



The Opportunity
You've Been Waiting For

You are invited ...

TO TAKE ADVANTAGE OF A TOTALLY NEW AND UNIQUE NETWORK MARKETING BUSINESS

HealthyPetNet™ is a new and innovative company that has combined the effectiveness of person-to-person selling with the power of Internet e-commerce to help you take advantage of the exploding pet care industry. By becoming a Field Representative for the HealthyPetNet™, you can build your own business, increase your earnings potential and improve the health and well being of animals.

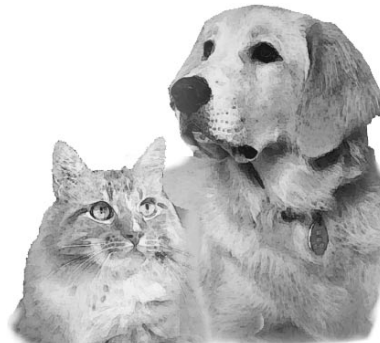
Why Is The Pet Care Market An Exceptional Opportunity?

We leave that answer to you. Consider these facts:

Pet care product sales are exploding ... now at \$26 billion and expected to surpass \$27 billion this year. To get a perspective on the size of this enormous market, the pet industry's annual sales volume exceeds that of the entire toy industry.

There are 55 million dogs and 60 million cats in the U.S. today and their average owners are middle to upper income families ... an enormous market that can well afford pet care products.

Almost 90% of the \$26 billion pet care market consists of consumable products. Since most animals are creatures of habit, with a product.



How will selling HealthyPetNet's™ Pet Care Products give you an advantage over other opportunities?

There are five indisputable advantages to selling pet care products over other products.

EASE OF ENGAGEMENT ...

1

Our love affair with pets has attained new heights and shows no sign of declining. Everyone is willing to talk about their pets. It is a subject you'll find little resistance to and engaging in a conversation is easy. For example: Do you have a pet? What's its name? How old? Now you are on your way to a successful presentation.

A NEW POOL OF PROSPECTS ...

2

An exciting dynamic of this opportunity is that HealthyPetNet's™ pet care products will introduce a new Field Representative pool to network marketing. For example, veterinarians, pet groomers, pet sitters, pet trainers and pet owners. You will be able to tap into a whole new work force of pet lovers.

3

PRODUCTS THAT MAKE A DIFFERENCE ...

HealthyPetNet™ has the exclusive market rights to an exceptional line of wholesome and effective pet products ... developed and tested by a nationally recognized veterinarian.

4

REPEAT ORDERING ... LOW ATTRITION

Research shows that owners will continue to re-order pet products unless their pets tell them otherwise.

5

VIRTUALLY NO COMPETITION ...

Network marketing has barely scratched the surface

These five reasons make the invitation to join HealthyPetNet's™ pet care family worth of the \$26 billion pet care industry.

Why Direct Sales?

Each month, 21 million Americans (1 of every 9 in this country) purchase products from a direct sales company.

The *Wall Street Journal* reports that within the next 5 years, 50 to 60% of all goods and services will be sold through direct sales.

Of the 500,000 millionaires in the U.S., approximately 20% have made their fortunes in the past seven years through involvement with direct sales.

Why is HealthyPetNet's™ Commission Plan Better Than Others?

Because HealthyPetNet's™ Commission Plan is designed to reward representatives based on different levels of participation. Field Representatives with small and large organizations are both fairly rewarded for the sales that are produced in their organizations.

Our Commission Plan is divided into two phases that build on each other with 10 different ways for you to earn. The reason for this flexible Commission Plan is simple. Healthypetnet knows the easier it is for you to profit, the more successful we will all become.

Why Can You Be Successful Selling HealthyPetNet's™ Pet Care Products?

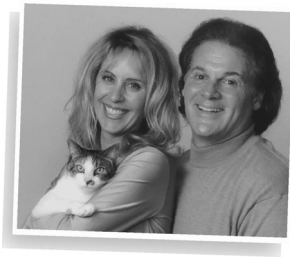
The key to success in network marketing is to provide a duplicatable training and recruiting system that anyone can follow plus provide strong support for Field Representatives. HealthyPetNet™ provides its Field Representatives with easy to follow training and recruiting, business plans, weekly coaching calls, weekly product calls with Dr. Jane Bicks, bi-monthly communications calls and much more.

Why Using Internet E-Commerce Can Increase Your Sales?

Because Internet e-commerce sales are exploding. You will be able to harness the power of the Internet by sending potential customers to your own HealthyPetNet™ E-Commerce Website. THE COMBINATION OF PERSON-TO-PERSON SELLING WITH THE POWER

Why Can You Have Confidence in HealthyPetNet's™ Leadership?

The HealthyPetNet™ leadership consists of four seasoned professionals, all highly successful and innovators in their chosen fields. Together, they have created a company that takes advantage of the pet industry through network marketing and ecommerce. They built a company with an infrastructure that enables its distributors to build their business faster and more efficiently by making available the necessary training, sales tools and marketing support.



**Dennis and Carol
Berardi**

Dennis and Carol Berardi, HealthyPetNet™ Co-Founders

Dennis and Carol are network marketing specialists. They understand the importance of team members in creating a strong, successful and enduring network marketing company. In the past, they created a very successful network marketing company accumulating a team of 83,000 Field Representatives in 8 months. They also had the personal experience of being successful Field Representatives. Life long pet lovers, this dynamic couple saw a need for high quality products that would help pets live longer, happier and healthier lives. They also saw a tremendous opportunity with almost no competition in the network marketing industry.

Dr. Jane Bicks, HealthyPetNet™ Product Formulator

With almost 30 years experience as a veterinarian, Dr. Jane is known as one of the pioneers of veterinary nutritional / alternative medicine. She has been honored many times by her own veterinary profession and has received many awards and acclamations including Outstanding Service to Veterinary Medicine Award. She was formerly the President of Dr. Jane Enterprises, Ltd., where she developed a line of holistic pet care products that were marketed throughout the U.S. Dr. Jane also served as the President of the Veterinary Medical Association of NYC and has been involved with many Advisory Boards including Canine Companions for Independence, Cornell Feline Health Center and Animal Care & Control in NYC. Dr. Jane is the author of three national books on pet care and ownership. She is seen often on network and cable television and has appeared frequently as a veterinary expert on CBS's 48 Hours, ABC's Good Morning America, CNN, Lifetime, the Discovery Channel and the new Disney series, Petersburg.



**Dr. Jane Bicks
Product Formulator**



**George Jochum
C.E.O. &**

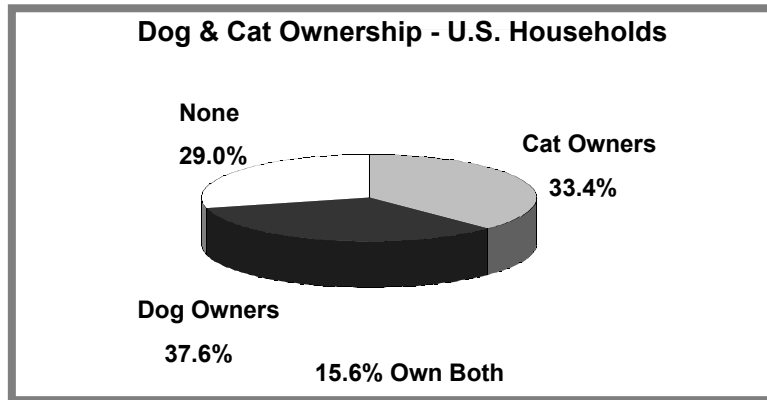
George T. Jochum, HealthyPetNet™ Chief Executive Officer & President

George has 35 years of general management experience and a track record of extraordinary success. In his prior position as Chairman and Chief Executive Officer of Mid-Atlantic Medical Services Inc., a health care insurance company, he grew sales from \$100 million to \$1.2 billion in eight years. His goals for HealthyPetNet™ are to achieve similar success and his philosophy is to get everyone in the organization involved by sharing in that success. George's expertise will help HealthyPetNet™ to expand and at the same time continue to bring extraordinary service and dependability to their network of field

A DETAILED LOOK AT WHY THE PET CARE INDUSTRY IS AN EXCEPTIONAL OPPORTUNITY

Commercials, magazine advertisements, films, human interest stories and many bestsellers celebrate our "best friends" and their qualities ... intelligence, bravery and loyalty ... which inspire our profound attachment to them. Never have pet owners been able to do so much for their four-legged friends.

There are 60 million cats and 55 million dogs in America. Of the \$26 billion consumers spend on pet products, 55% will be spent on pet food and 45% on pet grooming, health products, treats and toys.



Who are pet owners?

Four in ten (37%) of U.S. households have at least one dog.

The average dog owner is female, age 25 to 54, married and employed full or part time.

One-third of U.S. households have at least one cat.

The average cat owner is female, 25 to 54, married, attended college with a household income over \$30,000.

How do we spoil our pets?

Four in ten cats (44%) receive a Christmas gift.

One in four dogs (25%) and one in ten cats (10%) receives a birthday gift.

In New York City alone, \$500 million is spent each year on such pet luxuries as canine day-care centers and pet limo services (*The New York Times*).

When away from home, 38% call to let their pet hear their voice.

How do we care for our pets?

87% take their pets to veterinarians for regular checkups, vaccinations and teeth cleanings.

82% buy premium brands of pet food (AAHA, 1998).

People spend more time reading the nutritional labels on their pet's food (41%) than on their own food (37%) (AAHA, 1998).

One in ten dog owners (11%) gives their dog vitamins.

77% have their pets groomed (AAHA, 1998).

Seven in ten dog owners (72%) have purchased flea/tick products in the past year.

Prescription flea and tick remedies topped \$400 million in sales last year.

Pet sitting is a \$535-million industry (American Boarding Kennel Association).

How much do we spend on our pets?

Changing demographics, new lifestyle trends and a shift in American attitudes towards pets have led to a significant increase in consumer expenditures during the last five years. American pet owners spend \$26 billion on their small companions and this figure is expected to surpass \$27 billion. In comparison, we spend only \$6 billion on baby food each year!

For the next five years, the Veterinary Economic Group predicts double digit annual growth in pet nutraceuticals (health-related products that improve either the length or quality of your pet's life).

How would you like to own a piece of this \$26 billion industry?

There is absolutely no doubt about it, people love animals, especially our pets who share and enhance our lives everyday.

These animals are not only our pets, but they are considered family members first and foremost. Actually, a third of pet owners say they spend more time with their pets than family or friends (AAHA, 1998). The true essence of the incredible bond that exists between people and their pets is one of full and unconditional love.

Do people want the best for their pets? Sure they do. In fact, 83% of pet owners said they would be likely to risk their own lives to save their pet (AAHA, 1998). Pets do so much more than provide basic companionship to their owners; often they are our best friends. They are there for us during the good times and the bad, enriching our lives in so many ways.

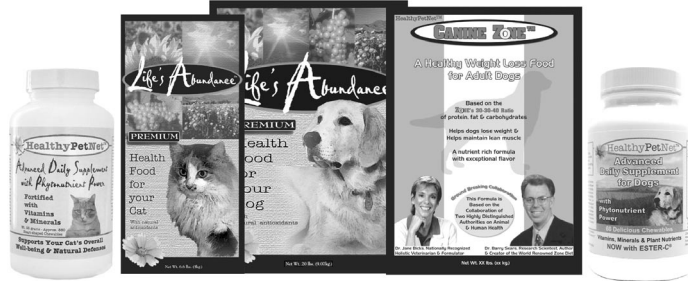
The HealthyPetNet™ Product Philosophy Is Simple ...

PROVIDE RESPONSIBLE, WHOLESOME & EFFECTIVE PRODUCTS THAT HELP PETS LIVE THE HEALTHIEST, HAPPIEST & LONGEST LIFE POSSIBLE.

Daily Nutritional Systems

Life's Abundance™ Premium Health Foods and Canine Zone™ Weight Loss Food for Dogs provide a Solid daily nutritional foundation.

Once a good nutritional foundation is established, a daily supplement is required because every pet has unique needs. For example, huskies often need more zinc than other breeds and long hair cats often need more biotin than other cats.



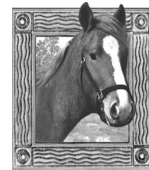
That's why Dr. Jane formulated

Daily Nutritional Systems
The combination of food plus dietary supplements

Advanced Daily Supplement with Phytonutrient Power provides the additional nutrients to support optimum health.

Premium foods and supplements also sold separately.

Healthy & Functional Treats



Premium All Natural
PORKY PUFFS



Oven Baked
Cookies
for Horses



Supplements

Agility with Glucosamine & MSM provides powerful nutritional support for healthy bones and joints.

Skin & Coat Formula for Dogs & Cats is for dry, flaky or odorous skin, dull, brittle coats, excessive shedding & sores from frequent scratching & biting.



Perfect Pet Care

NEW & IMPROVED Soothing Mist herbal formula provides immediate relief from itching & scratching.

Herbal Skin & Coat Shampoo is a unique self-adjusting formula that contains just enough cleaning ingredients to balance oily skin & ample nutrients to condition dry skin
Herbal Ear Formula cleans ears, removes wax and debris and eliminates odor.

How Can You Earn Money As A HealthyPetNet™ Field Representative?

HealthyPetNet's™ Commission Plan is designed to reward representatives based on different levels of participation. Field Representatives with small and large organizations are both fairly rewarded for the sales that are produced in their organizations.

Our Commission Plan is divided into two phases that build on each other with 10 different ways for you to earn. The reason for this flexible Commission Plan is simple. Healthypetnet knows the easier it is for you to profit, the more successful we will all become.

BUILDING A CUSTOMER BASE ...

REWARDS YOU FOR YOUR PERSONAL RETAILING EFFORTS ... EARN UP TO 30% FROM RETAIL PROFIT AND UP TO AN ADDITIONAL 20% RETAIL BONUS. WE AT HEALTHYPETNET™ BELIEVE RETAILING IS THE BACKBONE OF A SUCCESSFUL BUSINESS.

BUILDING A SALES FORCE ...

COMPENSATES YOU FOR BUILDING A HEALTHYPETNET™ SALES FORCE ... AS YOUR SALES FORCE GROWS, THERE ARE MANY ADDITIONAL WAYS TO PROFIT, INCLUDING THE ABILITY TO SHARE IN UP TO 3% OF THE

- 10 WAYS TO PROFIT**
1. RETAIL PROFITS
 2. RETAIL BONUS
 3. FOUNDATION BONUS
 4. MANAGEMENT BONUS
 5. 5 STAR BONUS CLUB
 6. 7 STAR BONUS CLUB
 7. 9 STAR BONUS CLUB
 8. 7 STAR PERFORMANCE BONUS
 9. 8 STAR PERFORMANCE BONUS

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10

By Becoming A HealthyPetNet™ Field Representative, You Can Make A Positive Impact on the Lives of Pets and Their Owners and Earn Income As Well.

Following is a brief description of the many different ways you can earn through HealthyPetNet's™ Commission Plan.

RETAIL PROFITS:

Designed to compensate you for your retailing efforts.

RETAIL BONUS:

Designed to compensate you in addition to your retail profits.

FOUNDATION BONUS:

Designed to reward you for building a solid foundation by helping your new Field Representatives build their sales force. This bonus compensates you for the efforts of your Field Representatives on levels 1, 2 and 3 in your organization ... regardless of their rank.

MANAGEMENT BONUS:

Designed to reward the demands of leadership. This bonus compensates you for advancing in rank and also allows you to receive bonuses on Field Representatives below your first three levels.

3 STAR CLUB BONUSES:

Designed to let you share in the efforts of other Field Representatives even if they are not in your organization. These bonuses enable you to share in the company's total commissionable sales volume. The Star Club Bonuses also help create a sense of unity and team spirit among all HealthyPetNet™ Field Representatives. There are three Star Club Bonus pools and as you advance, you can get to share in all three.

3 PERFORMANCE BONUSES:

Compensates you on a greater part of your organization as it grows on all levels until you reach someone of the same rank. As you advance in rank, your bonuses increase.

***TO TAKE ADVANTAGE OF THIS EXCITING
HOME-BASED BUSINESS,
CONTACT***