

MLM Company Profile: Cookie Lee, Inc.



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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Cookie Lee is the president and founder of Cookie Lee, Inc. In 1985, Cookie started selling jewelry to friends and family in hopes to find more time to stay home with her children. In 1992, Cookie Lee began her party plan company.

The company headquarters are located in (www.mlmllegal.com) Tustin, CA.

In Cookie's previous experience, she worked for Johnson and Johnson, Revlon, and Mattel before formatting her Company in 1990. Lee is a contributor to Working Wardrobes, Make a Wish, the American Cancer Society, the American Red Cross, and of creator of jewelry for Military Wives. Last year, she donated one million in jewelry to Katie Couric's "Today Show" Holiday Toy Drive.

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Impact on the Industry

Cookie Lee offers her products through the home, office parties, fundraisers, and personal shopping with consultants. Products are not sold online through the Company's website. Cookie Lee is a member of the Direct Selling Association.

Cookie Lee is the keynote speaker for Women in Business for 2007. Her Company is one of Orange County's fastest growing over the past several years. Her leadership in the organization has taken the Company's sales from \$5 million (www.mlmllegal.com) in 2000 to \$125 million in 2005.

Discussion of Products

Cookie Lee sells high-quality, affordable jewelry and fashion accessories.

Discussion of Opportunity

Cookie Lee offers prospective distributors the following benefits for joining the company:

50% Off Jewelry

Consultants receive a 50% discount on Cookie Lee jewelry. Sell the jewelry at full retail value and earn a 50% gross profit!

Free Vacations!

Come cruise the Mediterranean with us in 2011! Cookie Lee Consultants of all levels are earning their chance to visit Spain and Italy on our 2011 Dream Getaway Trip to Europe! Each year, Cookie Lee announces a fabulous new location for our annual Dream Getaway Trip. You can enjoy a dream vacation—paid for by Cookie Lee!

A Free Mercedes-Benz

Hard-working fashionistas deserve a hot car—that's why Cookie Lee created the Dream Drive-away Program. Build your business and you'll have the opportunity to earn a luxurious Mercedes-Benz, paid for by Cookie Lee! You can drive your business in style when you promote to higher levels according to our compensation plan.

Generous Monthly Bonuses and Commissions

Each month, you can receive additional income based on your personal sales, AND the sales and recruits of your Team! Plus, as you promote to higher levels, you'll achieve greater monthly bonuses!

A Personal Business

Is family your top priority? Wish you had more time for the things you want to enjoy in life? A Cookie Lee business allows you the chance to be your own boss, set your own schedule and work your business according to YOUR needs. You choose how little or how much you want to (www.mlmllegal.com) do your business—it's all in your control!

Cookie Lee offers its consultants many incentives including annual all-expense paid trips to places like Hawaii, Alaska, Cancun, or the Bahamas. Jewelry purchases and recruiting can also help reps to accumulate Cookie Lee Successorize Points toward logo merchandise and business supplies.

Prospective distributors can begin with the company by purchasing one of two starter kits:



BASIC START-UP (OPTION 1)	
WHAT YOU GET	YOUR COST
\$325 retail value; your choice of jewelry	\$243.75 wholesale (New Consultant under Option 1 enjoys an immediate 25% discount on initial \$325 purchase; 50% on all subsequent purchases.)
Get Started Kit (Includes your one-time membership, a jewelry Tote Bag and business tools to get started!)	\$60
Sales tax based on Consultant's shipping address. (Example 7.75% on \$325 + \$60)	\$29.84
Total (Excluding shipping charges, if any)	\$333.59

BEST VALUE (OPTION 2)	
WHAT YOU GET	YOUR COST
\$1,000 retail value; your choice of jewelry	\$500 wholesale (New Consultant under Option 2 enjoys an immediate 50% discount on initial and all subsequent purchases.)
Get Started Kit (Includes your one-time membership, a jewelry Tote Bag and business tools to get started!)	\$60
Sales tax based on Consultant's shipping address. (Example 7.75% on \$1,000 + \$60)	\$82.15
Total (Excluding shipping charges, if any)	\$642.15

Discussion of Distributor Base and Sales Volume in U.S.

Cookie Lee's website states that they are one of America's fastest growing companies.

The Company has thousands of active distributors across the United States and hundreds of full-time employees.

Company Website: www.cookielee.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In*

addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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