



EPIC

2013 PROFIT PLAN

Updated September 16, 2013

WELCOME TO EPIC

At Epic, our mission is to unite a global community of like-minded individuals, and to provide them the tools, training, and products necessary to improve their lives and the lives of those around them. We call this mission "Life upgraded".

A portion of this mission is accomplished through the Epic Profit Plan. Utilizing Epic's powerful combination of products, resources, and leadership will guide you toward achieving your goals and living your dreams. We are dedicated to those who want to experience longer, healthier, and more vibrant lives. We will provide you with all the resources you need to more fully enjoy your life's pursuits.

Working together, we can build a living legend, touch the lives of millions, and accomplish all our dreams. Remember, **"The future is an infinite possibility waiting to happen."** - Glen Jensen

YOUR EPIC LIFE STARTS NOW!



EPIC PROFIT PLAN

THE EPIC PROFIT PLAN FEATURES **8 WAYS** TO EARN INCOME:

1 RETAIL PROFIT

Build a solid foundation for your business through Retail Profit. As an Epic Marketing Partner, you have the ability to earn income when you buy the Epic products at wholesale cost and sell them at retail prices, earning you a Retail Profit. You may also have web customers who will want to make a purchase through your Epic website. Web customers making a one-time order through a Marketing Partner's website will receive a 10% discount on their order. The Epic Marketing Partner will earn the difference between wholesale and retail, minus the 10% discount that the web customer received on their order.

2 PREFERRED CUSTOMER PROGRAM

Epic is truly committed to our Marketing Partners. We know that you have friends and family who will want to benefit from using Epic products. In addition to web and retail sales, you can utilize the Preferred Customer Program. A Preferred Customer is someone who has set up a standing monthly order in our Auto-Order Program. These Preferred Customers will receive wholesale pricing on their monthly Auto-Orders. As an Epic Marketing Partner, you will receive the Personal Epic Volume (PEV) volume from Preferred Customers, and you could also earn free products.

3 ENROLL 3 & YOURS IS FREE

Simply enroll 3 Preferred Customers on Auto-Order & Yours Is Free!



The Enroll 3 & Yours Is Free incentive is available to Preferred Customers and Marketing Partners as a way to quickly grow your Preferred Customer base. To qualify, you must maintain a minimum of 3 Preferred Customers on Auto-Order and have a personal active Auto-Order in place. Every time you enroll another Preferred Customer, you will receive credit redeemable toward your next month's Auto-Order. To determine your monthly product credit, Epic will simply calculate the average of your 3 highest Auto-Order customers. This amount will be applied toward your next month's Auto-Order. You can earn a free order of up to \$300. Shipping and handling, tax, and other fees are not included.

4 FIRST ORDER BONUS

As you share the Epic story and invite those around you to enjoy the Epic experience, the First Order Bonus gives you another way to be rewarded for your hard work and effort. By building your business and personally-enrolling new Marketing Partners, you can participate in the First Order Bonus. This bonus is paid weekly to the enroller of the new Marketing Partner.

Product Package	Pack Price	EV paid to Cycle	First Order Bonus
Introductory Pack	\$49	0	\$0
Foundation Pack	\$300	120	\$20
Essential Pack	\$600	240	\$45
Epic Pack	\$900	360	\$90

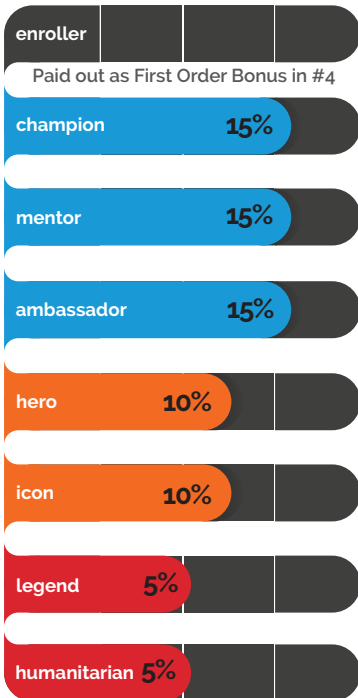
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5 FIRST ORDER LEADERSHIP BONUS

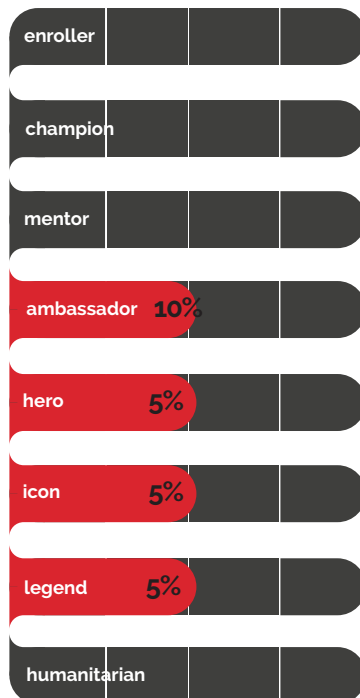
The First Order Leadership Bonus is paid out to the upline leaders of the Enroller of the new Marketing Partner. The First Order Leadership Bonus is paid out through 7 levels of upline leadership, based on the percentages shown below for each ranked leader. If there is not a ranked leader at any given rank, the bonus will roll up to the next ranked leader, in order, until the bonus is paid out. If there are 2 leaders at the same rank, the second upline leader at that same rank will receive the Tier 2 Bonus.

Product Package	Pack Price	First Order Leadership Bonus
Introductory Pack	\$49	\$0
Foundation Pack	\$300	\$40
Essential Pack	\$600	\$80
Epic Pack	\$900	\$160

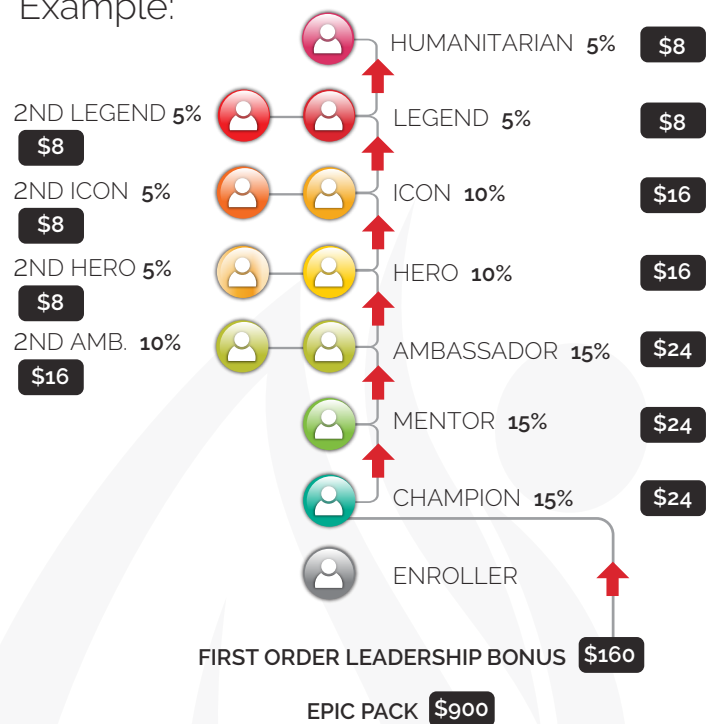
Tier 1



Tier 2



Example:

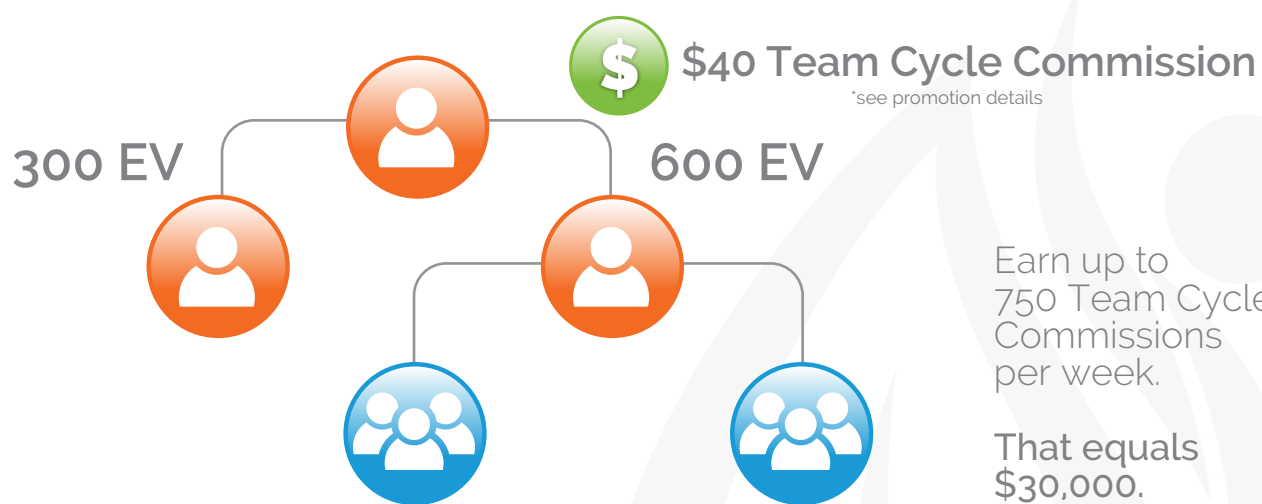


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6 TEAM CYCLE COMMISSION

Your Team Cycle Commission begins when you achieve the rank of Connector, accumulate 100 Personal Epic Volume (PEV) points during the current 28-day (4-week) period, and personally-enroll 2 Marketing Partners – one on the right, and one on the left. They, in turn, must also accumulate 100 PEV in that 28-day (4-week) period. Team volume is created as Epic products are purchased or sold by those in your team. When 300 Epic Volume (EV) points have been accumulated on one side of your Binary (either the right side or the left side) and 600 EV points on the opposite side, you will earn a Team Cycle Commission of \$25 to \$40 per cycle based on promotional packs and/or rank achieved. Besides purchasing the respective packages below, you can get paid \$30 per cycle by achieving the rank of Champion, \$35 per cycle by achieving Mentor, \$40 per cycle by achieving Ambassador. This element of the Epic Profit Plan allows you to earn up to 750 cycles per week and gives you the possibility of a **maximum of \$30,000 in weekly income!**

Promotional Product Package <small>*see promotion details</small>	Pack Price	Team Cycle Commission
Introductory Pack	\$49	\$25
Foundation Pack	\$300	\$30
Essential Pack	\$600	\$35
Epic Pack	\$900	\$40



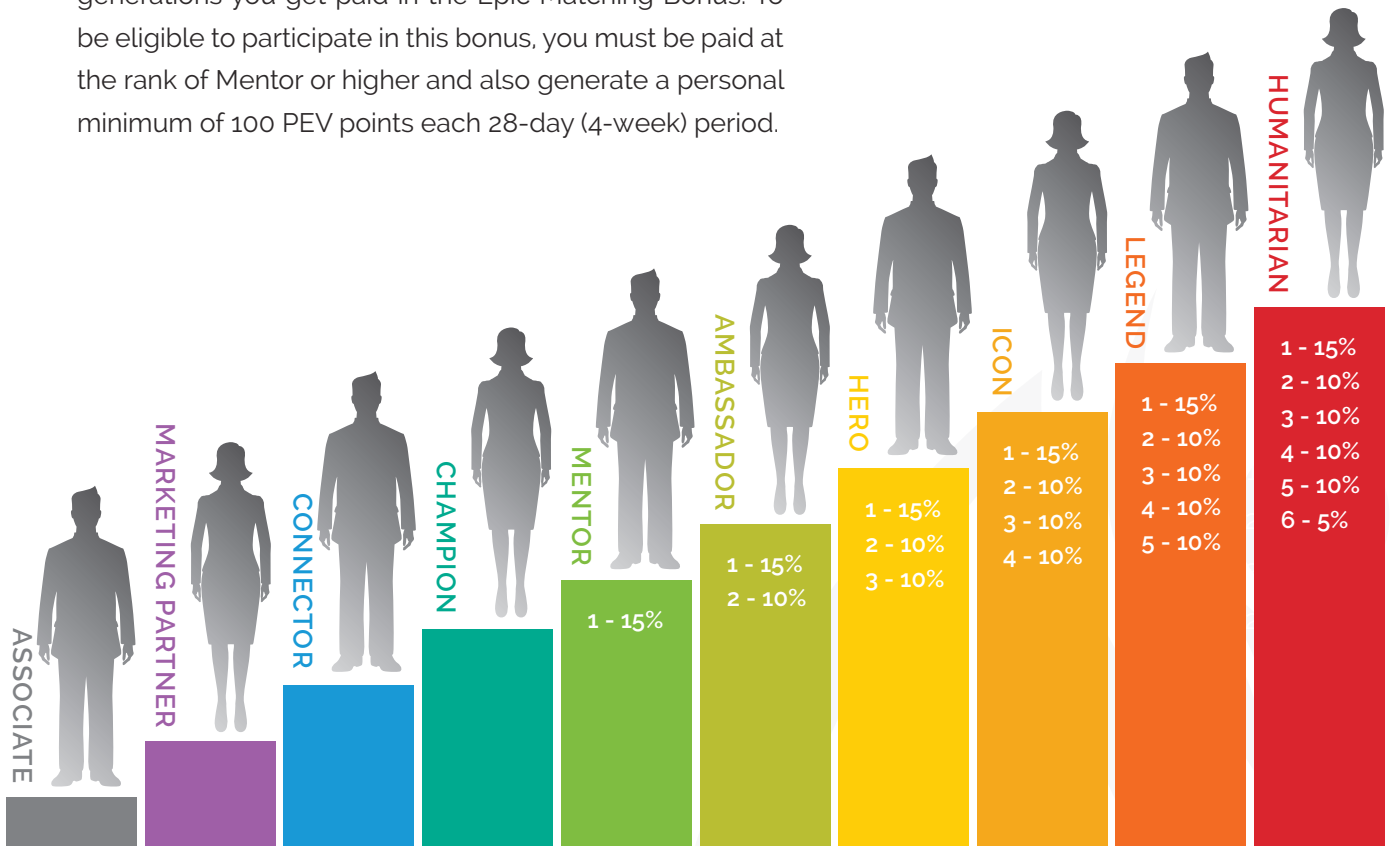
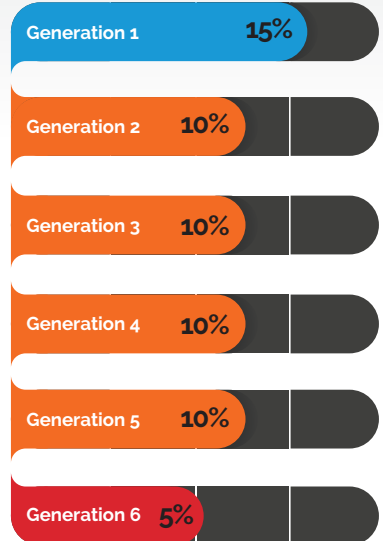
E P I C PROFIT PLAN

7 EPIC MATCHING BONUS

Beginning at the rank of Mentor, you can earn Epic Matching Bonus on the Team Cycle Commissions earned by your Personally-Enrolled Team, up to six generations in depth (see graph to the right). Each Marketing Partner you personally-enroll creates a new line of sponsorship that you can earn Epic Matching Bonuses on. Each qualifying Ambassador in your Personal-Enrollment Group begins a new Epic Matching Bonus generation. Meaning, the system looks through your Personal-Enrollment Group, and when it identifies a qualified Ambassador, it starts a new generation. The higher rank you achieve, the more generations you get paid in the Epic Matching Bonus. To be eligible to participate in this bonus, you must be paid at the rank of Mentor or higher and also generate a personal minimum of 100 PEV points each 28-day (4-week) period.

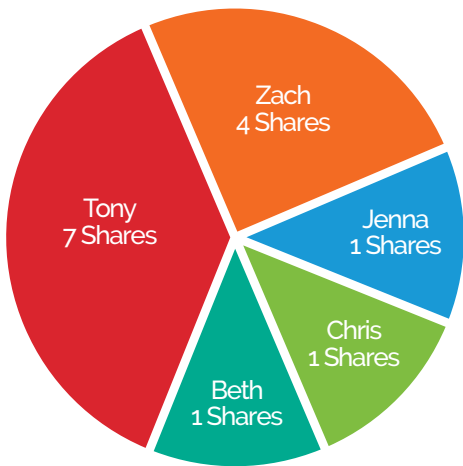
Epic Matching Bonus Percentage

Generation



8 LEGEND BONUS POOL

To qualify for the Legend Bonus Pool, you must achieve the rank of Legend or Humanitarian. After doing so, you can qualify for the Legend Bonus Pool and earn shares in Epic's total global volume. Epic will distribute 3% of total EV to those who qualify to earn this bonus. Shares are accumulated in 7 ways:



Ways to Earn	Shares Earned
Achieve Rank of Legend	1
Additional Month Qualified As Legend During Quarter	1
Personally Sponsor a New Legend	1
1,000 Cycles During Quarter	1
Achieve Rank of Humanitarian	2
Additional Month Qualified As Humanitarian During Quarter	2
Personally Sponsor a New Humanitarian	2

The Legend Bonus Pool is calculated each quarter. Bonuses are paid out based on the total number of shares you have earned in the bonus period.

EARNING COMMISSION

Epic has made earning commission simple. When you reach the level of Marketing Partner, by generating 100 EV points in one month, commissions are available to you. (Make sure to qualify during the first year, which ends on your renewal date.) You can generate this volume in the following ways:

- 1. Purchase Epic products for personal use or resale**
- 2. Purchases made through your website by Retail Customers or Preferred Customers**

You can begin earning Retail Profits, Enroll 3 and Yours is Free, and the First Order Leadership Bonus immediately upon the purchase of the mandatory Introductory Kit. No product purchase is ever required to start earning these commissions. However, in order to fully take advantage of the Epic Profit Plan, you must be both Active and Qualified to earn Team Cycle Commissions, Epic Matching Bonuses, and shares of the Legend Pool.

The payout figures depicted in this document are intended to explain the components and operation of the Epic Profit Plan. They are not intended to be representative of the income, if any, that a Epic Marketing Partner can or will earn through his or her participation in the Epic opportunity. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Epic or another Marketing Partner, would be misleading. Success with Epic results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. The maximum payout in the Epic Profit Plan is capped at 50% of total company-wide EV. If, in any week, the total payout of commissions and bonuses exceeds 50% of total company-wide EV, the actual payout will be 50%, and all Marketing Partner commissions will be calculated on a pro-rata basis.

EPIC LIFESTYLE REWARDS

The Epic Lifestyle Rewards Program is designed to incentivize your extra effort, while allowing Epic to recognize all you do.

ICON EXPERIENCE

Epic has developed another way to reward its leaders through incentive trips, and the Icon Experience will not disappoint. Every qualified Icon and a guest can pack their suitcases and fly off with us for a five-day retreat, to luxurious resorts in exotic locations around the world. Spend time with other leaders and Epic executives. These incredible trips will be something you will remember forever and want to share with your entire team. You must be a Qualified Icon for 3 consecutive months and be an active Marketing Partner to qualify for the Icon Experience each year.

LEGEND LIFESTYLE

As a Legend, you and your guest will join us on our annual six-day Legend Lifestyle adventure. We'll be heading to some of the world's most exclusive five-star resorts and experiencing some incredible adventures together. To qualify for the Legend Lifestyle, you must be qualified at the Legend level for a minimum of 3 consecutive months and be an active Marketing Partner during the year.

NOTE: You must meet the qualifications for each trip 60 days prior to the event in order to attend. You will be notified in writing that you have qualified. You must be actively building your Epic business. All trips are non-refundable and non-transferable. No cash substitutes are allowed. These trips are designed to promote learning experiences, team building, and leadership bonding.

EPIC PROFIT PLAN

EPIC STEPS TO SUCCESS

ASSOCIATE: As an associate, you will learn all about Epic and can begin earning Retail Profits an enroll Preferred Customers immediately upon the purchase of the mandatory Introductory Kit. The Introductory Kit includes your personal web page with the Epic retail store. You will also receive your premium Epic Center (free 4-week trial) with all the information, reporting, and marketing materials you will need to share your new Epic business with others.

MARKETING PARTNER: To become a Marketing Partner, purchase a mandatory Introductory Kit and accumulate 100 PEV within a 28-day (4-week) period. (All must occur within 1 year of purchasing your starter kit.) You may generate the 100 PEV through purchasing products for personal use, Retail Customers, and/or Preferred Customers.

CONNECTOR: To become a Connector, you must first become a Marketing Partner and personally enroll 2 Marketing Partners (1 on your right side and 1 on your left side) who have each generated 100 PEV in the 28-day (4-week) period. As a Connector, you are now qualified to earn Team Cycle Commission. There is no time limit for achieving the Connector position. (Maximum Team Cycle Bonus of \$1,000/week.)

CHAMPION: To become a Champion, you must either have 2 personally-enrolled Connectors (minimum of 1 on each side), or 4 personally-enrolled Marketing Partners (minimum of 2 on each side), who have each generated 100 PEV in a 28-day (4-week) period. You must also have 1,500 Personal Enrollment Group Volume in a 28-day (4-week) qualification period. (Maximum Team Cycle Bonus of \$2,500/week.)

MENTOR: To become Mentor, you must be a qualified Champion with either 4 personally-enrolled Connectors (minimum of 2 per side) or 6 personally-enrolled Marketing Partners (minimum of 3 per side), who have each generated 100 PEV in 28-day (4-week) period. Earn Team Cycle Commissions and 1 Generation of Epic Matching Bonus in a 4-week qualification period. You must also have 4,500 Personal Enrollment Group Volume in a 4-week qualification period. (Maximum Team Cycle Bonus of \$5,000/week.)

AMBASSADOR: To become an Ambassador, you must be a qualified Mentor with 6 personally-enrolled Connectors (minimum of 2 on each side) who have each generated 100 PEV in 1 month. You must also have 12,000 Personal Enrollment Group Volume in a 4-week qualification period. Earn Team Cycle Commissions and 2 Generations of Epic Matching Bonus. (Maximum Team Cycle Bonus of \$10,000/week.)

HERO: To become a Hero, you must be an Ambassador with at least 2 different qualified Ambassador legs in a 28-day (4-week) period. You must also have 30,000 Personal Enrollment Group Volume in a 4-week qualification period. Earn Team Cycle Commissions and 3 generations of Epic Matching Bonus. (Maximum Team Cycle Bonus of \$15,000/week.)

ICON: To become an Icon, you must be a Hero with at least 4 different qualified Ambassador legs. You must also have 80,000 Personal Enrollment Group Volume in a 4-week qualification period. Earn Team Cycle Commission and 4 Generations of Epic Matching Bonus. Participate in our Icon Experience when you have maintained the Icon rank for at least 3 consecutive months of the year. (Maximum Team Cycle Bonus of \$20,000/week.)

LEGEND: To become a Legend, you must be an Icon with at least 6 different qualified Ambassador legs. You must also have 200,000 Personal Enrollment Group Volume in a 4-week qualification period. Earn Team Cycle Commission and 5 Generations of Epic Matching Bonus. Qualify to participate in the Legends' Bonus Pool. Participate in the Legend Lifestyle event after you have maintained the Legend rank qualification for at least 3 consecutive months of the year. (Maximum Team Cycle Bonus of \$25,000/week.)

HUMANITARIAN: To become a Humanitarian, you must be a qualified Legend, with at least 2 personally-enrolled qualified Legends (one on each side). You must also have 500,000 Personal Enrollment Group Volume in a 4-week qualification period. Earn Team Cycle Commission and 6 Generations of Epic Matching Bonus. Qualify to participate in the Legends' Bonus Pool. Attend our annual Legend Lifestyle event after you have maintained the Humanitarian rank for 3 consecutive months of the year. (Maximum Team Cycle Bonus of \$30,000/week.)



EPIC TERMS & DEFINITIONS

ACTIVE: In order for a Marketing Partner to be considered Active, an order of at least 100 Personal Enrollment Volume (PEV) must have been placed in the last 28-day period. Being Active is a requirement to participate in the Epic Profit Plan.

BINARY: Binary refers to the tree/organization structure where each Marketing Partner is placed upon enrolling. In this structure, each Marketing Partner is given a right leg and a left leg and is responsible for building an organization to be eligible for First Order Leadership Bonus, Team Cycle Commission, Epic Matching Bonus, Legend Bonus Pool, and Rank Advancements. Each time a Marketing Partner enrolls a new person, this person must be placed either on the right leg or the left leg of the Marketing Partner's Binary

COMMISSION CYCLE: Epic pays out commissions on a weekly basis. Each weekly commission cycle starts on Friday at 12:00am MST and ends on Thursday at 11:59pm MST. Rank Advancement requirements must be attained as defined within these weekly commission periods.

CUSTOMER: There are three kinds of customers, Direct Retail Customer, Retail Web Customer, and Preferred Customer. A Direct Retail Customer is one who purchases product from the Marketing Partner directly. A Retail Web Customer is a customer who purchases product from the Marketing Partner from their replicated Epic website. A Preferred Customer is a customer who purchases and registers on the Marketing Partner's replicated Epic website, enrolls in Auto-Order and is able to purchase the product wholesale for doing so.

ENROLLER/SPONSOR: This is the person who introduces a new Marketing Partner to the Epic opportunity and enrolls/-sponsors them into their Binary.

ENROLLMENT GENEALOGY: The line of sponsorship that follows the Enroller. The people that you personally-enroll are on your first level of the Enrollment Genealogy. Each person that they sponsor and so on and so forth begins a new level in your Enrollment Genealogy. Your upline does not place people into your Enrollment Genealogy.

FLUSHING: This is the term that is used to describe the volume that is eliminated from a Marketing Partner's left and/or right leg. This occurs when a Member becomes inactive (not meeting the 100+ PEV per 28-day period requirement).

PERSONAL EPIC VOLUME (PEV): Each product order has Epic Volume (EV) associated with it. Marketing Partners must purchase at least 100 Personal Epic Volume (PEV) in product each 28-day (4-week) period in order to be considered Active and eligible for commissions.

QUALIFIED: A Marketing Partner is considered Qualified if they are Active at 100+ PEV and have at least one Personally Enrolled Marketing Partner in their left leg who is Active at 100+ PEV, and at least one Personally-Enrolled Marketing Partner in their right leg who is Active at 100+ PEV. Marketing Partners must be Qualified to earn the First Order Leadership Bonus, Team Cycle Commission, the Epic Matching Bonus, Legend Bonus Pool, and advance in rank.

RANK ADVANCEMENT: The process of meeting qualifications as defined on Page 10 for each Rank and being recognized for moving your way through the Epic Profit Plan. You must attain certain Ranks in order to participate in the First Order Leadership Bonus, Team Cycle Commissions, the Epic Matching Bonus, Legend Bonus Pool, as well as qualify for Epic Lifestyle Rewards.

PROFIT PLAN FAQ

Do I Have To Be On Auto-Order?: No, you do not have to be on Auto-Order but you must place an order of at least 100 PEV each 28-day (4-week) cycle in order to remain Active and eligible for commissions. Auto-Order is an easy and convenient way to ensure you remain Active and receive your products each 28-day (4-weeks) cycle.

Does Customer (Retail Web & Preferred Customer) Volume Count As PEV?: Yes, all Web Retail Customers and Preferred Customer orders count as PEV and go toward keeping you Active.

Will My Volume Flush If I Become Inactive?: Yes, your volume will flush if you become inactive for more than one weekly commission cycle.

Do I Earn Commissions On My PEV? Does Any Of My PEV Volume Roll-Over To My Binary?: No, PEV goes toward keeping you Active and does not roll-over to either of your Binary (right or left) legs.

How Do I Know If I Am Currently Active and/or Qualified?: Check in your Epic Center.

If I Remain Active, Do Points Continue To Accumulate Until I Am Paid On Them?: Yes, your points will continue to accumulate as long as you remain Active with 100+ PEV. Your points will flush if you are inactive during a full weekly commission period, or if you are paid a Team Cycle Commission in the Epic Profit Plan.

Is The Commission Cycle Weekly?: Yes, all bonuses are paid out on a weekly basis excluding the Legend Bonus Pool which is paid out on a quarterly basis and will be paid out at special events.

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