



# NEWSLETTER

## NEWS AND UPDATES

Sunday, March 14th, 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 all 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 on 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 whole-

sale sales volume. Existing Distributors have until March 31<sup>st</sup> 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.

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**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

### Founder's Program!

#### 150,000 cars and trucks Bi-Tronized in the next 120 Days.

You have before you the greatest opportunity to grow your business income by 3 times the speed. Are you interested in setting a pace that few distributors ever see? Get ready for a plan that will build your foundation for years to come. Now is the time!

We at Bi-Tron know that our products are very easily demonstrated and experienced. Our products are now just getting into the market place. We have a product line that is easy to talk about but much more easily appreciated when used first hand.

We also know that many times a customer is willing to purchase the product but changes his or her mind when told that it will take a few days to order and get shipped to them. This is called lag time, and can not only lose retail sales in your business, but it can really slow the growth of your group when everyone is waiting for inventory to arrive. The product sells much more readily when it is in your hands when you are talking to potential customers.

Herein lies the challenge to you and your potential reward.

We want our products in cars and trucks, working to reduce harmful emissions, saving fuel, increasing performance and reducing repair bills, to the benefit of the owners...not sitting in a warehouse collecting dust.

We have a plan to put these products into 150,000 new cars and trucks in the next 4 months and we have a great desire to do our part in reducing the harmful emissions dumped into the environment each day.

We want you, our distributors and sales force to benefit from this planned movement of product to the end user.

We are looking for Leaders... builders and retailers to greatly increase the volume of products in the market place....and we want to reward those people who are willing to work for this goal as we help you grow your income.

We are on a mission; looking for people with passion, people with heart, Leaders like you.

We want to put your name in lights, to have people marvel at your accomplishments. We can only succeed if you succeed, so let us help you build your foundation as we build ours.

Serious builders and the business minded will see this promotion for what it will be -a launch pad for future earning, recognition and results in their Bi-Tron business. The Founder's Club and The Presidential Founder's Club will attract the serious MLM leaders into this company. If you will go to work, these leaders might show up in your group!

We want to have YOU share in the Total Sales of the Company! No matter who you are it is within your reach. Take action on the following information, go to work for the next 120 days like it is all you have left, and work the pants off your upline with 3-way calls.

Okay here it is: you will be eligible to earn shares in one or two bonus pools, each containing 1% of the company's wholesale volume (gross BV). This volume will accumulate each month and be paid during a designated period of three years.

### **Founder's Pool & Presidential Terms and Conditions**

#### **Founder's Pool:**

2 Pools of 1% each of company gross wholesale sales volume (gross BV) paid annually for three years.

#### **To qualify for shares in the Founder's Pool (Pool 1)**

##### **Step #1**

All participants in the Founder's Pool must Activate 1 management centre (\$300 PBV) and register for optional \$100 PBV Autoship or accumulate \$150 PBV monthly to remain active. In addition you must meet the following qualifications;

##### **Step #2 Consists of one of the following 3 options**

**Option 1)** You can earn one share in Pool 1 for every rank advanced in the Compensation Plan above and including the rank of Director.

**Option 2)** You can accumulate \$1500 PBV (Personal Business Volume, generated through retail sales and personal use) within your first 30-days. With this option you must either register for optional \$100 PBV Autoship or accumulate 150PBV monthly to remain active, and become eligible to participate in the Founder's Program.



**After qualifying with PBV Option 2 as a Bonus you receive:**

- Founder's Attaché (\$69.95 Canadian Dollar value)
- 3 years of web hosting (\$360.00 US dollar value)
- Eligibility to potentially share in Founder's Pool

This entitles you to participate in the Founder's Program but you are not a Founder yet!

To be a Founder you must, in addition to the above Option 2 Requirements, personally sponsor 6 Active Distributors who complete step 1 and remain \$100/150 PBV active for a minimum 90 day period. This entitles you to one share in Pool One.

Earn **additional** shares in pool one for every six additional Personally Sponsored Active Distributors who complete step 1 and remain \$100/150 PBV active for a minimum 90 day period.

**Option 3)** Activate 1 Management Center with 300 PBV, purchase a Founder's Inventory Pack consisting of 3 Quick Start Packs (\$300 PBV x 3 =900 PBV) and register for the \$100 PBV autoship or accumulate \$150 PBV monthly to remain active.

**After qualifying with Option 3 you receive:**

- Founder's Attaché (\$69.95 Canadian Dollar value)
- 3 years of web hosting (\$360.00 US dollar value)
- Eligibility to potentially share in Founder's Pool

This entitles you to participate in the Founder's Program but you are not a Founder yet!

To be a Founder you must, in addition to the above Option 3 Requirements, personally sponsor 6 Active Distributors who complete step 1 and remain \$100/150 PBV active for a minimum 90 day period. This entitles you to one share in Pool One.

Earn **additional** shares in pool one for every six additional Personally Sponsored Active Distributors who complete step 1 and remain \$100/150PBV active for a minimum 90 day period.

**To qualify for shares in the Presidential Founder's Pool (Pool 2)**

Once you are a Qualified Founder you can now qualify for a share in the Presidential Founder's Pool by helping one of your personally enrolled people qualify for the Founder's Pool.

A qualified Presidential Founder may earn additional

shares in the Presidential Founder's Pool for every active qualified Founder that you personally enroll that remain \$100/150 PBV active for a minimum 90 day period. You are not limited to how many shares you can earn, as long as the program is in place, but when it is full, its over!

**Additional Requirements**

Founder's Pool Qualifiers must continue to be Active (at the \$100 PBV autoship/ / \$150 PBV) from their date of enrollment in order to qualify to receive payment from either pool.

**Additional Terms**

- Maximum shares 500 total for both pools
- Program starts when last share is awarded
- 1<sup>st</sup> payout is 14 months later

The \$300 PBV Management Centre activation is paid in the Binary

The \$900 PBV Founder's Pack volume is ineligible for Personal rebate and is paid in the Binary

To be eligible to earn payout the Founder must remain \$100/150 PBV active and have six 90 day \$100/150 PBV active Personally sponsored distributors

**Builder's Recognition:**

All Founders and Presidential Founders will:

Receive recognition in company newsletters and all company-sponsored functions and there will be a special bonus and special recognition to the top 3 share earners.

Be authorized to purchase company stationary and business cards with the title of "Founder" or "Presidential Founder"

Be awarded an Official Certificate designating their Founder status.

Have a Founder's Plaque in their honor displayed at reception at the corporate head office.

Be authorized to use the Founder title in any Corporate approved advertisements used to promote the business.

**Presidential Founder's Recognition**

In addition to the above all Presidential Founders will be invited to an exclusive get together with the Corporate Team.