



SoulMate.com Partner Guide to Marketing

This Partner Guide to Marketing is designed to provide you, the SoulMate.com Partner, a comprehensive guide to fundamental policies and procedures. It includes:

- 1) Presentation Guidelines
- 2) Internet Marketing Guidelines
- 3) Spam Compliance Procedures
- 4) Corporate Logo Identity Guidelines

Use this resource manual to facilitate your ability to create a successful, long term SoulMate.com business. A very important aspect of protecting your position with the company is to fully understand and comply with the Spam Compliance Procedures as outlined in Section 3.

You can build a productive SoulMate.com business while working within these guidelines.

1. Presentation Guidelines

Please use the following guidelines when creating presentations to ensure any Representation of SoulMate.com and its opportunities are correct and consistent:

- You are a Partner or Ultimate Partner of SoulMate.com;
- You must always represent yourself as a Partner or Ultimate Partner and you can never represent yourself as an employee of the corporation;
- In order to protect the value of SoulMate.com brands, any written or verbal presentation made in the capacity of an Partner or Ultimate Partner must be truthful and must not create in any manner a false impression of SoulMate.com and its benefits;
- You must at all times adhere to the provisions of the SoulMate.com Partner Agreement and all policies and procedures.

Please refer regularly to the Partner Agreement, and make sure that the Partners, who you personally referred to SoulMate.com, do the same. You are responsible for giving them guidance to get them off to a good start.

In addition, you are responsible for keeping yourself up-to-date with the provisions governing your conduct as a SoulMate.com Partner.

These guidelines are set forth to protect the SoulMate.com brand and trademark and thereby protect the investment you are making in your SoulMate.com business. It is up to each Partner to understand and follow these policies and procedures.

Representing the Earnings Opportunity

The following are the primary ways to earn referral fees as a Partner:

The *Standard Commission Plan* is an attractive 7-level program that provides income for personal Active Member and Qualifying Ultimate Partner referrals. The monthly recurring subscriptions build your residual income.

Commissions are paid when an Active Member or Qualifying Ultimate Partner begins their subscription, and monthly thereafter, for as long as their subscription continues. When new Partners join your referral network and begin inviting new Active Members and referring

Qualifying Ultimate Partners, you can qualify for recurring commissions on these referrals as the network grows – through 7 levels.

To qualify for & be eligible to receive commissions on Qualifying Ultimate Partners and Active Members, simply personally refer and maintain:

- ▶ One active Member for commissions through Level 3.
- ▶ Two active Members for commissions through Level 5.
- ▶ Three active Members for commissions through Level 7.

If eligible, you continue to receive commissions for Qualifying Ultimate Partners and Active Members who join SoulMate through your 7-level network as it builds and grows – month after month.

You are paid the following for all Qualifying Ultimate Partners and Active Members – according to where they enter your 7-level network.

1. Monthly recurring fees for Active Members who join from the referrals of Partners or active Members.
2. Monthly recurring fees for Qualifying Ultimate Partners.

In addition, leadership bonuses are cumulative and can build a powerful income expanding beyond your 7-level network.

SoulMate Partners can promote to three Leadership Positions:

- Director
- Senior Director
- Executive Director

By meeting performance requirements, you can promote yourself to each position. If you are a Director or above, you can receive leadership bonuses to unlimited levels of depth as you refer new Partners, Qualifying Ultimate Partners and Active Members after you are promoted.

For complete details, please refer to the referral compensation plan.

When representing the earnings opportunity, the foremost rule is that you MAY NOT represent or create an unrealistic expectation, nor may you misrepresent the terms or requirements of the Partner opportunity and its rewards. Because earnings are dependent on a number of factors including those within and outside of a Partner's control, you cannot accurately "predict" what any individual should expect to earn.

For this reason you may NOT offer specific numbers or ranges of earnings in a manner that creates an expectation of actual earnings.

Interested people will naturally want to compare the possible earnings and compensation plan structure with other earning opportunities. Therefore, a discussion of the mechanics of the compensation plan and its potential payment under various assumptions is unavoidable. You may discuss the compensation plan, and are encouraged to refer to it. You may also show sample calculations based on hypothetical situations PROVIDED THAT YOU IDENTIFY THEM AS SUCH and provided that any hypothetical representation is mathematically sound. The key is to be sure that the person you are speaking with understands that you are not asserting that he or she should EXPECT to make this amount, but, rather showing mechanically or mathematically what the possible payment amounts may be.

To be safe, we suggest that you follow each earnings discussion with a simple phrase like "Of course, you understand that this is not an example of what you will earn, but rather an indication of how the SoulMate.com Compensation Plan has been designed." Also, refer them to the SoulMate.com website to read the Referral Compensation Plan.

Representing Your Status and Compensation

Under the terms of the Partner Agreement, you must accurately represent yourself as you present SoulMate.com and your experience with the opportunity. You may not give specific earnings figures in emails, nor mention any ranges that you have earned in specific figures. It is acceptable to say, IF TRUE, "My wife can now stay home with the kids", or "SoulMate.com direct deposits now pay for private school tuition for my kids", or "I now have money to set aside each month for retirement savings", or other general statements. It is important to qualify any statement with the following, "I don't know if that will also happen to you, but it has happened to me".

You need to follow each personal compensation discussion with a simple phrase like "Of course, you understand that this is not an example of what you will earn, but rather what I have earned."

Using the SoulMate.com Trade Name in Presentations

The term "SoulMate.com" and the SoulMate.com logo are the trademarked property of SoulMate.com. Therefore, the use of this mark is strictly governed.

As a brief guide, the following rules apply:

- 1) You may use the "SoulMate.com" logo within the uses for which it is specifically allowed (see Partner Agreement for additional details) provided that you do not alter it in any way or place it in such a way as to cause its identity to be confused or merged with something else.
- 2) You may use the term "SoulMate.com" within the uses for which it is specifically allowed (see Partner Agreement for additional details) provided that you do not alter it or combine the term "SoulMate" with any other word or words;

SoulMate.com has prepared Corporate Logo Identity Guidelines (see section IV of this document) that provides the explicit rules for use of these protected names and marks.

Representing the Sign-Up Options

It is both a legal requirement and requirement of the SoulMate.com Partners Agreement that all potentially interested Partners be made aware that they can become a Partner independent of any purchase or payment. Note that you do NOT have to encourage this "free" Partner option, and you are certainly within your rights as a Partner to encourage persons joining as "Partner only" to upgrade to an Ultimate Partner.

Representing the Origin of the Company

SoulMate.com was conceived and founded by Cameron Sharpe. Any other Representation as to the origin of the company is incorrect and therefore prohibited. Cameron conceived of SoulMate.com based on his experience in network marketing and a brick-and-mortar dating service.

The Founders

Steve Smith, Chairman

Steve is the founder of SRS Management, LLC and several other property and investment companies. Steve's investment portfolios include investments in oil & gas exploration, banking, consumer finance and resort development & management.

In the mid-1980's Steve took his acumen to the direct sales & marketing industry, recognizing early on that network marketing methods were more ideally suited to services rather than products. Steve joined Excel Telecommunications founder Kenny Troutt in 1989, and developed a network marketing system, which grew the business into one of the largest telecommunications companies in the United States. By 1997, only its eighth year in existence, Excel had reached \$1 billion in revenues. The network marketing system that he invented and implemented at Excel continues to drive their business today.

Steve has continued to apply his entrepreneurial savvy since departing Excel. Leveraging his direct sales and marketing intellectual property, Steve and the team at SoulMate.com are positioned to be America's leading online dating service using the power of referral marketing and the Internet.

A strong advocate of church and civic involvement, Steve has made a number of generous contributions to local schools and service groups. His commitment to education is demonstrated by his recent donation of \$10.5 million to Texas Christian University's Center for Entrepreneurial Studies and a \$1 million dollar contribution to the MOOT Corp program at the University of Texas at Austin. These programs are designed to challenge the entrepreneurial skills of participating MBA students worldwide.

Cameron Sharpe, Founder

Cameron Sharpe, founder of SoulMate.com, began his entrepreneurial career at age 17. One year later, Cameron became the youngest Executive Director in the history of Excel Communications, creating one of the biggest success stories of the 1990s in the direct sales industry. Excel, the fastest growing telecommunications company in the 1990's, went on to reach \$1 billion in annual revenues in less than eight years and became the youngest company to ever go public on the New York Stock Exchange.

In 1999, Cameron founded a brick-and-mortar dating service. His unfettered talent and commitment catapulted his company into a multi-million dollar entity - one of the largest services of its kind in the state of Texas, enabling him to pursue his goal of building the largest online dating and social club.

Upon the sale of his company, Cameron founded SoulMate.com. Cameron's experience at Excel and his first dating service converged to promote a high-quality service using the power of network marketing. SoulMate.com's business model embraces not only the power of the human relationship but also the unique success strategy that combines network marketing and online personals.

Patrick O'Leary, Founder and President

In 1990, Patrick founded the Internet based singles/dating website MatchMaker.com. Matchmaker.com had over 4 million users and generated over \$7 Million per annum. The company was later sold to Lycos for \$45 Million. Patrick and the SoulMate team bring a solid track record of accomplishment in the online dating space and a commitment to providing the best service to our dating subscribers.

2. Internet Marketing Guidelines

The Internet is a tremendous tool that you can use to build your SoulMate.com business. It can be very lucrative to drive your business on the Internet, but it is also very important to do your Internet Marketing in a responsible manner. SoulMate.com intends to protect its presence in the Internet community, and intends to maintain a "good citizen" reputation on the Internet. An important component to this objective is to have every Partner adhere strictly to the guidelines, policies and procedures published by SoulMate.com.

The purpose of Internet marketing is to drive traffic to your Partner website and encourage visitors to your website to subscribe to the service and elect to become a Partner. There are various components to Internet marketing. This document will outline the requirements of SoulMate.com for you to follow as you conduct your Internet Marketing Campaign.

Individual Websites

SoulMate.com has provided you the opportunity to obtain two full service sites for a reasonable monthly service fee. You are encouraged to use these websites as much as possible. However, at times, you may find be a need for developing a specific website for niche marketing that you might be promoting. The content of such websites is to comply with all written guidelines for Partners included in this manual.

Once you finish your website, prior to launching it on the Internet, you must submit the URL to Partner@SoulMate.com for approval. You will receive notification of acceptance within 4 business days. SoulMate.com will randomly monitor all Partner websites to ensure ongoing compliance to all policies and procedures. If you are notified of non-compliance, you must immediately remove your website from the Internet or make corrections as noted in the cited violation. Failure to comply will result in risking termination as a Partner. You have 1 business day to comply with any demands for website content modifications or risk your website being removed from the Internet.

Email Content

It is vital that the content of any emails you send to prospects follow the guidelines in this manual to maintain the integrity of your business and to protect the SoulMate.com opportunity for all to prosper. You are responsible for compliance of the "Do Not Call" Registry as implemented and enforced by the FCC and FTC (see "Do Not Call List" area in this manual). This manual is your guide as you develop emails to send to qualified leads and people you know to promote your business. You may use an auto-responder system provided you obtain qualified lead lists from approved lead companies and use approved internet marketing methods for promoting the SoulMate.com opportunity and service.

Drive traffic to your personalized referral website or other approved sites for leads and prospects to sign up in your business, rather than the www.SoulMate.com site with a referral code. The corporate website cannot be used in mass email campaigns or to those with whom you do not have an existing relationship. Do not put any links to any websites of companies owned by the Board of Directors, as they are independent entities from SoulMate.com, except for what is written in their official biographies in this document. If you drive traffic to a website which discusses the SoulMate.com opportunity or services, you must have that website content approved by SoulMate.com in advance.

Under NO circumstances can you put the www.SoulMate.com URL in any email for any reason. You MUST refer people to your personal referral website, or any other company Partnered websites setup for Partners to use for Internet marketing or a private website that you built and got approved to use from Partner@SoulMate.com.

Any emails that you send as you promote your SoulMate.com business, must have content that fully complies with all sections of this manual. Be very familiar with what you may say and what you may NOT say in emails about SoulMate.com, the opportunity.

Use of Email Campaigns and Auto responders

While SoulMate.com recommends person-to-person referrals, some Partners may use auto responders as a tool in creating email campaigns to promote SoulMate.com. Ensure that any good auto responder maintains its exemplary standing in the Internet community and complies with all accepted industry spam policies. The content of your email campaigns must adhere to all the guidelines published in this manual.

The auto responder will send prospecting emails to your double opt-in leads on a schedule that is either determined by you, or by the auto responder company you utilize for your campaign. These emails can be personalized using special codes that will be provided by the auto responder company. Each company uses a different protocol for the personalization. Always send yourself test emails before you begin your campaigns to avoid offending leads. Test all links that you send in your email and make sure they work in the test email that you send to yourself first. Avoid the disappointment of sending out a great marketing campaign where no one can activate a link that you provide, thus, yield no results from your effort.

It is important to stagger sending emails to your leads over a 30-day period. Your leads will not look favorably upon you if you bury their email inboxes with emails about SoulMate.com. However, they will be more open to reading about your opportunity if you furnish them attention getting subject lines personalized with their names. Leads are more likely to read emails that do not have all capital letters in the subject line as well.

Using the auto responders from lead companies will help you to comply with the very strict spam rules to which SoulMate.com adheres for Internet marketing. If you use an auto responder, it is important that it has a properly worded removal link at the bottom of each email. This removal link must work and remove the lead from further correspondence. It is mandatory that once a lead clicks on the remove line, that you do NOT load that same lead up into another auto responder and begin sending another SoulMate.com campaign. When they asked to be removed, they no longer want emails from you about SoulMate.com - respect their request. Since some people put their work addresses in requests for more information when they are browsing the Internet, they may end up getting business opportunity emails at work. That can put their job in jeopardy and all corporations can, and do, monitor their employees' emails. You do not want to offend a lead by putting their job in jeopardy. You also must use a valid "reply to" address in your emails. It is important that the auto responder that you choose does not let you recycle a lead back into the active list if the lead has already requested to opt out of your campaign. This restriction helps to avoid spam complaints.

Auto responders will help you deal with spam issues because the better auto responder companies, particularly those furnished by the lead companies themselves, have a full email log that helps prove that you are using leads that comply with the SoulMate.com no spam policy. SoulMate.com does not have a lead company referral list. If you choose to find and use one, you are responsible for the information you use from the company.

If you send out your emails, choosing not to utilize an approved lead vendor company, you run the risk of putting yourself in a position where you cannot prove that you were not spamming the lead. Most individuals do not have the sophisticated tracking logs used by lead companies and the better auto responder companies. Therefore, SoulMate.com strongly encourages every Partner to choose their email vehicle carefully.

Do Not Call List

As a Partner with SoulMate.com, it is important for you to be aware of new legislation that impacts your business. You are responsible to adhere to this legislation. On October 1, 2003, the Federal Communications Commission (FCC) and on October 9, 2003, the Federal Trade Commission (FTC) began to implement and enforce a National Do Not Call Registry. Under the newly enacted legislation telemarketers cannot contact those individuals listed on these registries. The most up to date information that will assist you in complying with these new regulations is provided for your convenience on the personal home page of your SoulMate.com site. There, you will find links to both the FCC and FTC sites for the most recent information. In addition, you will find links to step-by-step procedures that will assist you in your compliance with these Federal regulations.

SoulMate.com in its continuing effort to facilitate you in your efforts to effectively build your SoulMate.com business will strive to provide you access to the latest information regarding the Do Not Call List. Compliance to these new Federal regulations is ultimately your responsibility. As a Partner, you are required to comply with all Federal, state and local regulations that impact your business.

In the event you are found to be out of compliance to the policies and procedures, SoulMate.com may elect to terminate your Partner agreement. In addition, you may be subject to fines levied by these Federal agencies.

You can build a SoulMate.com business while working in cooperation with these Federal regulations.

Banner Ads, Pop-ups and Pop-unders

It is important that content in Internet ads comply with all written guidelines for Partners, included in this manual. Once you have the content completed, attractive graphics will enhance your ad. It is important that these graphics be of good taste and not offensive to the public.

The next decision is where to place these ads on the Internet. There are many resources available online and at the library written on this subject. The rule here is to choose websites that do not have content offensive to the public. Websites may, but not be limited to, websites that promote pornography, socially deviant behavior, or promote anything that can cause harm to the public or individuals is strictly prohibited. Once your ad is completed, please submit it to: Partner@SoulMate.com along with the URL of the intended website. SoulMate.com will respond to your request within 2 business days. SoulMate.com reserves the right to conduct random compliance checks on ads used by Partners on the Internet. If you are found to be out of compliance to the policies and procedures, you will be notified to remove the ad from the Internet. You will have one business day to complete this directive. In the event of non-compliance, SoulMate.com may elect to terminate your Partner agreement.

You can succeed in building a SoulMate.com business while working in cooperation with these guidelines. The success will be determined by your efforts.

3. The Spam Compliance Procedure

In order to protect the good standing of SoulMate.com, and any of its Partnered websites in the Internet community, proper measures have been implemented to shield our Partners and company from the business risk presented by spam. Spam is the unauthorized submission of emails to recipients without permission. The following steps will be executed in the event a spam complaint is received.

Upon receipt of a spam complaint, SoulMate.com will determine if the complaint has merit. This is a multi-faceted process that includes, but is not limited to the following events.

Step 1

SoulMate.com will examine the level and magnitude of each and every complaint and conduct an immediate investigation. The Corporate Compliance Team begins an investigation contacting the Partner referenced in the complaint both by phone and by email.

Step 2

The Partner is notified by phone and email of the complaint and that an investigation has been initiated.

Step 3

The Partner has one business day to respond either by phone or email.

Step 4

The Partner is required to suspend their email campaign until the conclusion of the open investigation. Failure to respond within one business day will result in the suspension of any company Partnered websites and could terminate the Partner relationship until the investigation is completed.

Step 5

The burden is placed on the Partner to prove conclusively that the email address in question was of a person with whom they have a personal relationship or in fact a double opt in lead. The Partner will forward all email logs and all supporting documentation to the SoulMate.com compliance team. Use of an unknown lead vendor could result in a lengthy investigation since documentation is much more difficult to verify.

Step 6

These logs are examined and then it is determined if the spam complaint is valid or invalid. We consider the user(s) profile and history for previous spam activity. A complaint is valid when a Partner has used a single opt-in lead or an unsolicited group of email addresses.

Step 7

A valid spam complaint will result in immediate termination and the forfeiture of all rights to the Partner position with SoulMate.com as per the SoulMate.com policy and procedures.

Step 8

In the case of a particular spam complaint without merit, SoulMate.com will submit proof to the proper agencies as well as to the originator of the complaint that all accepted Internet protocols of opt-in lists were followed. In addition, SoulMate.com will advise the originator of the complaint the procedure to opt out of email lists in the future and ways to avoid inclusion on lists unintentionally. SoulMate.com is committed to assisting the Partner by investigating any spam complaint as quickly as possible, thus allowing the Partner to resume business activity as soon as possible. SoulMate.com encourages its Partners to take this policy very seriously to maintain their good standing with the company and with the Internet community.

The SoulMate.com Partner Agreement details the terms and conditions of becoming a Partner of SoulMate.com. SoulMate.com has established certain guidelines for utilizing corporate identity. To protect our investment in this identity and to present a uniform, professional image, the following guidelines should be used when creating corporate documents and other related materials.

Practices to Avoid Spam Complaints

The new Partner to SoulMate.com is excited to tell as many people as possible about the program and services. They want their personal acquaintances to enjoy the financial benefits as well as the income opportunity. There are many ways to spread the word and avoid generating spam (unsolicited email) complaints. Spam complaints are serious and can jeopardize your business. The following pointers should enable you to share your enthusiasm about the product, services and the income potential in a positive productive manner.

One of the first tools you will use is your personal email address book. To ensure that everyone you contact wants to receive this type of information, it is a good idea to send him or her a general email asking permission to send them some information. Utilize this story as the introduction to SoulMate.com. You could state it this way:

Hi, (their name), I just came across an Partner program that offers financial rewards when your paying referrals initially signup and residual monthly revenue when they continue to pay for their membership each subsequent month! There is no inventory to stock, no pre-purchase of product to resell to prospects, no expensive marketing kit and no paperwork, which is why so many people are excited about becoming SoulMate.com Partners! May I send you a link to get this information for yourself?

If they respond back requesting the information, send the link to your personal referral website and tell them what to look for. If you don't hear back from them, they probably won't welcome another email from you with that link, and sending one may generate a spam complaint. This approach is termed "permission based marketing". Keep good records by saving the emails when they reply back you to requesting the information. In the event they forget that they requested it, and submit a spam complaint to SoulMate.com, you will have the necessary documentation. Their email to you, as well a copy of the email you sent to them requesting their permission to contact them will usually resolve this kind of spam complaint.

Another practice that has generated complaints is the use of "free for all" lists. These lists, in theory, have individuals who have opted in and agreed to receive offers from any other members of the lists. However, due to the sheer volume of unsolicited email on the Internet at this time, these individuals often do not recognize the fact that your email came from the "free for all" list to which you both subscribe. This can generate a spam complaint by that individual when they receive your email. In addition, many recipients of these emails claim they never subscribed to a "free for all" list in the first place. Therefore, SoulMate.com discourages the practice of using these lists. You do not have the ability to prove each individual has double opted in to any of these lists. Therefore, a spam complaint from a list member will harm your business because you are unable to submit proof of the double opt-in status of any list member and you are then subject to termination.

In the event you receive unsolicited email about other offers, do not reply with an email of specific information about SoulMate.com. Replying in this manner could position you to receive a spam complaint. The appropriate process would be to reply with an email that requests permission to forward information similar to the paragraph written on the previous page. Please refer to the first three paragraphs of this section as a guideline. However, you might find that this process is more time consuming than the results that will be generated for your business.

The use of the "net send IP Address" method of reaching computers on the Internet is not an acceptable Internet Marketing method for your business. This violates most ISP's Terms of Service. This practice is not only illegal, but offensive to the recipient and will not promote goodwill as you market your business. Maintaining a proper Internet presence is very important to SoulMate.com. This particular method of marketing is prohibited for use by Partners. Immediate action will be taken against those who violate this policy.

This information has been provided to you as an aide to secure a problem-free and enjoyable Internet experience as you market your SoulMate.com business using email.

4. Corporate Logo Identity Guidelines

The purpose of this document is to provide those guidelines for some of the more frequent actions taken by a SoulMate.com Partner. Please note however, that this document only contains guidelines and that in the case of any ambiguity, the Partner Agreement is the controlling document between you, as a Partner of SoulMate.com, and SoulMate.com.

Please contact marketing@SoulMate.com for logo questions.

Website Usage

You have the right to copy any portion of a page from the SoulMate.com website and post it on your Third Party Website(s), but you must use the following disclaimer, which must be in a visible and readable font and placed in close proximity to the copied portion of the web page:

"This is not the SoulMate.com website and SoulMate.com is not responsible for the content, creation, representations or maintenance of this site."