot number on it and the one you buy from San Diego has a lot number 5678. If you mix these two bottles of motor oil, with these two different lots numbers, from the same oil company with the same brand name and viscosity, it will not meet the minimum performance specification. Because the “Oil Manufacturer's Additive Packages” are different.

I ran this type of test in a laboratory setting using state-of-the-art engine test equipment and I found that mixing lot numbers does affect the outcome of how the oil performs. I bought cases of oil and randomly picked bottles of oil out of the cases and mixed them together and put them into a 3.8L GM test engine. We failed on two occasions to meet the baseline requirements of the auto manufacturer's performance specification because we mixed lot numbers.

We, as auto engineers, were also unaware of this problem, and then when we mixed bottles with the same lot numbers we passed the minimum specification.

So if you change your own oil you will now have to look at the bottom of each bottle and make sure you buy a case of oil with all the same lot numbers to assure you meet the minimum performance specification.

What happens when you take your car to a quick oil change place and they pump the oil out of their underground tanks?

When the auto dealer or quick oil change place buys in bulk, let's say 10W-30 oil, it may be from different batches and blended before it even gets to the auto dealer or quick oil change establishment.

One thing for sure is that it’s going to be mixed with other oils when they dump the new oil on top of the oil left in the bottom of the tank. This mixing of oils and lot numbers

This brings us to the use of Bi-Tron oil additives in your car. With the secret out about lot numbers you need to have a high quality oil additive like Bi-Tron in your car. Without it you will not meet the performance standards set forth by the auto manufacturer because the lot numbers were not the same.

This mixing of lot numbers causes the oil additives packages in the oil to cancel each other out in some cases. To make sure that your car meets the performance standard you will need an additional oil additive that is compatible with the oil in your car.

Bi-Tron oil additives are the products that can step into the void and perform to meet this need.

MARKETING NEWS

How to Succeed!

This truly is a simple business and yes, you too can be successful. One of the keys to your success is to be coach-able and to follow this simple duplicatable process and help others do the same thing. Though we know how excited you must be starting up in business for yourself DO NOT try to reinvent the wheel. Our products are exciting and the business opportunity is fantastic but you do not need to know a great deal about either. By all means read through all of the collateral material but if you learn nothing else learn this.

KEEP IT SIMPLE & FOLLOW THE PROCESS!

This process is the same process used by every leader who has experienced any level of success in this industry. It is simple and it works. DO IT ! Follow the process and do it on a big scale and help others to do the same and you can achieve anything.

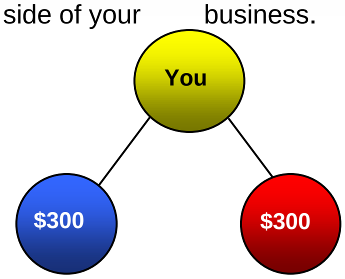
Rule 1: Follow the Process

Rule 2: Follow Rule 1

YOUR GOAL

GET QUALIFIED WITHIN YOUR FIRST 48 HOURS!!!!

Identify and enroll your two key leaders into your new business and start to help them do as you have. One on each side of your business.



Your First 48 Hours

1) Confirm you are properly Activated, your website is online and you are set up to receive your Autoship.

2) Identify at least 3-5 friends or family members who you feel will try the product based on your relationship.

3) Assist those who said yes in Bi-Tronizing their car. Make sure you help them and that they put Bi-Tron in their vehicles.

4) Identify your 10 EASIEST and 10 BEST

EASIEST are those you feel would probably listen to you, who would probably join because you did, even though they may not need to make extra money.

BEST are those you feel are already very successful financially, know a lot of people, people listen to what they say, are very busy and are probably the people you feel afraid to call.

5) Approach these individuals using the Pique Interest Script.

HOW TO APPROACH PROSPECTS & PIQUE THEIR INTEREST

Once you have identified your lists of ten get on the phone and call them. Your goal is ONLY to pique their interest. It is NOT to tell them about the business or the products.

Allow someone with more experience to assist you.

Using a third party when possible will always give you more leverage than trying to do it on your own.

DO NOT to get caught up answering questions. Keep the process simple and follow the recommended steps outlined below.

MARKETING NEWS

Your First 48 Hours

FOLLOW THIS PROCESS

If a third party explains what we are doing on your behalf your prospect is over one hundred times more likely to be interested in taking it to the next stage.

Pique Interest with this simple script

"Hi ________________, do you have a second? I know you're busy and you don't have any extra time, but if there was a way to generate a residual income on a part-time basis without changing your schedule, would you want to know about it?"

If they say "Yes"

You say ***"When do you have 10 minutes to hear about this?"***

Let them tell you a few times they are available then direct them to one of the following the best you can.

THIS "PIQUE CALL" IS YOUR PRIMARY TOOL – USE IT

Move them to the:

PRE-RECORDED PIQUE INTEREST CALL: (212) 990-6383 Ext 1 0 0 2

Or……..

A THREE-WAY CALL with your upline Leader. Work with and around both schedules.

If they ask you "What's it about?

DO NOT TRY TO EXPLAIN ANYTHING AT THIS STAGE!

Instead redirect them back to one of the calls.

Remember, if someone else explains the business your chance of success in having the person look at a presentation increase 100 fold!

Say: ***"I met some incredibly successful people here in _______ (city) who are launching a business internationally. They are putting a small group of people together who will be able to participate in the revenues. I though of you and want you to hear about it."***

If they press you for more info.

Say: ***"I am not even going to try to explain the business to you. Listen, can you just give me 10 minutes."***

If they are resistant for some strange reason.

Try: **"Listen, based on our relationship will you please give me 10 minutes"**

YOUR GOALS:

Put as many people as possible on either the pre-recorded call or on a call with your upline leader. Let someone other than you explain the business to them. Let an "Expert" inspire them to come hear a presentation.

FOLLOW UP

AFTER THE PIQUE CALL OR PRE-RECORDED CALL:

Invite them on the phone with your upline leader and let the upline leader schedule a meeting. Either a group presentation or personal meeting.

DO NOT get into details, politely end the conversation.

AFTER THE LEADER SCHEDULES A MEETING:

Call a while before the meeting and remind them how important your upline's time is and that you really can't accommodate any changes.