

TVC Marketing Associates, Inc. Marketing Plan

UNDERSTANDING YOUR TVC MARKETING PLAN FOR DIRECT AND PRO-DRIVER SALES

TITLE CODES & TITLES

Associate: Independent Contractor who qualifies for commission advance.

Executive Director: Associate with 36 or more PGV in the previous month, who has 1 or more qualified 1st generation Associates with 36 or more PGV in the previous month.

Senior Director: Associate with 36 or more PGV in the previous month who have 3 or more qualified 1st generation Executive Directors with 36 or more PGV in the previous month are promoted to Senior Director.

National Director: Associate with 36 or more PGV in the previous month who has 5 or more qualified 1st generation Executive Directors with 36 or more PGV in the previous month are promoted to National Director.

National Training Director: Associate who in any one calendar month have 36 or more PGV, an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, of \$42.90 per month or greater and who have 20 or more qualified 1st generation Executive Directors with 36 or more PGV in that same calendar month, qualify as a National Training Director. National Training Directors are vested for earned commissions and overrides and never have to re-qualify for earned commissions and overrides, as long as they keep an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, of \$42.90 or greater in force.

The graphic below shows the levels you earn overrides on and number of generations you receive overrides on, based upon your title qualification.

Personal Sales	Annual Override on Downline Sales			
Associate	Executive Director	Senior Director	National Director	Natl. Training Director*
Commission Advance	36 PGV in the Previous Month & 1 or More Qualifying Associates With 36 PGV in the Previous Month	36 PGV in the Previous Month & 3 or More Qualifying Executive Directors With 36 PGV in the Previous Month	36 PGV in the Previous Month & 5 or More Qualifying Executive Directors With 36 PGV in the Previous Month	36 PGV in the Previous Month & 20 or More Qualifying Executive Directors With 36 PGV in the Previous Month
	1st Gen. Overrides	1st Gen. Overrides	1st Gen. Overrides	1st Gen. Overrides
	2nd Gen. Overrides	2nd Gen. Overrides	2nd Gen. Overrides	2nd Gen. Overrides
	3rd Gen. Overrides	3rd Gen. Overrides	3rd Gen. Overrides	3rd Gen. Overrides
		4th Gen. Overrides	4th Gen. Overrides	4th Gen. Overrides
			5th Gen. Overrides	5th Gen. Overrides

DEFINITIONS

Personal Membership: A current, active membership of TVC Marketing is one of the following: Pro-Driver, TVC Plus Motor Club, Small Business Club of America (SBCA).

Active Membership: Any PERSONAL MEMBERSHIP which is not past due on the payment of the membership dues.

Personal Sales: Sale of a PERSONAL MEMBERSHIP made directly by an Associate.

Personal Sponsorship: When you have recruited and trained an Associate to work directly in your sales organization and they have written at least one sale.

Personal Group Volume (PGV): Total PERSONAL VOLUME CREDITS you earn in a given month.

Personal Volume Credits: Each NEW MEMBERSHIP sold with an on-going payment method, each annual RENEWAL of a MEMBERSHIP with an on-going payment method, each NEW PERSONAL SPONSORSHIP, and the holding of an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, by an Associate carry Credit Values for PGV as seen below.

PERSONAL VOLUME CREDIT TABLE

PGV CREDIT TYPE	PRODUCT	CREDIT VALUE
Personal Sale	Any TVC Pro-Driver	1
Personal Sale	Any SBCA	1
Personal Sale	Any TVC Plus Motor Club	1
Renewal (at Anniversary Month)	Any TVC Pro-Driver	1
Renewal (at Anniversary Month)	Any SBCA	1
Renewal (at Anniversary Month)	Any TVC Plus Motor Club	1
Personal Sponsorship (New Associate)	N/A	1/6 of their PGV the first 3 months
Active Personal Membership in previous month	N/A	6
First Generation Associate with 36 PGV	N/A	6

Active Associate: To be an Active Associate you must meet one of the following:

1. Having sold a NEW MEMBERSHIP, with an on-going payment method, in the previous three (3) months and have any ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method; **OR**
2. Make 1 new sale with on-going payment method in the previous month or sponsor 1 new associate in the previous month; **OR**
3. Be a new Associates in your first three (3) months with the company.

Qualified For Overrides on New Sales: Any ACTIVE ASSOCIATE with 36 PGV in the previous month; or a New Associate in their first 3 months with the company; or any ACTIVE ASSOCIATE can receive overrides on qualified sales by a newly recruited 1st generation recruit during that recruits first 3 month with the company.

Qualified For Earned Commissions on Direct Sales: Any ACTIVE ASSOCIATE with 36 PGV in the previous month and having an ACTIVE PERSONAL MEMBERSHIP, with on-going payment method, worth \$5.95 or greater.

Debit Balance: Any amount of money you have been advanced, charged, or bonused over and above what you have earned.

Company Incentives and Promotions: Company programs which will vary from time to time at the Company's option, and are subject to change without notice. (Advances, commissions, rewards, bonuses, etc. are considered Company Incentives and/or Promotions).

Statement and Commission Checks: Any commissions or adjustments will be viewable in your back office on your website, at the companies option and are subject to change without notice.

Earned Commission: Associate's earned commission pays back their debit balances based on collected funds. Anything that is sold "as-earned" and never advanced, is paid "as-earned" for twelve (12) months as long as you are an ACTIVE ASSOCIATE. Once your debit balance is zero, all earned commissions are paid to you, as long as you are an ACTIVE ASSOCIATE with an ACTIVE PERSONAL MEMBERSHIP, with an on-going payment method, worth \$42.90 per month or more and you qualify with 36 PGV the previous month, or you have qualified for vesting as National Training Director.

ADDITIONAL INFORMATION

1. Checks of \$10.00 or more may be paid via the following methods:
 - a. Check mailed to you; or
 - b. Direct deposit.

2. A Data Processing Fee will be deducted from weekly commission checks, according to the following chart:

WEEKLY COMMISSIONS	FEE
Up to \$100	\$ 3.00
\$101 to \$200	\$ 6.00
\$201 to \$300	\$ 9.00
\$301 to \$400	\$12.00
\$401 and above	\$15.00

3. Chargeback and Truck Stop Rent:

Chargeback Bonus: Associates may earn a chargeback bonus, which offsets a portion of their chargebacks for the week. The bonus amount depends on their sales count for the week.

 - With a sales count of 10 or more, 100% of chargeback deductions are bonused back.
 - With a sales count of 5-9, 75% of chargeback deductions are bonused back.

Truck Stop Rent Bonus: Truck stop rent is charged to an Associate based on the number of shifts worked at a TVC truck stop booth and is deducted from their commission checks. Truck stop rent generally costs \$5.95 per shift. Based upon the Associate's sales count for the week, the truck stop rent bonus can cancel out some or all of the truck stop rent an Associate has been charged.

 - If an Associate has a sales count of 10 or more in a week, no truck stop rent will be deducted from that week's commissions.
 - If an Associate has a sales count of 5 - 9 in a week, only 25% of the truck stop rent will be deducted from that week's commissions.
 - Truck stop rent will not exceed 50% of commissions in any given week.
 - New Associates automatically qualify for the truck stop rent bonus in their first eight weeks in business.

4. You can enroll a member with credit card information on the computer until Midnight (CST) Saturday night, and they will be processed on Thursday and paid on Friday the following week. You will know immediately if the credit card is valid if you process your application through the website.

5. Checks take a minimum of four (4) working days to clear, so they must be in by Midnight, Monday to pay the following Thursday. You should always input your applications daily from the website to ensure they clear in time for your check.

6. The week the payment clears for an application is the week it will count and pay your commission.

7. All Pro-Driver and Matrix applications count for count to determine the level of your Pro-Driver advance commissions, even though some might be paid as-earned through the Matrix.

BONUSES

Health Bonus

To qualify for the health bonus you must have an ACTIVE SBCA MEMBERSHIP with an on-going method of payment worth \$42.90 or greater. Once you qualify, the Health Bonus is strictly based on personal sales count each month. (The following indicates potential Health Bonus based on sales of Gold Pro-Driver memberships with on-going pay.)

- \$100 - 22.5 Applications per Month - Average 5.6 Applications per Week
- \$213 - 32.5 Applications per Month - Average 8.1 Applications per Week
- \$380 - 42.5 Applications per Month - Average 10.6 Applications per Week
- \$480 - 52.5 Applications per Month - Average 13.1 Applications per Week
- \$525 - 95 Applications per Month - Average 23.75 Applications per Week
- \$600 - 125 Applications per Month - Average 31.25 Applications per Week

Executive Director (EDIR) Bonus

To qualify for the Executive Director Bonus, you must have 36 PGV the previous month and you must have 75 personal Pro-Driver or SBCA sales with on-going payment method in the previous month or have a team of three first-level legs that produce 25 Pro-Driver or SBCA sales with on-going payment method per leg in the previous month. (One leg cannot count for more than 25 Pro-Driver or SBCA sales to qualify).

The following month, you will receive an additional \$5.00 on all personal Pro-Driver or SBCA sales with an on-going payment method and on all team Pro-Driver or SBCA sales with an on-going payment method, made that following month, down to the next Executive Director Bonus Qualifier. At that point, you receive \$2.50 on all Pro-Driver or SBCA sales with an on-going payment method down to the second Executive Director Bonus Qualifier; \$1.50 down to the third Executive Director Bonus Qualifier and \$1.00 per Pro-Driver or SBCA sale with on-going payment method down to the fourth Executive Director Bonus Qualifier in your downline.

Cash Winner Bonus

The amount of cash you earn for each sale with on-going payment increases the more sales you make each week. For example, when you sell GOLD ProDriver memberships, you could earn: from \$82.78 to \$112.78 per sale. The difference between the base commission and the commission you are paid as the result of your sales count is your Cash Winner Bonus.

GOLD Apps.	COMM. ADV. PER SALE
1	\$82.78
4	\$87.78
5	\$90.28
6	\$92.78
8	\$97.78
10	\$102.78
15	\$112.78

All Bonuses are based on commissionable and processable sales with on-going payment method.

Marketing Plans, Bonuses, Incentives, Product Availability, Policies and Procedures and etc., may be amended by the Company from time to time without notice at its sole discretion and without consent of Associates or any related party.

On-Going Payment - This is a payment method with a likely expectation that drafting for membership dues using the payment method on a monthly basis would result in collection of funds. Examples of payment methods that are NOT considered on-going would be Gift Cards, Prepaid Cards, One-time pay cards, On-Line bank accounts.

All sales made WITHOUT an on-going payment method will be paid as earned, and PGV will only be credited with the receipt of a subsequent payment receive through the payment method, or the payment method is replaced by a payment method that is considered on-going.