

LOCALADLINK SALES PLAN ABCs

- AD SALES
- BUILD A BUSINESS
- COMMUNITY CONNECT COMPENSATION

(A) AD SALES

DIRECT COMMISSIONS:

All LocalAdLink Brand Builders enrolled before May 31st, 2009 at 11:59pm MDT will receive a 50% DIRECT commission on all personal AD sales (new and renewing) through June 30th, 2010 at 11:59pm MDT. Any AD sales made after June 30th 2010 will be credited at the same commission schedule as BBs who signed up after 11.59pm on May 30th, 2008 MDT

***Example 1:** A BB enrolls on May 25th 2009 and sells a month-to-month AD, the selling BB receives a 50% direct commission on the purchase price for the first month. The BB also receives 50% direct commissions every month until July 2010. When the AD renews in July 2010, the BB receives 40% direct commission.*

***Example 2:** A BB enrolls on May 25th 2009 and sells a yearly AD on June 15th 2009, the selling BB receives a 50% direct commission on the purchase price for the first year. The BB also receives 50% direct when the AD renews on June 15th 2010 (as this is before the June 30th 2010 cut-off). When the AD renews on June 15th 2011, the BB receives 40% direct commission.*

***Example 3:** A BB enrolls on May 25th 2009 and sells a yearly AD on July 15th 2009, the selling BB a 50% direct commission on the purchase price for the first year. When the AD renews on July 15th 2010, the BB receives 40% direct commission (as this is after the June 30th 2010 cut-off).*

All Brand Builders and Account Executives who enroll on or after June 1st, 2009 12:01am MDT, will receive a 50% direct commission for the first billing cycle on any AD they personally sell and a 40% direct commission each time the AD renews.

***Example 1:** A new Ad is sold on a month-to-month basis, the selling BB or AE will receive a 50% direct commission on the purchase price for the first month. When the Ad renews (Month 2) then the selling BB will receive a 40% direct commission.*

***Example 2:** A new Ad is sold on an annual basis, the selling BB or AE will receive a 50% direct commission on the purchase price for the first year. When the Ad renews (Year 2) then the selling BB will receive a 40% direct commission.*

NEW customers are considered to be those who have not had a paid listing with LocalAdLink in the past six months.

AD SALES 72 HOUR RULE:

AD Sales commissions and BV are held for 72 hours before they are shown in the back office. Ad Sales and BV are calculated and paid every two weeks.

AD SALES BUSINESS VOLUME (BV):

BV represents a percentage of AD sales from downline team sales. For ADs sold with a 50% direct commission, BV is calculated at 15% of the final sale price. For renewing ADs sold with a 40% direct commission, BV is calculated at 20% of the final sale price.

***Example 1:** A Premium AD, sold on a month-to-month basis at \$249.99 per month, generates a direct commission of \$124.99 and a BV of 37 points in the first month. When the AD renews (Month 2), it generates a direct commission of \$99.99 and a BV of 50.*

***Example 2:** A Premium AD, sold on an annual basis at \$2549.90 (\$249.99 x 12 months, less 15% discount), generates a direct commission of \$1274.95 and a BV of 383 points when first sold. When the AD renews (Year 2), it generates a direct commission of \$1019.96 and a BV of 510.*

- All BV from Ad Sales goes up-line to all Qualified BB in the genealogy tree.
- The selling BB does not receive BV on personal sales.
- There is no BV created with the purchase of a Basic Ad package.
- All BV created by Account Executives will be credited to the sponsoring BB weak side.
- ADsampler and ADvantage Packages have a total BV of 200 points. There is no additional BV awarded when an ADsampler or ADvantage AD is redeemed or sold.

(B) BUILD A BOOK OF BUSINESS

LocalAdLink offers an exceptional income opportunity to individuals who want to build a business. By becoming a LocalAdLink Account Executive (AE) or Brand Builder (BB) you can build a book of business by personally selling ADs and by building a team of independent sales reps to do the same.

ACCOUNT EXECUTIVES (AE):

Account Executives or AEs are independent sales representatives over the age of 18 who have signed a LocalAdLink independent sales agreement, have agreed to the LocalAdLink Terms and Conditions, and have enrolled through a LocalAdLink Brand Builder. There is NO purchase required to become a LocalAdLink AE and NO minimum sales quota required to earn commissions.

(AE) COMPENSATION:

Account Executives may earn a DIRECT commission on every AD they sell personally. Please refer to AD Sales (above) for more details.

(AE) RESTRICTIONS:

Account Executives are limited to AD sales only which can be tracked in their FREE back office located at LocalAdLink.net. AEs cannot build sales teams by sponsoring other LocalAdLink sales reps. If somebody enrolls through an AE's website then the sponsorship of that new enrollee goes to the first upline BB. Additionally, AE's are not qualified to participate in the corporate stock options program.

NOTES: *There is NO purchase necessary to become a LocalAdLink Account Executive. Account Executives may achieve Brand Builder status by accumulating \$600 in personal Ad sales in any rolling sixty day period. Once Brand Builder status has been achieved, AEs are placed in a holding tank for 72 hours, and will then be placed at the bottom outside position of the weak leg of their sponsoring Brand Builder. Once they are placed in this position, their genealogy tab will be activated in their back office, and they may now develop their own sales team by personally enrolling other AEs and personally selling ADsampler and ADvantage Packages. If an AE does not sell an AD in a rolling 90 day period, they will be considered inactive and moved to an inactive status.*

While LocalAdLink offers a lucrative incentive program to all Account Executives, success depends on a number of factors and any monetary earnings examples used to demonstrate the compensation program are hypothetical and do not represent typical earnings or any guarantee of success.

BRAND BUILDERS (BB):

Brand Builders or BBs are independent sales representatives over the age of 18 who have signed a LocalAdLink independent sales agreement, have agreed to the LocalAdLink Terms and Conditions, and have enrolled through a LocalAdLink Brand Builder. Brand Builders have agreed to pay an annual BB Software Support fee to track their team sales, and have seen inherent value in purchasing either the ADsampler or ADvantage Package that are unrelated to the LocalAdLink compensation program. Brand Builder status is an annual requirement and can be achieved through personal sales or by purchasing an ADsampler or ADvantage Package. Brand Builder status is NOT required to earn DIRECT commissions.

(BB) COMPENSATION:

In addition to selling ads and receiving direct commissions on all personal ad sales, Brand Builders also qualify to participate in the company stock options incentive program. For every \$10 in personal AD sales, Brand Builders receive one Beyond Commerce, Inc stock option.

NOTE - Because of the discounted pricing, AD sales using discounted ADs from the ADsampler or ADvantage Packages are not included in the stock option incentive plan.

(BB) TEAM BONUSES:

Upon becoming a Brand Builder, you are placed in the Community Connect Compensation Plan where you may qualify to receive team bonuses and override commissions called INDIRECT sales commissions. These commissions are paid on a weekly basis, two weeks in arrears. To qualify for INDIRECT commissions, a Brand Builder must first ACTIVATE their Brand Builder position, and then qualify each month.

- **ACTIVATION: (ONE-TIME REQUIREMENT)** Brand Builders must activate their position by setting up two LocalAdLink sales teams (Left and Right), by personally enrolling two Brand Builders (one on each team). This is not an annual requirement.
- **QUALIFICATION: (MONTHLY REQUIREMENT)** Unlike DIRECT commissions which are paid with no sales requirements, INDIRECT commissions are paid only to qualified Brand Builders. To qualify, Brand Builders must sell at least \$99.99 in ADs each month. If a BB does not sell an AD in a rolling 6-month period, then BB is moved to inactive status. Once inactive, the BB has a thirty day grace period for reinstatement by selling an AD. If after 30 days an AD is not sold, then the BB is permanently deactivated.

NOTES: If a BB does not sell \$99 in ad sales then they are not qualified for INDIRECT commissions the following month, and their Team BV will be lost. Ad sales are the qualifiers which hold Team BV each month. There is a thirty-day grace period for all new Brand Builders, as they may accumulate Team BV for their first thirty days. However, if the Brand Builder has not activated (see above) their position after thirty days, their BV will be flushed. While LocalAdLink offers a lucrative incentive program to all Brand Builders, success depends on a number of factors and any monetary earnings examples used to demonstrate the compensation program are hypothetical and do not represent typical earnings or any guarantee of success.

(C) Community Connect Compensation:

The Community Connect Compensation, or CCC, uses a binary teambuilding structure and point-balance system to create sales bonuses for **qualified** Brand Builders. The CCC is ONLY available to LocalAdLink sales representatives who have achieved Brand Builder status. To understand this system, we must look more closely at key terms:

BUSINESS VOLUME (BV):

BV is used to calculate CYCLE BONUS commissions paid to qualified Brand Builders. The following represent the BV value of each:

- ADSampler Package BV = 200 points
- ADSampler Package BV = 200 points
- Standard, Standard Plus and Premium ADs also create BV. (See AD Sales for more information)
- No BV is created for Basic AD Packages.

TEAM BUSINESS VOLUME:

The total BV of all AD sales and Brand Builder package sales by a down-line sales team.

CYCLE BONUS:

A bonus paid to qualified Brand Builders each time they achieve 300 BV from the sales of their Left sales team and 300 BV from the sales of their Right team. This balance creates a CYCLE BONUS which pays the Brand Builder a \$65 Cash bonus and 10 Beyond Commerce stock options. CYCLE bonuses are calculated and reported in real time and posted in the Brand Builder's back office, located at LocalAdLink.net. While BV balance is required to earn CYCLE bonuses, there are occasions when Brand Builders will develop a surplus of BV on one of their sales teams. This BV volume will hold for as long as the Brand Builder remains qualified by selling \$99 in AD sales each month.

Level	CCC payments (Binary)	Weekly Payout Cap on Binary	Matching Bonus (Uncapped)
1 Star	\$65	\$2,000	10% Generation 1 Matching Bonus
2 Star	\$65	\$3,000	20% Generation 1 Matching Bonus
3 Star	\$65	\$10,000	30% Generation 1 Matching Bonus and 10% Generation 2 Matching Bonus***
4 Star	\$65	\$25,000	40% Generation 1 Matching Bonus and 20% Generation 2 Matching Bonus
5 Star	\$65	\$100,000	50% Generation 1 Matching Bonus, and 20% Generation 2 Matching Bonus, and 10% Generation 3 Matching Bonus, and 3% Generation 4 Matching Bonus, and 2% Generation 5 Matching Bonus

(SMB) STAR MATCHING BONUS PROGRAM

SMB is created at the end of each day for the sum of the CCC and AD Sales BV earned during that day, and Star Matching Qualification is evaluated at the time the Star-Matching bonuses are generated. Star qualifications are listed below:

Rank	Personal Star	Personal Ad Sales	Team Ad Sales	Team Building
			Team Ad Sales <u>and/or</u> Team Building	
1 Star	One Personally Sponsored BB on each leg	Min \$99 of ad sales in the previous month	No requirement	No requirement
2 Star	Two personally sponsored Stars	Min \$199 of ad sales in the previous month	No requirement	No requirement
3 Star	Three personally sponsored Stars	Min \$299 of ad sales in the previous month	20,000 BV Team Points on weak side	150 BB's on each leg
4 Star	Four personally sponsored Stars	Min \$399 of ad sales in the previous month	50,000 BV Team Points on weak side	300 BB's on each leg
5 Star	Five personally sponsored Stars	Min \$1499 of ad sales in the previous month	150,000 BV Team Points on weak side	1500 BB's on each leg
* A Star is a qualified Brand Builder (a BB with an active BB on each side).				

Pay Schedule: Commissions are issued every Friday. Payments are two weeks in arrears.

Ad Sales, Cycle Payments + Matching Bonus							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	← Any commissions earned →						
Week 2							
Week 3						Paid Here	

LocalAdLink Dollars

LocalAdLink also offers a program called “LocalAdLink Dollars.” These are bonuses earned and awarded as part of the Star Match Bonus program. The LocalAdLink Dollars will be available to redeem with LocalAdLink Advertising Customers. Each time a Cycle is made, LocalAdLink Dollars are awarded based on the Star Level of the Brand Builder.

LocalAdLink Dollars				
1 Star	2 Star	3 Star	4 Star	5 Star
\$2	\$4	\$6	\$8	\$10
LocalAdLink Dollars are capped at \$2500 per week for both earning and redemption. This program has not been activated yet.				

Additional Compensation

Two additional forms of compensation are available for trainers who help new Brand Builders launch their LocalAdLink business.

- **AD Sales Training** — Sell a Premium 12 month Ad Package, Paid-In-Full (Total of \$2549.90) within the first 30 days of becoming a Brand Builder and both the selling Brand Builder and their Personal Sponsor will receive \$150 each. This is a one time payment.
- **ADvanatge Training** — Once a Brand Builder who has purchased an ADvantage Package completes an Advertising sale, then the Personal Sponsor of the Brand Builder will receive \$100. This is a one time payment.

LocalShoppingLink

LocalAdLink is a division of Beyond Commerce, Inc, a publicly traded company (Stock Symbol: BYOC). As part of this relationship, LocalAdLink also offers qualified Brand Builders an additional product called LocalShoppingLink. LocalShoppingLink is powered by Beyond Commerce's i-Supply division and is an online eCommerce solution.

Qualified Brand Builders have the opportunity to purchase an annual StoreBuilder license for \$499.99 plus a \$49 software support fee. This annual license allows StoreBuilder's to create a single eCommerce store and receive 100% of the net profit margin available from that store. The StoreBuilder can also distribute an unlimited number of Affiliate Stores. For sales made through an Affiliate Store, the StoreBuilder receives 70% of the available net profit margin and the Affiliate receives 30% of available net profit margin.

Once a qualifying purchase of \$50 or more is made in either the StoreBuilder's master store or through one of the Store Builder's Affiliate stores, then a \$100 Sales Commission is paid to the personal sponsor of the StoreBuilder. This is a one-time payment.

Important Dates

June 1st 2009 – New Advertising prices take effect.

June 1st 2009 – Monthly Qualification Period begins – In order to qualify for July, you must meet the qualifications in June.

June 1st 2009 – ADSampler & ADvantage Packages – 60 Day expiration period begins.

Notes: Anybody who purchased either an ADSampler or ADvantage Package before June 1st has until August 1st to redeem the ADs. Anybody coming in after June 1st has 60 Days (e.g. If you purchased an ADSampler Package on June 15th, you would have 60 days from June 16th to use the ADs contained in the package).