

Integrity and quality jewelry since 1990

MARKfiveINC.

Celebrating 20 years of excellence!!!

Thank you for your initial interest in Mark Five and our business opportunity. As you consider starting a new business we understand and respect, this is one of the most important decisions you will ever make. We gladly offer our 20 years of experience to assist you in starting your own business, so please read on—

Whatever happened along the road in life that brought you to this opportunity, one thing is for sure, you will not be alone. Regardless of what skills you have, whether you're an executive, a secretary, a waiter, a waitress, or a carpenter—have you been asking yourself—"isn't there a road that's not so bumpy, a road with less stress, where the driving is carefree and fun?"

THIS IS YOUR EXIT AND YOU HAVE FOUND A BETTER ROAD!

We offer this information to answer many of your questions and we are available to discuss all aspects of our IMPRESSIONS product line and systems of operation. Mark Five, Inc. offers you a safe and profitable vehicle to enter the multi-billion dollar a year Fashion Jewelry industry. Our program was designed with YOU in mind...allowing you to grow at your own pace and set your own goals and hours. If lifestyle is almost as important as the dollar amount in your bank account...you are going to like what we have to offer.

To get you started, everything is included in your package price—Locations, Inventory, your Displays and back up Stock for future route servicing. In the beginning we recommend you use a Professional Locator to find your locations. However, after you get started we will train you to do your own locating. With our assistance you will have the ability to reach a level of financial return that would be impossible to match in almost any other business. Our system of merchandising allows you to offer department store quality Earrings and Jewelry at 50% and less of the suggested retail price. Please read these materials carefully to learn how you can join us on the road to a better future.

We are looking for a good manager from your area to join us. Please call us with your questions today. We look forward to hearing from you and the possibility of doing business together in the near future.

Sincerely,

Bob King

PRESIDENT

ALL MAJOR CREDIT CARDS ACCEPTED





Maximum shopper traffic means maximum profits. Retailers want to create more interest, traffic, and pizzazz in the store. An effective way to create these qualities is an attractive display of IMPRESSIONS earrings placed on the counter. It is easy for you or your locator to show retailers that placing earrings in their stores will improve their profits...especially when the product is retailing in department stores and chain stores for more than double what they will be charging!

As an IMPRESSIONS Representative you can place displays on "consignment" or have the retail accounts set up for you. **Using consignment, retailers have no initial cash outlay.** They have nothing to lose. Our system provides a good weekly cash flow WITHOUT the stress and headaches of direct sales. Since the product is such a strong IMPULSE item, not even the retailer is bothered with the task of "selling" the product. When displayed properly and restocked consistently, the product sells itself. We concentrate on small to medium size "independent" retailers. A selection of sites with high female traffic is the key to good weekly sales. You operate the business under your own business name. Mark Five, Inc. provides you with sparkling products, complete and easy training, a representative start up kit, and an extensive representative support program which includes: **LOCATION ASSISTANCE, A TOLL-FREE LINE, EXPANSION ASSISTANCE, FREE SHIPPING, PRODUCT EXCHANGE POLICY, LOSS PROTECTION PLAN, ONLINE CATALOG FOR ORDERING AND MORE.**

Our merchandising concept is a proven system. You should find an excellent reception for the product and enjoy the profits. You don't need years of merchandising, sales, or wholesale experience. You don't need a network of "inside" contacts. Our method is straightforward, and your profits should begin soon after visiting your first account.

You succeed in large part because of your acceptance in small to medium size stores with high female consumer traffic. It's a simple but effective concept. When focusing efforts on retailers most likely to sell a high volume of product, your weekly sales should be strong.

Why independent retailers? Many managers of large national chains do not have the authority to take or buy your products. Most chains employ a staff of buyers that could be stationed hundreds of miles away. This is not likely to result in placement of your product. The managers of independent retail operations, on the other hand, are likely to be the owners. These people do have the freedom to place an order or enter into an agreement with you. In fact, these types of retailers enjoy the extra income and excitement generated by quality impulse items like FASHION EARRINGS. **Customer traffic is the key.** Our top producers know that the more customers that see the display, the more earrings they will sell. One of the keys to our merchandising system is avoiding the overhead, middlemen, and the resulting high retail markups of National/Regional Chains. Take that out of the equation and you instantly reduce the retail cost, create VALUE and increase VOLUME. So simple, yet so effective!

There are many retail outlets where you can realize high weekly profits! Over the last 20 years we have learned what accounts will produce the best returns for Mark Five, Inc. Distributors. Better yet, they are establishments where you have no outside competition! These are the kind of accounts that will deliver growth to your monthly profits, and that is, after all, what counts the most! Hair and Nail Salons, Gift shops in Hotels and Hospitals, Boutiques, Tanning Salons, Bridal Shops, Health Clubs and various gift shops are some of the top producers. Plus there are many other outlets that have proven they can be just as profitable. Flower Shops, Greeting Card Shops, Ladies' Clothing and Shoe Stores, Boutiques, Drug Stores, College Campus Outlets, Fabric Shops, Full Service Car Washes, and the list goes on.

YOUR PATH WAY TO SUCCESS



- | | |
|---|--------------------------|
| 1. Earrings Sell For \$9.95 - \$10.95
<i>A fair price for a quality product</i> | \$9.95 |
| 2. Store Owner Keeps 30%
<i>A profit margin normal for consignment</i> | -\$3 .00 |
| 3. Representative Keeps 70%
<i>Your effective gross margin</i> | =\$6.95 |
| 4. New Product Cost Only 20% or Less!
<i>We pay the freight.</i> | -\$2.00 |
| 5. Representative Makes 50%
<i>A huge profit margin!</i> | =\$4.95 or higher |

Your Investment with Mark Five, Inc. is completely secured by the inventory! Selling your initial inventory using the table above and never reordering would return a total of \$14,595.00.

Store/Route Calculations: Use a calculator with the formula below to see how each sale per store can add up when multiplied by the number of stores you service. You may use the table below to estimate weekly, monthly and annual potential. Any figures you plug in are only mathematical calculations and actual results are always based on factors such as traffic flow, service provided, and demand.

$$\frac{\$4.95}{\text{Net Profit Per Pair}} \times \frac{1 \text{ Pair Sold}}{\text{Pairs Sold Per Day Per Store}} \times \frac{30}{\text{Number Of Stores}} = \$ 148 \text{ per day} \times 30 \text{ days} = \$4,440 \text{ per month.}$$

When targeting EACH store you want to shoot for an average of 7 to 15 pairs sold per week in that location. Structure your business plan running different averages. Stores not averaging a sale a day should be replaced for those that can. Run your calculations according to how many stores you start with and perhaps where you see yourself in a year or more from now. Remember these calculations only reflect earring sales. Our other products like bracelets, toe rings, necklaces, and watches create an unlimited annual potential for your business. Simply increase the number of stores you service or add ADDITIONAL ITEMS in a store to increase your cash flow and profits. And remember, we help you increase your accounts at no additional cost through our free display expansion program. Slower moving products are simply exchanged for your fastest moving styles. In any business the final factor is YOU. Are you professional, courteous, proactive, reliable, upbeat, and consistent? If you answered yes...then chances are you are cut out to be in business for yourself as opposed to working for someone else.



Do you want to spend more time together with your family? Maybe work together as a couple? Work from home full or part-time without being stuck behind a desk? Maybe you're worried about retirement or already retired and need extra income? A working mom who would rather be home with the children? Any of these situations can be solved by becoming a Mark Five Distributor



Behind the scenes the credentials of your support Staff is unmatched. Sue Coppola splits her time at The factory and our Fifth Avenue showroom!

Free Expansion Program

Each time you reorder \$600 of Impressions stock, Mark Five will send you a Bonus of forty-eight (48) pairs of earrings, AND a new display **ABSOLUTELY FREE!** (Yes, of course you may select the styles), And there is no limit to this offer.



Exclusive Distributor Exchange Policy

Our exchange policy insures that you will never be stuck with merchandise that does not sell in your accounts. *Mark Five* takes back slow moving stock and replaces it with your fastest moving styles. This is done at no re-stocking charge to you!

Lifetime Guarantee For The Customer

The unparalleled quality of our merchandise gives your accounts and customers the confidence they need to stock and purchase your Fashion Jewelry. Your customer may return any defective item for any reason at any time. Since the return is made directly back to *Mark Five*, you and the store do not have to handle the replacements!



30 DISPLAY PACKAGE

\$12,950.00

****Including Locations***



30 Retail Accounts
31 Display Racks With Mirrors
1 Display Rack Carrying Case
2100 Pairs Of Earrings On Impressions Display Cards
Exclusive Exchange Policy
Representative Loss Protection Plan
Lifetime Consumer Product Guarantee
Training and Operations Manual
Personalized Business Cards
Promotional Materials
Beautiful Display Pricing Tents
Consignment Forms
Reorder and Route Service Forms
Reorders Online, by Fax, or by Mail
FREE SHIPPING ON ALL ORDERS & DISPLAYS TOO
Beautiful Color Catalogs
Easy ONLINE Catalog & Shopping Cart
Complete Representative Support Via Toll-Free Line and Email

**The use of a Locator to place retail Accounts is optional. The price listed above includes the cost to have accounts placed for you. If you do not desire Professional assistance and find your own retail locations, the total Cost of this package would be \$9,950.00.*

60 DISPLAY PACKAGE

\$24,900.00

Including Locations

SAVE \$7000

Special Bonus- This Package comes with a \$1000 Up-front Discount Plus A \$6000 Forward Order Credit. You get a 10% Discount off all future orders until the \$6000 is used up. That makes this Package cost only \$18,900 after the credit on future orders has been taken.

60 Retail Accounts

61 Display Racks With Mirrors

1 Display Rack Carrying Case

4200 Pairs Of Earrings On Impressions Display Cards

Exclusive Exchange Policy

Free Shipping On All Orders & Display Orders

Representative Loss Protection Plan

Lifetime Consumer Product Guarantee

Training and Operations Manual

Personalized Business Cards

Promotional Materials

Beautiful Display Pricing Tents

Consignment Forms

Reorder and Route Service Forms

Reorder Online, by fax, or by mail.

Beautiful Color Catalogs

ONLINE Catalog & Shopping Cart

Complete Representative Support via Toll Free Line and Email

The price listed above includes the cost to have them placed for you. The use of a locator to place retail accounts is your decision.

If you do not desire professional assistance and find your own retail locations, the total cost of this package would be \$18,900.00 and you would still get the \$6000 forward credit for a net cost of \$12,900.



Frequently Asked Questions

Q. Is there a minimum reorder or other restrictions placed on me?

A. No. Any size reorder is fine. Most Distributors place orders every two weeks or wait and place larger monthly reorders. But we can accommodate any size order at any time. Since this is NOT a franchise, very few restrictions are placed on you. We outline what seems to work best, but things like charging higher retail prices or what areas to target are up to you. Most people get into business for themselves so they can have flexibility and make their own decisions.

Q. Is There A Representative Agreement?

A. Certainly! An agreement has been included in these materials for your review.

Q. Do You Carry More Than Earrings?

A. Yes! Literally over a thousand quality products that can be ordered by style numbers featured in our three beautiful full color catalogs! We offer Necklaces, Rings, Bracelets, Watches, Pins, Charms, Chains, and so much more. You will have the option to offer these items to retailers and add to your profits. Once a member of our team we can provide you many ADDITIONAL ways to profit at EACH of your retail locations.

Q. How Quickly Can I Receive My Merchandise & Get Started?

A. Merchandise is shipped within 24-48 hours via U.P.S. ground transportation.

Q. What About Exchanging Slower Moving Stock?

A. We have an exclusive exchange policy that enables you to replace slow-moving stock with fast moving styles. **And we do not even charge a re-stocking fee.** This will save you both time and money.

Q. What About Shoplifting?

A. **This is the retailer's responsibility and is covered in the consignment form.** Since your display is placed close to the cash register on the counter, theft is not a problem.

Q. Do I Pay Up Front?

A. Yes. We are a wholesale company and merchandise is always paid for first. We take money wires, personal checks, VISA, MASTERCARD, AMERICAN EXPRESS and DISCOVER cards on all orders.

Q. Can I sell my Route?

A. Yes, it is yours to sell and transferable!



LEARNING MORE ABOUT EACH OTHER

As your interest in our opportunity grows, it is natural that you will want to know more about us. It is our desire to make you comfortable with us as a company and the individuals who work with us. We hope the information on this page will prove useful to you before making a decision. At the same time we want quality individuals when our product name is being represented...so the information you provide to us on your application is critical to the process as well. The list of companies, individuals and offices below will give you a firm understanding of our track record since 1990.

TEXAS SECRETARY OF STATE - Mark Five Registration Number 980285
Dorothy Wilson (512) 475-1769 - No complaints filed on or against Mark Five, Inc.

DUN & BRADSTREET - Account-79-650-5139
Database indicates no suits, liens, or judgments against company. Database indicates no debt and high overall rating.

AMEGY BANK - Houston, TX Galleria Branch (713) 235-8800
Account in excellent standing and we have no debt or loans with this financial institution or any other.

LAWRENCE ROHAL - CPA/Accountant - Houston, TX (281) 890-1111
Mr. Rohal has been the accountant for Mark Five for 20 years and also is the personal accountant for Mr. King.

STYLE ACCESSORIES, INC. - Our manufacturer. In business since 1988.
Providence, RI 02903
Also a showroom on 5th Ave in New York, NY.
Chad Mollica – Owner
(401) 831-3308

MEDIA ASSOCIATES, INC. Loganville, GA (770) 466-6688
Company has assisted us in marketing our concept for over 12 years.
Tina & Wayne Dillard– Owners

To Call DISTRIBUTORS - We will release distributor names and phone numbers upon request. We only request that you contact these individuals at a decent hour and understand that just like you they are busy. If you join our program your name will NOT be given to any prospective distributor without your prior approval and not until you have been working your route for at least a year.

Integrity and quality jewelry since 1990



APPLICATION

NAME(S): _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Cell # _____ Home # _____

Email Address _____ Fax# _____

County _____ City _____ State _____

HAVE YOU EVER RUN YOUR OWN BUSINESS? YES _____ NO _____

I/WE WISH TO START WITH _____ DISPLAYS.

CURRENT OR PAST EMPLOYMENT:

Company Name: _____ How Long _____

Job Description: _____

Company Name: _____ How Long _____

Job Description: _____

PERSONAL and/or BUSINESS REFERENCES

NAME: _____ PHONE: _____

NAME: _____ PHONE: _____

IF APPROVED ARE YOU READY TO START AT THIS TIME?

YES _____ OR NO _____ IF NO, When? _____

ARE THE FUNDS AVAILABLE NOW TO START THE BUSINESS?

YES _____ NO _____

_____ DATE _____

Signed By Applicant

*This application is REQUIRED to be considered, But is not an offer or guarantee. To Apply,
Fax Today To Mr. Bob King at 281-346-0698*

MARK FIVE, INC. - Representative Agreement

This agreement is made between Mark Five, Inc., a Texas Corporation whose principal office is located at 908 Town and Country Boulevard, Suite 120, Houston, TX 77024 (Company) and _____ (Representative). Representative is purchasing from Company a _____ display package in the amount of \$ _____. In return Representative and Company agree to the following:

- 1. DUTIES OF COMPANY.** Company will provide Representative 70 pair earring styles mounted on hanging Impressions display cards and one revolving display rack with mirror for each store ordered by Representative. Company will also provide header cards (pricing tents) for use at retail store. Company will further provide Representative with business materials including order forms, consignment forms, various promotional materials, and information manuals relating to opening and running the business. Representative will gain access to special area of company website designed for the use of our Distributors for online ordering and catalog.
- 2. SERVICES OF COMPANY.** Company will exchange slower moving stock at no charge to Representative. Active Distributors may exchange inventory 60 days after initial account placement; this includes initial inventory and reorders. A Representative with at least 25 open retail accounts or ordering at least \$600.00 a month is recognized as active by Company. Representative will receive from Company a free fully stocked (48 pair) earring display for each reorder of \$600.00 sent to Company. Company will sell earrings to Representative for \$2.00 a pair on a reorder basis. Company will support Representative with advice and techniques for success that have been developed exclusively by the Company.
- 3. DUTIES OF REPRESENTATIVE.** Representative agrees to service the display in each store according to the terms of each store agreement. This shall include: (a) the initial setup of racks, cards, and display materials in each store, (b) regular display maintenance to keep them presentable for sale, and (c) regular restocking and ordering to maintain a full inventory. Representative understands that this business requires maintaining good retail locations and good retailer relationships.
- 4. LOCATING SERVICE.** Representative may engage a professional locator to secure contracts for retail locations or Representative may secure locations on their own. Company is not responsible for the performance of any retail location.
- 5. ERRORS AND OMISSIONS.** Company shall not be responsible for any errors or omissions of the Representative or claims or damages arising from same. Representative further agrees to hold Company harmless from any loss resulting from the operation of the business.
- 6. LOSS PROTECTION PLAN.** The Representative has an OPTION to participate in the Company Loss Protection Program. In order to qualify Representative agrees to service retail accounts at least once every two weeks. To have retail contacts sign/date the provided SERVICE FORM during each visit confirming service. To forward to Company the provided INCOME DISCLOSURE FORM indicating GROSS PROFITS generated from earring/jewelry sales. These forms are for the private use of Company and not shared with any government agency. Both forms are to be sent to Company in Houston monthly. Representative further agrees to maintain for one year at least 30 retail accounts. Representative will provide Company with a record of all existing accounts including addresses and phone numbers. If an account is lost it should be replaced within 21 days from removal at prior location. If Representative complies with this agreement in full for a period of ONE YEAR, Company will refund the difference between GROSS PROFITS and the dollar amount spent on initial inventory and displays. Representative ONE-YEAR ANNIVERSARY will be calculated as beginning five weeks following product/display shipment. At no time prior to ONE-YEAR anniversary can Representative obtain a refund. Representative must Notify Company in writing within 10 days of one-year anniversary requesting this option. Failure to comply with any part of this plan will void the loss protection coverage.

Representative Will Participate _____ **Representative Will Not Participate** _____

7. UNDERSTANDING. This agreement contains the entire agreement between the parties without reliance on verbal representations regarding income or any other matter. Representative has not been guaranteed any specific amount of profit or income from Company. Individual sales will be determined by traffic in each location, the service Representative provides, and product demand. Representative agrees that he/she is only buying product for resale, and is not a franchisee or licensee of the Company. Representative agrees no portion of Representative fee is refundable for any reason other than complying with Loss Protection Plan or Company's failure to deliver product referenced in Paragraph one (Duties Of Company) above. This Agreement is a Texas contract and shall be construed in accordance with the laws of the State of Texas. Exclusive jurisdiction and venue for any cause of action arising out of this Agreement shall be limited to the state courts of Harris County, Texas.

REPRESENTATIVE _____ **DATE** _____

COMPANY _____ **TITLE** President **DATE** _____
Bob King for Mark Five, Inc.



Credit Card Order Form

*****Notice: Please call your Card Company and pre-authorize this charge.**

If paying with VISA, MASTERCARD, AMERICAN EXPRESS or DISCOVER, you must completely fill out this form and FAX to Mark Five, Inc. (281) 346-0698

Billing Address Of Credit Card

_____ City _____ State _____ Zip _____

Billing Phone Number _____

Name as it appears on credit card: _____

CREDIT CARD INFORMATION:

Mastercard Visa American Express Discover

Card #: _____ Expires: _____

Amount to be charged to this card number \$ _____

Card #: _____ Expires: _____

Amount to be charged to this card number \$ _____

Three Digit Security Code On Back Of Card Following Number _____

ORDER

AUTHORIZATION: _____

(Credit Card Holder Signature)

By signing my name above I hereby authorize MARK FIVE, INC. to debit the above listed credit card(s) in the amount specified.

I fully understand and accept the terms of the Distributorship AGREEMENT I have signed with MARK FIVE, INC. More specifically I fully understand and agree that other than the loss protection plan, MARK FIVE, INC. does not give refunds and this purchase is final.