



DEGREES OF SMART EQUITY

A Corporate Culture Based on Family Values



LiveSmart 360 Smart Equity Program

HOW MUCH MONEY DID YOU MAKE SOMEONE ELSE LAST YEAR?

Isn't that usually the case – we work for someone else, and collect our wages, but rarely share in the profits that our efforts created. Incidentally, statistics tell us that we're usually paid wages equivalent to about 25% of what we're worth. Well, at LiveSmart 360™, we think there's a better way to recognize the contributions of everyone, and, consequently, to build a company that allows everyone to participate in ownership.

LiveSmart 360 was formed on the honorable principle of shared wealth. As a company, we're providing an ever-expanding line of great products, and the most unique, compelling, and rewarding Compensation Plan in the industry. The ultimate success of the company, however, is dependent upon our team of Members. And nothing is more important than developing a team that is willing to work with every bit of enthusiasm they have. We believe the way to create that kind of spirit is by being fair – and a bit more than fair – in the distribution of wealth that comes with success. What could be more fair than letting you have ownership in the company that your efforts are driving?



It is important to understand the difference between income and wealth. Most of us live on our income. In fact, most Americans are on a financial dead-end road. Many live on a week-to-week paycheck basis – one step from financial ruin. Usually, if our income rises, we increase our standard of living and spend more. This is figured by the fact that at 65 years of age, 95% of all people who retire in the United States, arguably the richest country in the world, have \$2,500 or less in savings. A crumbling social security system paints an even gloomier picture. It's obviously important, then, that we all create some wealth and that we build up some equity or savings. The only way to achieve the financial freedom we all seek is to create this wealth.

LiveSmart 360 has designed and combined its lucrative, comprehensive Compensation Plan with an optional Smart Equity Plan. For the first time, you can earn income and create equity by sharing in the growth of the company. For all Members, the plan is a masterpiece that could help lead you to financial freedom. It might interest you to know that in the United States, stock values of companies that engage in network marketing/direct selling beat the Dow Jones Industrial Average and the S&P 500 Index in one of their best years by almost 80%!

You've heard or read of companies like Wal-mart, Google, and Microsoft, where the owners created wealth-sharing plans and ultimately made many employees and Members wealthy. Haven't you wished you were there? We've all heard of those stories of being in the right place at the right time, getting in on the ground floor and getting rich, and wished we were there and had the chance. Now, you're presented with the same kind of opportunity – can you afford to let it pass you by? Can you capture the vision of people working together, as a team, striving for a common goal and the common good, and creating their own miracle? At LiveSmart 360 we have that faith, and so do our Members.



It's a fact that we all pay more attention to something we own. We want this "ownership attitude." People succeed with ownership because they care. We appreciate that the success of LiveSmart 360 will be measured by the combined success of our Members. We therefore have a vested interest in helping our Members become as prosperous as possible. We want our Members to build the kind of momentum that will carry them to their dreams of financial independence. Independence includes wealth-building as well as income-building.

LiveSmart 360 Smart Equity Program

Most importantly, the Smart Equity Plan is designed for everyone — regardless of his or her financial status. We appreciate that many people don't have any or much spare cash. Consequently, we made entry and participation accessible for any and all that wish to put forth the effort. It's your option whether you wish to join, and to what extent you wish to be involved. Most people have the ability to live their dreams, but have never had an opportunity or, better yet, a plan. LiveSmart 360 affords you that opportunity — all you need is motivation! Secure your future today!

MOST PEOPLE LIKE TO DREAM BIG. DO YOU?

LiveSmart 360 is dedicated to helping people just like you achieve financial freedom and live the life of their dreams. One way we do that is with the Smart Equity Plan, which gives every Member the opportunity to belong to an elite group of business owners who share equity in the company. You qualify by reaching realistic goals and moving up through our Compensation Plan over the next four years.

Here's how it works: We will set aside 5% equity at the start of the program. Once the qualification period ends, the Members who qualified are locked in, and no more people can be added, making the qualified Members' shares more valuable if the pool gets smaller.

We plan on being a \$1 Billion company, so imagine what a part of a percentage will be worth. Perhaps you could pay off a mortgage, pay for college tuition, or have some fun in a new sports car! Members have the opportunity to earn up to 5%, and you can earn in one or all of our pools!



Mark T. McCool
Founder & CEO

HOW TO QUALIFY

BRONZE POOL

- Reach Bronze rank by November 2010, and maintain that rank until the end of the qualification period (December 2014), and be in good standing with the company.
- All Members at the end of the qualification period will split a share in 1% equity.
- Existing Founding Executives will be in this pool and must be active until December 2014 (must reach Bronze rank by December 31, 2010).

SILVER POOL

- Reach Silver rank by March 2011, and maintain that rank until the end of the qualification period (December 2014), and be in good standing with the company.
- All Members at the end of the qualification period will split a share in 1% equity.

GOLD POOL

- Reach Gold rank by May 2012, and maintain that rank until the end of the qualification period (December 2014), and be in good standing with the company.
- All Members at the end of the qualification period will split a share in 1% equity.

PLATINUM POOL

- Reach Platinum rank by December 2013, and maintain that rank until the end of the qualification period (December 2014), and be in good standing with the company.
- All Members at the end of the qualification period will split a share in 1% equity.

DIAMOND POOL

- Reach Diamond rank by May 2014, and maintain that rank until the end of the qualification period (December 2014), and be in good standing with the company.
- All Members at the end of the qualification period will split a share in 1% equity.

This staggered qualification period helps Members move up the Compensation Plan at a realistic long-term rate. That means you can be fully vested in less than five years...what a speedy way to create your retirement nest egg!