



Team
BEACHBODY®

CUSTOMER LEAD PROGRAM

Fueled by a \$70+ million annual media budget, Beachbody® has one of the most innovative and generous customer lead programs in the business. These are leads that have already said “Yes!” to Beachbody products. As an Emerald Coach or higher meeting all Customer Lead Program qualifications, you become eligible to participate in this exciting program.

How it works:

Customers who respond to Beachbody® infomercials to purchase fitness programs are also invited to join the Team Beachbody Club or play the Million Dollar Body Game®. In both cases, they are informed that they will have an opportunity to engage with a Beachbody Coach, who will help them reach their goals.

Customers who say “Yes!” to either joining the Team Beachbody Club or to playing the Million Dollar Body Game are passed to Team Beachbody where a customer account is created for them and they are assigned to a qualified Emerald or higher-ranking Coach. These customers appear in the assigned Coach's Online Office on the Home page under “My Alerts” as well as in the “My Customers” section of the Reports and Placement tab. These customers are also offered an ActiVit® continuity program which may add to your potential income.

Do I have to pay for these customer leads?

No, but in order to receive the leads, you must 1) be an active Coach with Emerald ranking or higher, 2) have engaged in “real time” WOWY® workouts at least eight times in the preceding 30 days, 3) be an active Club member, and 4) have posted a completed profile page with at least a “before” photo and bio. Note: Profile page updates must be approved before leads can be received. Approvals can take up to 48 hours (two business days). Upon approval, Coaches will begin receiving customer leads. Beachbody is committed to ensuring that all of our customers receive quality coaching focused on getting them results. We believe that once our Coaches achieve Emerald rank and have participated in the most important activities that showcase real dedication to results, they are familiar enough with our programs and products to effectively coach a new customer.

Do I get Bonus Volume and commissions on the Team Beachbody Club and ActiVit purchases?

Club memberships and ActiVit continuities for customers originating from P90X® infomercial sales will remain commissionable for the duration of their billable cycles (until discontinued by the customer).

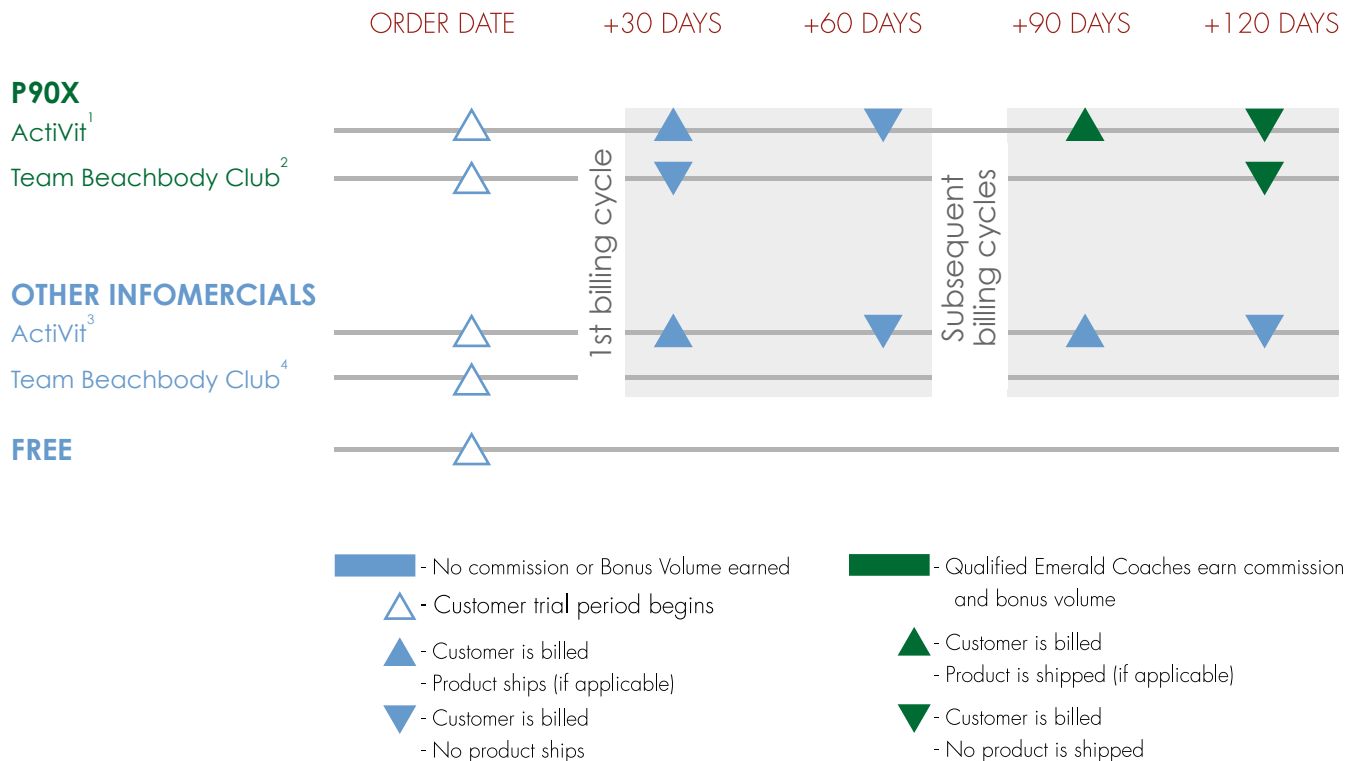
Since these items are pre-sold through Beachbody, and Beachbody has paid for all of the customer acquisition costs, the first billing on these continuity programs is not commissionable and there is no Bonus Volume associated with them.

Club memberships and ActiVit continuities for customers originating from other infomercial sales will remain non-commissionable for the duration of their billable cycles (until discontinued by the customer).

However, any additional sales that the Coach makes to any customers acquired through the Customer Lead Program, from a P90X or other infomercial, are fully commissionable and carry applicable Bonus Volume. (See graphical example below.)

How can I tell if the customers in my Customer Tab came from the Customer Lead Program?

The customer accounts are created on the same day as their infomercial purchase, and are visible as \$0.00 purchases in your Customer Orders section of the Coach's Online Office. (See items and corresponding codes below.)



P90X® ORDERS

¹MDSU PACTF60BB

30-Day Trial Supply of ActiVit Metabolism Formula, followed by initial order of 60-day supply of ActiVit Metabolism Formula. The 60-day order is generated 30 days from the original order date. There is a two-part billing for this order; \$24.95 is billed with the initial order and \$24.95 is billed 30 days later. Subsequent orders are generated every 60 days, with the first \$24.95 billed with each order and the remaining \$24.95 billed 30 days later. There is no commission or Bonus Volume on the initial order or associated billings. Commissions and Bonus Volume are paid on all subsequent orders and associated billings. NOTE: This example applies equally for sales of ActiVit Body Toning Formula (both U.S. and Canada products).

²MDCLU B30FT*

30-Day Free Trial of the Team Beachbody Club, followed by a quarterly subscription to the Club, billed as \$38.87. The initial \$38.87 billing occurs 30 days from the original order date. Subsequent billings occur every 90 days, starting 120 days from the original order date. There is no commission or Bonus Volume on the initial billing. Commissions and Bonus Volume are paid on all subsequent billings.

ORDERS FROM ALL OTHER INFOMERCIALS

³M DS U PACTF60BBS6 or M DS U PACTF60BBNC

30-Day Trial Supply of ActiVit Metabolism Formula, followed by an initial order of 60-day supply of ActiVit Metabolism Formula originating from certain infomercial sales. This order is generated 30 days from the original order date. There is a two-part billing for this order; \$24.95 is billed with the initial order and \$24.95 is billed 30 days later. Subsequent orders are generated every 60 days, with the first \$24.95 billed with each order and the remaining \$24.95 billed 30 days later. There is no commission or Bonus Volume on the initial order or on subsequent orders under this continuity program. NOTE: This example applies equally for sales of ActiVit Body Toning Formula (both U.S. and Canada products).

⁴MDCLUB30FTS6 or MDCLUB30FTNC

30-Day Free Trial of the Team Beachbody Club, followed by a quarterly subscription to the Club, billed as \$38.87 from certain infomercial sales (currently Slim in 6, Turbo Jam, 10-Minute Trainer, ChaLEAN Extreme, and Hip Hop Abs). The initial \$38.87 billing occurs 30 days from the original order date. Subsequent billings occur every 90 days, starting 120 days from the original order date although these subsequent billings will not be visible to the Sponsoring Coach. There is no commission or Bonus Volume on the initial order or on subsequent orders under this continuity program.

FREE

Customer has elected to play the Team Beachbody Game. No billings are associated with this item.

* If a customer chooses to cancel during their initial free trial period, they may be offered an additional 30-day free trial period in an effort to retain the customer's membership. In this case, subsequent billing dates will be delayed accordingly.

Updated 1/30/09