

# FREE FOOD 2GO.COM

## RULES, REGULATIONS, GUIDELINES

### & PAYOUT SCHEDULES

As of 2/05/2011

1. The CO-OP ASSOCIATE PROGRAM, featuring the ability to earn Free Food Credits, is based upon a Referral Group which is setup as a forced 4 x 7 matrix.

A. To qualify to be able to earn & spend Free Food Credits, a person must register, pay the Associate registration fee, and have personally referred at least 2 referrals.

B. Each FF2G purchased item has a credit value assigned to it that is paid to the upline in the Associate Referral Group. The more items that are purchased by the people (Customers or Associates) in an Associates Referral Group, the more Free Food Credits they will have to spend at the end of each month.

C. The Associate has 4 days at the end of each month to use their Free Food Credits to order items from Free Food 2Go. Credits earned, but not used, are not carried over to the following month.

D. There are no minimum monthly ordering requirements. However, in order for an Associate to spend their earned Free Food Credits, the Associate must purchase a minimum product as outlined below. The maximum amount of Free Food Credits available to be used each month by an Associate is based upon the following criteria if the Associate purchases a minimum order. (A basic food pack or equivalent dollar amount.)

-Personally Refer 2-4 people who order a minimum order or more during a month, and you can use up to a maximum of \$100 of earned Free Food Credits for that month.

-Personally Refer 5-9 people who order a minimum order or more during a month, and you can use up to a maximum of \$150 of earned Free Food Credits for that month.

-Personally Refer 10-19 people who order a minimum order or more during a month, and you can use up to a maximum of \$300 of earned Free Food Credits for that month.

-Personally Refer 20 or more people who order a minimum order or more during

a month, and you can use up to a maximum of \$500 of earned Free Food Credits for that month. Additionally, for each upgrade in food packs, or purchase amount an Associate personally orders, double the numbers above, as follows:

\*FAMILY STARTER PACK: (or equivalent dollar amount)

-If an Associate purchases a Family Starter Pack and has 2-4 personal referrals who order at least a minimum order during a month, then the Associate can use up to \$200 of Free Food Credits for that month, and receive either Basic Packs, or Family Starter Packs for that month.

-If an Associate purchases a Family Starter Pack and has 5-9 personal referrals who order at least a minimum order during a month, then the Associate can use up to \$300 of Free Food Credits for that month, and receive either Basic Packs, or Family Starter Packs for that month.

-If an Associate purchases a Family Starter Pack and has 10-19 personal referrals who order at least a minimum order for that month, then the Associate can use up to \$600 of Free Food Credits for that month, and receive either Basic Packs, or Family Starter Packs for that month.

-If an Associate purchases a Family Starter Pack and has 20 or more personal referrals who order at least a minimum order for that month, then the Associate can use up to \$1000 of Free Food Credits for that month, and receive either Basic Packs, or Family Starter Packs for that month.

\*FAMILY VARIETY PACK: (or equivalent dollar amount)

-If an Associated purchases a Family Variety Pack, then the numbers in the Family Starter Pack outlined above are doubled. For example: For 20 personal referrals who order at least a minimum order during a given month, then the Associate can use up to \$2000 of Free Food Credits for that month, and receive either Basic Packs, and/or Family Starter Packs, and/or Family Variety Packs for that month.

\*FAMILY & FRIENDS PACK: (or equivalent dollar amount)

-If an Associated purchases a Family Variety Pack, then the numbers in the Family Starter Pack outlined above are doubled. For example: For 20 personal referrals who order at least a minimum order during a given month, then the Associate can use up to \$4000 of Free Food Credits for that month, and receive either Basic Packs, and/or Family Starter Packs, and/or Family Variety Packs for that month.

E. Six months of inactivity (no purchase & no referring) will indicate that a person is no longer interested, and they will be asked if they wish to be removed from the matrix. Twelve months of inactivity and the person will be automatically dropped the CO-OP matrix, unless there are special circumstances granted by the Free Food 2 Go, LLC administration.

2. THE CO-OP OWNERS PROGRAM. The CO-OP OWNERS PROGRAM, is a group or club of Associates with special privileges and opportunities, primarily which is to receive additional bonus rewards, including designated CASH-BACK or commissions upon sales of products.

A. To become part of the CO-OP OWNERS PROGRAM, a person must:

- \* Be an Associate
- \* Pay the CO-OP OWNERS annual registration fee
- \* Have a minimum of 4 personal referrals who have become Associates.
- \* Be on monthly auto-ship for a Family Starter, and/or Family Variety, and/or Friends & Family food pack, or an equivalent dollar amount.

B. Products & Items for sale have a designated Cash-Back amount that is paid to the upline of the Owners in a compressed version of their Associate 4x7 matrix. (Compressed meaning that at the end of the month those people who do not purchase a product are temporarily dropped from the matrix, for the purpose of calculating commissions, with the next person who has purchased a product moving up to temporarily be in that position. Compression is from bottom to top...from right to left.

### 3. THE CO-OP OWNERS PROFIT SHARING PROGRAM

FREE FOOD 2 GO has reserved 1% of the total gross product sales of the entire company to be placed in a special CO-OP OWNERS BONUS PROFIT SHARING POOL, which is paid out on a quarterly basis. (This program is tentatively scheduled to start on July 1, 2011.)

Shares for this Bonus pool are calculated on a separate 4 level Unilevel matrix. Qualifications are simple. Be exceptional in helping to build our CO-OP business. To qualify you must be:

- A. Active & qualified in the CO-OP Owners Program for the three months of the quarter.
- B. Need to have personally referred 30 or more active CO-OP owners for the three months of the quarter.

Shares are allocated as follows: For each personally referred active CO-OP owner, you receive 4 shares in the profit sharing pool. Additionally, for each 2nd level active CO-OP owner in your group, you receive 2 shares. For each 3rd and 4th levels CO-OP owners in your group, you receive 1 share. Therefore a person who has 30 personally sponsored owners, who have each sponsored 4, who have each sponsored 4 ...(for a total of 630 CO-OP owners), would receive 840 shares in the pool.

### 4. FOUNDERS PRE-LAUNCH (OPEN) GROUP

By the end of the Free Food 2Go Pre-launch period, those individuals that personally refer 30 or more Associates and who's Associate Referral group has at least 300 Associates...will receive shares in the Founders Pre-Launch Profit Sharing Pool, which is 1% of the total product sales of Free Food 2Go (which will be paid quarterly starting in July 2011). For every personally referred Associate who purchases a minimal product, they will receive 4 shares. For every other Associate in their Associate referral Group they will receive 1 share.

# FREE FOOD 2GO BASE PRODUCT PAYOUT SCHEDULE

2/5/2011

The examples below represent total possible payouts if all parameters are met, and are not guarantees of income.

## FF2G BASIC PACK

Price: \$15.95

positions (4x7)	Levels	food credits	Total Possible Earnable Food Credits	Cash-Back Conversion	Total Possible Earnable Cash-Back Credits
30	Personal Referrals	\$ 2.00	\$ 60.00	\$ 1.50	\$ 45.00
4	1	\$ -	\$ -	\$ -	\$ -
16	2	\$ 1.00	\$ 16.00	\$ 0.75	\$ 12.00
64	3	\$ 2.00	\$ 128.00	\$ 1.50	\$ 96.00
256	4	\$ 1.00	\$ 256.00	\$ 0.75	\$ 192.00
1,024	5	\$ -	\$ -	\$ -	\$ -
4,096	6	\$ -	\$ -	\$ -	\$ -
16,384	7	\$ -	\$ -	\$ -	\$ -
Totals: 21,844		\$ 6.00	\$ 460.00	\$ 4.50	\$ 345.00

16 food credits= 1 Basic pack. 25 credits =Basic Pack+ Free Shipping

## FF2G FAMILY STARTER PACK

Price: \$34.95

positions (4x7)	Levels	Food Credits	Total Possible Earnable Food Credits	Cash-Back Conversion	Total Possible Earnable Cash-Back Credits
30	Personal Referrals	\$ 4.00	\$ 120.00	\$ 3.00	\$ 90.00
4	1	\$ -	\$ -	\$ -	\$ -
16	2	\$ 2.00	\$ 32.00	\$ 1.50	\$ 24.00
64	3	\$ 2.00	\$ 128.00	\$ 1.50	\$ 96.00
256	4	\$ 2.00	\$ 512.00	\$ 1.50	\$ 384.00
1,024	5	\$ 1.00	\$ 1,024.00	\$ 0.75	\$ 768.00
4,096	6	\$ 0.50	\$ 2,048.00	\$ 0.38	\$ 1,536.00
16,384	7	\$ 0.50	\$ 8,192.00	\$ 0.38	\$ 6,144.00
Totals: 21,844		\$ 12.00	\$ 12,056.00	\$ 9.00	\$ 9,042.00

35 food credits= 1 Fam Starter pack. 47 credits =Fam Starter + Free Shipping

**FF2G FAMILY VARIETY PACK**

Price: \$49.95

positions (4x7)	Levels	Food Credits	Total Possible Earnable Food Credits	Cash-Back Payout	Total Possible Earnable Cash-Back Credits
30	Personal Referrals	\$ 5.00	\$ 150.00	\$ 3.75	\$ 112.50
4	1	\$ -	\$ -	\$ -	\$ -
16	2	\$ 2.00	\$ 32.00	\$ 1.50	\$ 24.00
64	3	\$ 2.00	\$ 128.00	\$ 1.50	\$ 96.00
256	4	\$ 2.00	\$ 512.00	\$ 1.50	\$ 384.00
1,024	5	\$ 2.00	\$ 2,048.00	\$ 1.50	\$ 1,536.00
4,096	6	\$ 2.00	\$ 8,192.00	\$ 1.50	\$ 6,144.00
16,384	7	\$ 1.00	\$ 16,384.00	\$ 0.75	\$ 12,288.00
Totals: 21,844		\$ 16.00	\$ 27,446.00	\$ 12.00	\$ 20,584.50

**50 food credits= 1 Fam Var pack. 65 credits =Fami Var pack + Free Shipping**

**FF2G FAMILY & FRIENDS PACK**

Price: \$99.95

positions (4x7)	Levels	Food Credits	Total Possible Earnable Food Credits	Cash-Back Payout	Total Possible Earnable Cash-Back Credits
30	Personal Referrals	\$ 5.00	\$ 150.00	\$ 3.75	\$ 112.50
4	1	\$ -	\$ -	\$ -	\$ -
16	2	\$ 3.00	\$ 48.00	\$ 2.25	\$ 36.00
64	3	\$ 3.00	\$ 192.00	\$ 2.25	\$ 144.00
256	4	\$ 3.00	\$ 768.00	\$ 2.25	\$ 576.00
1,024	5	\$ 5.00	\$ 5,120.00	\$ 3.75	\$ 3,840.00
4,096	6	\$ 5.00	\$ 20,480.00	\$ 3.75	\$ 15,360.00
16,384	7	\$ 6.00	\$ 98,304.00	\$ 4.50	\$ 73,728.00
Totals: 21,844		\$ 30.00	\$ 125,062.00	\$ 22.50	\$ 93,796.50

**100 food credits= 1 Family & Friends pack. 120 credits =F&F Pack+ Free Shipping**

Note 1: Personal referrals are shown as 30. In actuality, there are no limits to the number of personal referrals

Note 2: For those who qualify in the Owners Club program, Food Credits can be changed into Cash Back at 0.75:1 ratio

Note 3: In the Owners Club Cash-Back program, the 4X7 matrix is a compressed matrix so that all commissions are paid out and there is no breakage.

Note 4: An Associate can spend a maximum of \$4,000 food credits each month if they qualify for the maximum amount.

In the Owners program, all food credits earned can be converted to Cash-Back cash. (See FF2G Policies & Rules)

Note 5: Each example above shows the total possible payable amount if every position was filled and every position purchased a minimum of the indicated food pack

Note 6: The Food Credits listed for the Friends and Family Pack in the 6<sup>th</sup> and 7<sup>th</sup> levels is split into 2 parts...6<sup>th</sup> level= \$3 base+\$2 bonus., and 7<sup>th</sup> level=\$3 base+\$3 bonus.. The total is received when qualifying for the Owners Profit Sharing Pool.

Prices and Payouts subject to change upon 30 days notice.