



Friendly Folks, Inc. Master Dealer Program

This document serves to define the key characteristics of the Friendly Folks Master Dealer Program.


The Master Dealer program is designed to help expand the company's dealer network. The Master Dealer will become a state representative and "go-to" person for assistance for local dealers.

It is the company's belief that although there are various nationwide support options available to assist the company (such as a company newsletter), nothing can replace the effectiveness and personal attention of a caring person.

We believe that the Master Dealer program will significantly help grow the company by creating extremely effective and successful dealers.

The key features and requirements of the Master Dealer program can be summed up as follows:

- There will be only one Master Dealer per State.
- The Master Dealer will be granted a commission of 20% of all product sales generated by the dealers in his/her state. The only exception will be items that are sold to dealers at the company's cost, such as brochures. The commission will be derived from sales from Friendly Folks as well as all future products the company will create.
- The Master Dealer will receive a statement each month detailing all activity of dealer purchases from his/her state. Additionally, any money due will be transferred into the Master Dealer's PayPal account automatically by the company.
- Once a Master Dealer has assisted a local dealer, the Master Dealer will receive this income every month indefinitely. In other words, once a Master Dealer works with a new dealer, that Master Dealer will always be entitled to a percentage of that dealer's sales no matter what. Even if the Master Dealer is not able to fulfill his/her duties as a Master Dealer anymore, the Master Dealer will still receive that income. In the event that this happens or if the Master Dealer decides to move out of state, the Master Dealer will still be entitled to receive income from all the dealers he/she had under them in their state. As stated above, this will continue indefinitely.
- Friendly Folks corporate headquarters will continue to advertise in an effort to secure additional dealers. However, when a prospective dealer is about to be signed up, a discussion with the Master Dealer of that state will commence to insure that the new dealer will not be in an area that would compromise the ongoing business of any existing dealers. The new perspective dealer will also be given the contact information of the Master Dealer of his/her state.
- Once a new dealer has been signed up, it is the Master Dealer's responsibility to welcome that dealer and assist them with getting their business up and running. This assistance can take many forms and it is up to the Master Dealer to decide which route would be most effective.
- The Master Dealer is expected to provide 'reasonable support.'" The definition of this term is not completely defined because different dealers require varying amounts of support. For some, a quick phone call once every few weeks is enough. For others, more assistance is required.

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- It is important to note that the Master Dealer is not responsible for the success or failure of any one particular dealer. That individual is responsible for his/her own success. Because of this, if the Master Dealer has been providing support and a particular dealer has not been taking action or following the advice, it is fully understandable for the Master Dealer to limit the amount of future support given to that particular dealer.
 - Along with the corporate headquarters, the Master Dealer has the ability to sign up new dealers for the company. These new dealers may be found from many sources including customers of the company's products. The corporate headquarters will assist the Master Dealer in the sign up process and provide marketing material, if necessary, to facilitate such arrangements.
 - The company may, at its option, also participate in local business expos and business opportunity shows in an effort to secure dealers. In this case, the company will pay for the costs of these shows. However, it would be expected that the Master Dealer would be able to attend and speak with new potential dealers. This, of course, would all be arranged before the show to insure that the Master Dealer is available.
 - If the Master Dealer would like to advertise in any local or state publication in order to attract new dealers, the company would consider a co-op plan to pay a percentage of the cost of the ad. The Master Dealer should call or e-mail the company with any details about the advertising and we can discuss how to proceed.
 - Various support options exist and will be created to assist the Master Dealer in helping grow the company's business in a particular state. This includes phone support, a personal meeting (if location permits), conference calls, faxing or emailing documents, emailing photos or videos, a website for particular support information, online customer forum and other options to be announced.
 - The Master Dealer will receive a certificate from the company certifying him/her as a Master Dealer. Additionally, the Master Dealer will be allowed to use the term "Master Dealer" on business cards as long as it references the state the Master Dealer is in.
 - The company will provide the Master Dealer with support and training to assist the Master Dealer with the dealers in his/her state. This support can take many forms similar to what was stated above. However, as the program develops, it will become apparent which methods will produce the best results. However, the company will certainly be available immediately for phone support at varying times throughout the day, including weekends. As the number of calls eventually gets shifted from the corporate headquarters to the Master Dealers, the company will have an increasing amount of time to dedicate to the advancement of its Master Dealers. The company also intends to create a website specifically for Master Dealers which will include a forum where Master Dealers can share information, interact with each other and ask questions.

- The company intends on holding yearly annual conferences where dealers from all over the world can get together and meet. It is not required for Master Dealers to attend however it is highly advised. At these events, we request that the Master Dealer wear a nametag identifying him/her as a Master Dealer and be available to answer questions from new dealers. Additionally, your name will be announced so that all the other dealers from your state can identify and meet you. For states that have a large number of dealers, the company will provide a small meeting room where you will be able to meet with the dealers in your state.
- The company intends to start a public relations campaign in an effort to secure free publicity. This campaign will be launched in many states. It is not required but it would be helpful if the Master Dealer could assist local media with any kind of interview. We intend to receive coverage with news, radio and hopefully local TV. This, of course, could only boost the interest in a particular state and thereby benefit the income of not just the company, but of the Master Dealer as well.

It is the goal of the company to engage in a mutually beneficial business arrangement with our Master Dealers. We congratulate you on your interest in this exciting program and look forward to many wonderful and successful years working together.

Sincerely,

A handwritten signature in cursive script that reads "Scott Kochman". The ink is black and the signature is fluid and legible.

Scott Kochman
President