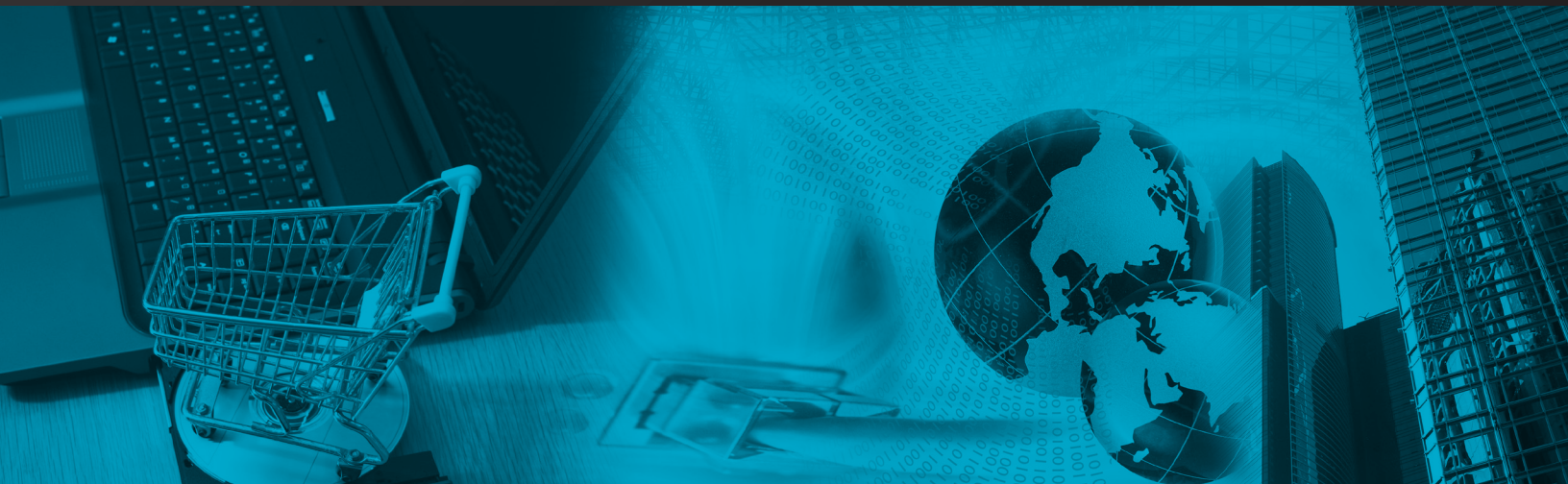


# SHOP.COM™

powered by market**america**®



**SHOP.COM PROGRAM**  
CHANGING THE WAY PEOPLE SHOP

---

# WELCOME TO THE NEW SHOP.COM POWERED BY MARKET AMERICA!

---

Join the revolutionary new marketplace that puts your products everywhere your customers are today: web, mobile apps, social media and more! Take advantage of a unique opportunity to position your business in front of engaged shoppers who are looking for YOUR quality products and services.

- Gain access to a new market of loyal customers through our people-powered distribution network
- Grow your sales online, as well as through our mobile app, social media tools and direct marketing
- Have access to an Account Manager dedicated to helping you grow your business
- Manage your storefront with our updated Marketplace Business Center tools
- Partner with a newly redesigned marketplace backed by a very experienced team
- Display your brand on your storefront and throughout the purchasing process
- Gain access to multi-platform, global merchandising opportunities including display advertising, email marketing, social media tools, etc...
- We provide easy-to-use tools to help you manage your business on SHOP.COM

## ADDITIONAL BUSINESS INFO

SHOP.COM powered by Market America means unparalleled brand exposure and product sales. You'll have access to over 3 million loyal customers and 180,000 Independent Shop Consultants while connecting your brand to the power of a revolutionary shopping experience — the only one in the industry that rewards its customers with Cashback on qualified purchases with no annual cap. We've combined SHOP.COM's technology with the people-power of Market America to become a leading global marketplace.

- #70 on *Internet Retailer's 2012 Top 500 Guide*
- Over 180,000 Independent Shop Consultants & over 3 million customers\*
- \$500 million in annualized retail sales\*
- Millions of monthly unique visitors\*
- Dozens of new features like the SHOP.COM mobile app, ShopBox™ social commerce app, Home Shopping List, AutoShip program and more

\*This figure represents Market America Worldwide, Inc. and its subsidiary companies, including Market America, Inc.

---

**DID YOU KNOW?** OUR INDEPENDENT SHOP CONSULTANTS REPRESENT  
ON AVERAGE 7 CUSTOMERS.

---

---

# THE SHOP.COM/MARKET AMERICA DIFFERENCE

---

- Gain access to a new market of loyal customers and people-powered distribution network
- Grow your sales online, as well as through our mobile app, social media tools and direct marketing
- Have access to an Account Manager dedicated to helping you grow your business
- Manage your storefront with our updated Marketplace Business Center tools
- Partner with a newly redesigned marketplace backed by a very experienced team
- Display your brand on your storefront and throughout the purchasing process

## OUR LEADING CATEGORIES

- Clothing, Shoes & Accessories
- Home & Housewares
- Electronics
- Travel
- Office
- Consumables (Grocery, Drug, CPG)

## WE PAY CUSTOMERS TO SHOP

It's what sets us apart from other marketplaces and you can be a part of it. Customers can earn up to 50 percent Cashback on select purchases, plus ½ percent on every qualifying purchase made by someone they refer. We give our customers an incentive to shop from Cashback stores, and give our Independent Shop Consultants an incentive to tell others about the site — as they receive credit for all the sales made through their Web Portal. Featured Cashback stores receive preferred placement and high visibility. A win for everyone!

## EXPAND YOUR GLOBAL REACH

SHOP.COM powered by Market America has a global reach that includes the United States, Canada, Taiwan, Hong Kong, the United Kingdom, Australia, Mexico, and coming in 2012/2013 – China!

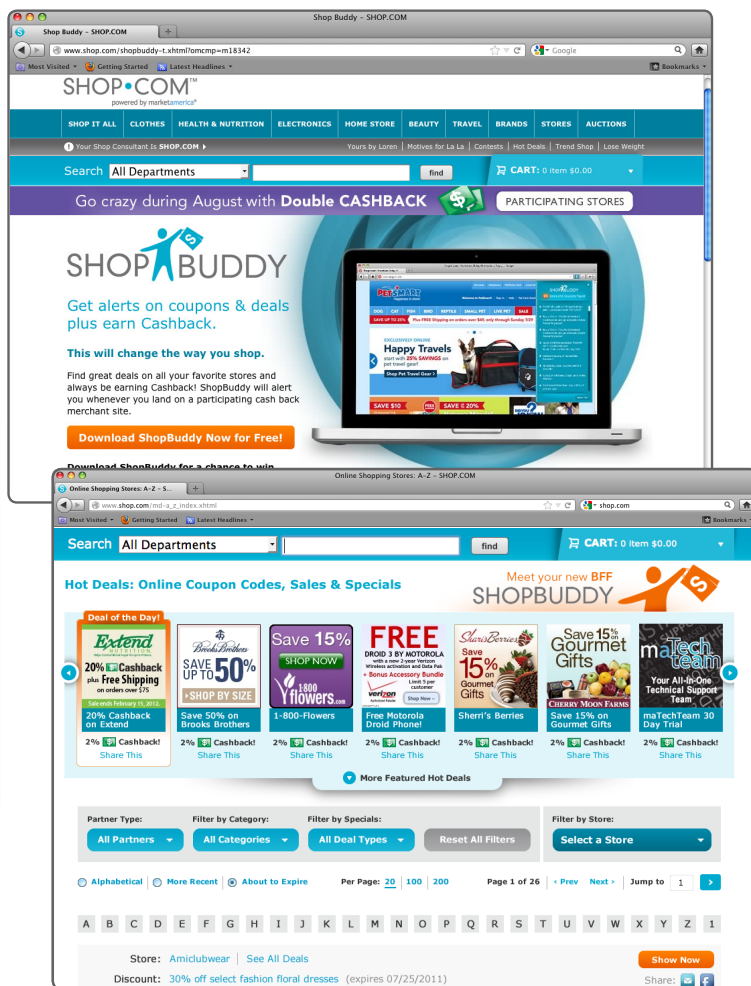


**COMING IN 2013:** SINGAPORE, MALAYSIA, PHILIPPINES, COSTA RICA, COLUMBIA, ECUADOR, SPAIN & CHINA!

# MARKETING SUPPORT & OPPORTUNITIES

## REACH YOUR CUSTOMERS THROUGH EVERY CHANNEL — SOCIAL, LOCAL, MOBILE AND MORE!

- SHOP Mobile — Your products and deals will also be published on our mobile app for iPhone and Android
- ShopBuddy™ — Use our deal-finding tool to make sure your offer is available everywhere on the web that our customers are shopping
- eGifts — Use our patented solution to create ready to send eGifts for customers to choose for any occasion or holiday
- Hot Deals page — Promote your latest deals to drive more orders and traffic
- ShopBox™ — Use our Facebook shopping tool to advertise and promote your products to networks and communities
- Shopping Blog Networks — Reach more customers through our award-winning blogs — MyFashionCents, Loren's World, TheShoppingVine.com and more
- Social Media Platforms — Get promoted across popular social networks, including Twitter, Facebook, Pinterest, Tumblr and more
- ma® Network — See your products, deals and brand promoted through Market America's own social network that reaches over 180,000 Shop Consultants
- Live Events — We promote Partner Stores at our World Conference and International Convention



---

# HOW IT ALL WORKS

---

## 4 STEP PROCESS - THE BASICS

Step 1 - Agree on initial business terms and conditions

Step 2 - Sign SHOP.COM Merchant Seller Agreement (MSA)

Step 3 - Complete Product Mapping template

Step 4 - Launch!

---

## **NEW** FOR 2012

---

1. SHOP.COM HANDLES FRAUD PROTECTION
2. SHOP.COM IS MERCHANT OF RECORD
3. SHOP.COM HANDLES TAXES
4. MERCHANT DOES NOT BEAR RESPONSIBILITY FOR COMMISSION ON RETURNS AND OUT OF STOCK PRODUCTS
5. NET 15 PAYMENTS (ONCE THRESHOLD OF \$25 IS REACHED)

---

## OTHER IMPORTANT INFORMATION

- Great reputation in e-commerce
- One Year Term contract, with termination available by either party
- Pricing Parity between merchant's website and products offered on SHOP.COM
- CLOSED CATEGORY: Vitamins/Supplements
- Love gaining new customers!

# SHOP.COM PROGRAM RATE CARD & FEE INFORMATION

**KEY PROGRAM INFO:**

- 1. ~~\$29.99/MONTH~~ (WAIVED FOR EARLY ADOPTERS)
- 2. REFERRAL FEE: \$1 PER ORDER
- 3. 3 PERCENT PAYMENT PROCESSING & FRAUD PROTECTION FEE
- 4. TIED TO CATEGORY BASED PRICING

Computers/Electronics	5%
Video Games/Software	7%
Apparel, Accessories, Shoes & Handbags	12%
Books	12%
Health & Beauty	12%
Home, Housewares & Outdoor	12%
Jewelry, Pet Supplies	12%
Office	12%
Toys, Gifts, Music, Sporting Goods	12%
Consumables	10%



# DEMOGRAPHICS

CUSTOMER PROFILE &  
WHAT YOU DIDN'T KNOW ABOUT OUR AUDIENCE

## AVERAGE HOUSEHOLD INCOME

**\$78,000**

## AGES 30-55



**70%**  
FEMALE



**30%**  
MALE

**70%**

**COLLEGE-EDUCATED**  
13% HAVE A MASTER'S DEGREE

**77%**

**OWN HOME**

**65%**

**MARRIED**

- Our customers are more likely to attend a MLB game over a NFL or NBA game
- Our customers are more likely to drive a Toyota, Chevrolet, Ford or Honda
- 7 out of every 10 customers are pet owners (cat or dog)
- Top 5 activities our customers enjoy: travel, cooking, physical fitness, book reading and moneymaking
- Top vacation spot outside of the US: Caribbean
- Average grocery spending per month: \$325-\$400
- Will spend on average \$3,300 a year at sit-down restaurants (non QSR)
- 74 percent of our customers donate to charitable causes
- Within the next 12 months, nearly 50 percent of our audience will do one of the following:
  - Remodel their home
  - Move to a new residence
  - Buy a personal computer
  - Buy a new vehicle



- 90 percent of our customers rate themselves as “tech savvy” and carry or use:
  - A cell phone/smart phone
  - A MP3 player
  - A tablet (iPad, Kindle)
  - A PC or MAC
  - A video camera to record and upload



# OUR SOCIAL MEDIA AUDIENCE

## SOCIAL MEDIA CONNECTS PEOPLE & PRODUCT

Market America's Social Media (i.e., Facebook, Twitter, ma® Network) provides a valuable tool to reach people, instantly exposing them to your brand. Although social media is a valuable tool, it will not take the place of personal interaction and relationships. The combination of people power and technology is the solution, and Market America offers both!

## MARKET AMERICA'S SOCIAL MEDIA AUDIENCE DEMOGRAPHICS As of June, 2012 (All channels combined)

319,000

TWITTER FOLLOWERS



206,000

FACEBOOK FOLLOWERS

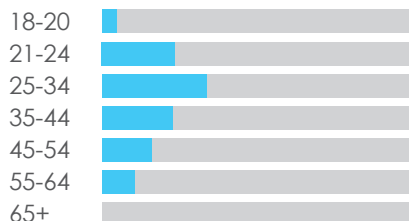


3,600

YOU TUBE FOLLOWERS



IMPRESSIONS DEMOGRAPHICS



61%  
FEMALE



39%  
MALE

32,500,000

AVERAGE MONTHLY IMPRESSIONS

Total impressions equal number of times contest has been seen on our social networks (all channels combined)

Market America and SHOP.COM can also be found on:



Google +



Pinterest



Flickr



IMPRESSIONS DEMOGRAPHICS



AGE RANGES

1% • 4% • 13-17  
14% • 21% • 18-24  
27% • 30% • 25-34  
23% • 20% • 35-44  
19% • 14% • 45-54  
12% • 9% • 55+



63%  
FEMALE



37%  
MALE

Our Celebrity Ambassador Program allows us to expand our reach to millions of potential followers by partnering with select entertainers, athletes and super stars to spread the word about Market America products through their social networks.

In total, The Market America social media team manages and produces content for over 65 social media sites daily, which includes the Market America and SHOP Facebook and Twitter accounts, and accounts for our brands and products like Isotonix®, nutraMetrix®, Motives® and Loren Jewels.

## THE MARKET AMERICA SOCIAL MEDIA TEAM PRODUCES SEVERAL BLOGS INCLUDING

The Market America Blog | The Shopping Vine | Loren's World | My Fashion Cents | International Blogs (Australia, Taiwan)

We have recently partnered with brands such as The Body Shop, 1-800 Flowers and Ghirardelli's Chocolates on very successful promotions and social media-driven contests.

## TOOLS TO EXPOSE YOUR BUSINESS



ShopBox™



My List



Social Networking



Mobile



Webinars



Invite Friends Tool



Online Videos



3-Way Call



ma® Network



---

# OUR CONTACT INFORMATION

---

## MARKETPLACE & PARTNERSHIPS TEAM

- Eddie Alberty, VP Strategic Partnerships - eddie@shop.com
- James Ferrier, Director of Marketplace Sales - jamesf@shop.com
- Laura Krantz, Marketplace & Affiliate Manager - laurak@marketamerica.com
- Lisa Tufts, International Marketplace Manager - lisat@marketamerica.com
- Roger Ritchie, VP Marketplace & Business Development - rogerr@shop.com
- Cori Tuck, Sr. Director Marketplace Operations - corit@shop.com
- Mark Myers, Director of Marketplace Programs - markm@marketamerica.com