

Welcome to the Eco Pet Solutions Referral Program

Who is Eco Pet Solutions?

Eco Pet Solutions, Inc. is a family run corporation whose focus is to design and market environmentally friendly and innovative pet products of superior quality at fair market prices. Incorporated in 2008, Eco Pet Solutions, Inc. is a young company with big dreams and even bigger opportunities. We currently offer the complete Potty Park™ line, including Potty Park™, Potty Park Dog Grass™.

The market

The pet industry is now the 7th largest retail segment in the U.S. In 2008, Americans spent over \$43 billion on pet supplies and services. This figure is projected to approach \$45 billion in 2009.

Total U.S. Pet Industry Expenditures:

| <i>Year</i> | <i>Billions (USD)</i> |
|-------------|-----------------------|
| 2009 | \$45.4 est. |
| 2008 | \$43.2 |
| 2007 | \$41.2 |
| 2006 | \$38.5 |
| 2005 | \$36.3 |
| 2004 | \$34.4 |
| 2003 | \$32.4 |
| 2002 | \$29.5 |
| 2001 | \$28.5 |
| 1998 | \$23 |
| 1996 | \$21 |
| 1994 | \$17 |

Estimated 2009 Sales within the U.S. Market:

For 2009 it is estimated that \$45.3 billion will be spent on pets.

| <i>Billions (USD)</i> | <i>Category</i> |
|-----------------------|----------------------------------|
| \$17.3 | Food |
| \$12.2 | Veterinary Care |
| \$10.2 | Supplies & Medicines |
| \$3.4 | Pet Services (grooming/boarding) |
| \$2.2 | Animal Purchases |

Actual 2008 Sales within the U.S. Market:

In 2008, \$43.2 billion was spent on pets.

| <i>Billions (USD)</i> | <i>Category</i> |
|-----------------------|----------------------------------|
| \$16.8 | Food |
| \$11.1 | Veterinary Care |
| \$10 | Supplies & Medicines |
| \$3.2 | Pet Services (grooming/boarding) |
| \$2.1 | Animal Purchases |

Sources: www.americanpetproducts.org/press_industrytrends.asp and <http://www.fetchingcommunications.com/industry.html>

Our target market

In the United States, there are 116,011,000 households, of which 39% (45,244,290 households) own one or more dogs. Our core target market lies within the Premium Pet Products market. Over 17 million U.S. households qualify as premium pet product demographics, accounting for approximately one-third of all pet-owning households.

What is a referral program?

The simplest way to describe a referral program would be to call it the modern version of paying a finder's fee for the introduction of new customers. A referral program is a method of promoting an internet based business (in this case, www.PottyPark.com), where you (the affiliate) refer our products in exchange for a commission when someone purchases one of our products. Affiliates earn commissions by directly referring sales themselves. Affiliates also make a one time bonus for each new affiliate they recruit who purchases a Potty Park™.

Affiliates are issued a unique ID to use with their referrals. For online referrals, the unique ID is embedded into hyper-links and banner ads to allow automatic tracking when someone follows one of the affiliates links. For offline (in person, over the phone) referrals, affiliates are issued their own unique referral code that can be redeemed at www.PottyPark.com to give to their referral customers, this way the affiliate does not have to worry about losing their referrals.

As an affiliate you get to run your own business, how you want, where you want and when you want. Whether you're looking for something full time, part-time, or no time at all, becoming a member of our referral program is an amazing opportunity to make money!

How does the Eco Pet Solutions Referral Program work?

When you join our referral program you will be assigned to a affiliate mentor. Your affiliate mentor is there to show you the ropes and help you succeed!

All affiliates receive real-time statistics and reporting! Login to your affiliate account 24 hours a day to check your sales, traffic, account balance, banners performance and overall how you are doing.

Our affiliates also receive their very own unique referral code, such as "ONEPS09". This is great for affiliates who conduct most of their referrals in person and simply wish to leave their prospect with a promotional business card or brochure. This unique referral code ensures you will receive your referral commissions.

When you begin making referrals, whether in person or through the internet, we track those referrals for 90 days via sophisticated tracking software that identifies your unique affiliate referral ID. If (during those 90 days) one of your referrals purchases one of our products, we will pay you a referral commission.

You can also recruit other affiliates into our program and earn a one time bonus of \$20 for doing so. Your affiliate mentor will show you how to do this once you're ready. It isn't necessary to recruit affiliates, but it sure is a great way to make extra money and help out a colleague by introducing them to Potty Park™.

How do I get paid?

As an Eco Pet Solutions affiliate you will begin earning 15% (\$30 based upon \$200 average sale) of each and every sale you refer to us. Once you have made approximately fifteen to twenty referral sales (\$4,000 total value) you will be promoted to the 20% commission group (\$40 based upon \$200 average sale).

You will also receive a 1 x bonus commission of \$20 each and every time you introduce another breeder, trainer, or veterinarian to the referral program who also purchases a Potty Park™.

Payout Method: PayPal or Check* in US Dollars

* A \$5 USD processing fee applies for each check payout. There is no charge for PayPal payouts.

Payout Requirements: \$25.00 USD – Minimum balance required for payout.

Payout Duration: Payments are made on the 15th of every month, for the previous month's referral sales.

Why should I become a member of the Eco Pet Solutions Referral Program?

Timing is everything - and the time is now!

By becoming a member of the Eco Pet Solutions Referral Program, your opportunities are truly endless! As an EPS affiliate, you will earn money by simply introducing our products, such as Potty Park™, to people you know. They can be your friends, family, customers, casual acquaintances, or even complete strangers who surf your website.

Because Eco Pet Solutions markets directly to the consumer rather than dealing with distributors, middle men and brokers, we are able to pass along the massive profit margins to our affiliates. We believe those individuals who understand the product and the customer should be the ones who profit from our products, not nameless retail stores and international conglomerate corporations.

Working with Eco Pet Solutions will allow you to:

- a. help those looking for our solutions
- b. show others how to make money
- c. save money on items you'd like to buy
- d. build a substantial income that will grow over the years

You build your affiliate business any way you want:

1. peer-to-peer online networking
2. website advertisements
3. blogs
4. real world social & business networks
5. good old fashioned personal introductions

You're bound to have experienced this power before: how many books have you read, movies you've watched, games you have played, restaurants have you visited or products have you bought as a result of a friend's recommendation?

Just spend a minute or two thinking back over all the things you've tried because a friend told you about them, and all the times you've recommended a place, product, service or entertainment to a friend - that's the power of personal recommendations - referrals!

With the Eco Pet Solutions Referral Program, you can build a long-term income stream simply by making referrals; by helping pet owners save money on products they already use or need. And what's more, you can introduce others to the opportunity and help them build a long-term income in the same way.

Everyone can make a success of this opportunity!

As a business, we don't run massive advertising campaigns, own boutique retail stores, or employ a large sales force with lavish expense accounts. We keep costs to a minimum. We then pass these savings on to our customers by charging less for their favorite products. At the same time, we share the profits we earn from the customers you refer to us.

The great thing about the program is that you choose how much time you wish to spend building your business.

But most importantly, it's simple:

- It's free to join
- You do not have to manage staff
- You don't have to purchase inventory
- You do not have to monitor inventory
- There are no mandatory meetings to attend
- There are no monthly memberships or annual dues
- You do not have to handle cash or payment processing
- You do not have to worry about shipping and receiving
- We provide you with full training & support, FREE of charge
- We provide you with sales and marketing tools, FREE of charge

You can see why so many of our affiliates just like you find this opportunity so exciting!

This is a strong and successful business in a huge and growing market. The opportunities are amazing, even if you only participate part-time.

This is simply the opportunity of a lifetime.

We wish you every success!

How do I get started?

Getting starting in the Eco Pet Solutions Referral Program is as easy as 1, 2, 3.

1. You join our affiliate referral program

First, sign up for our referral program. Once you're approved you will be issued an affiliate mentor whose main goal will be your success! They will introduce you to the program and walk you through all the necessary steps. Anytime you are unsure, simply call or email your mentor and they will assist you.

2. Login to your new account

Login to your new affiliate account. Here you will find useful training, marketing, promotion and selling tools. These include product and company information and training materials, product pictures, videos, flash animations, website banner ads, email ads, and our affiliate referral forum.

Within your affiliate account, you'll also be able to monitor your referral sales, see how much you have made in total, this month, this week, today, and see how you're doing overall. You will also hear about exciting promotions and contests for our affiliates.

3. Unleash the power of referral sales

Begin building your referral business. The greatest thing about the Eco Pet Solutions Referral Program is that you are your own boss. You set the hours, you decide upon your goals and expectations, and you decide how you want to build your business. You may choose to refer over the internet or in person.