

MLM Company Profile: cPRIME



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cPRIME

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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

NA

Impact on the Industry

NA

Discussion of Products

cPRIME offers a performance wear product molded from surgical-grade polyurethane and embedded with a cPRIME activated substrate. The buckle is forged from stainless steel and utilizes a magnetic locking mechanism. The buckle (www.mlmllegal.com) products are meant to improve strength, flexibility, balance, and endurance.

The company states the following regarding its products:

cPRIME products incorporate a proprietary patent-pending technology that acts as a bioantenna, altering the way your body interacts with its electromagnetic environment, which may help to balance and optimize biological responses.

Discussion of Opportunity

There are seven ways to earn income with cPRIME.

The company offers the following compensation plan, including the ranks and qualifications:

Rank	Name	Active ¹	Qualified ²	Lesser-Leg Volume ³	Active Personally Enrolled ⁴	Consecutive Bonus Periods ⁵	Personally Enrolled Volume ⁶
	Retail Customer	No commissions can be earned by Retail Customers.					
	Preferred Customer	An Autoship Profile must be maintained. No commissions can be earned by Preferred Customers. Preferred Customers receive a discount for being on autoship					
1	Distributor	60PV					
2	C-300	60PV	x	300BV			
3	C-600	60PV	x	600BV			
4	Bronze	60PV	x	900BV			
5	Silver	60PV	x	2,000BV	1		
6	Gold	120PV	x	5,000BV	2		
7	Executive	120PV	x	7,500BV	3	2	
8	Ruby Executive	120PV	x	10,000BV	4	2	
9	Emerald Executive	120PV	x	15,000BV	5	3	
10	Diamond Executive	120PV	x	"	6	4	20,000BV
11	Double Diamond Executive	180PV	x	"	7	4	40,000BV
12	Platinum Executive	180PV	x	"		4	80,000BV
13	Double Platinum Executive	180PV	x	"		8	160,000BV
14	Triple Platinum Executive	180PV	x	"		8	240,000BV

The company presents its seven ways in which to earn income:

7 Ways to Earn Income

1. RETAIL BONUS

cPRIME™ Distributors can earn immediate retail commissions. When a customer purchases a cPRIME™ product from a Distributor's replicated website, the Distributor earns the difference between the wholesale and retail price. Additionally, the Distributor earns Bonus Volume (BV) that counts towards his or her Dual-Team Bonus. Another way to earn retail bonus is through our Preferred Customer program. A Preferred customer is a customer who is enrolled in cPRIME™ database and can place orders without a Distributor's direct involvement. The Preferred Customer pays Retail minus 10% discount and is required to be on Autoship. The Distributor earns the difference between Preferred Customer price and the wholesale and receives credit for the resulting Bonus Volume (BV).

2. FIRST-ORDER BONUS (FOB)

When your new Distributor places an initial order for a 4-band pack, he or she receives a 22% discount and you receive a \$50 First Order Bonus (FOB). Additionally, the Distributor earns Bonus Volume (BV) that counts towards his or her Dual-Team Bonus.

Description	Wholesale	Retail	Discount	BV	FOB
4-Pack	\$312.00	\$400.00	22%	256	\$50.00

Description	Wholesale	Retail	Discount	BV
Single	\$80.00	\$100.00	20%	63
4-Pack	\$312.00	\$400.00	22%	256
8-Pack	\$600.00	\$800.00	25%	510
12-Pack	\$864.00	\$1,200.00	28%	691
24-Pack	\$1680.00	\$2,400.00	30%	1310

*Distributors are required to be Active but are not required to be Qualified in order to earn First-Order Bonuses.

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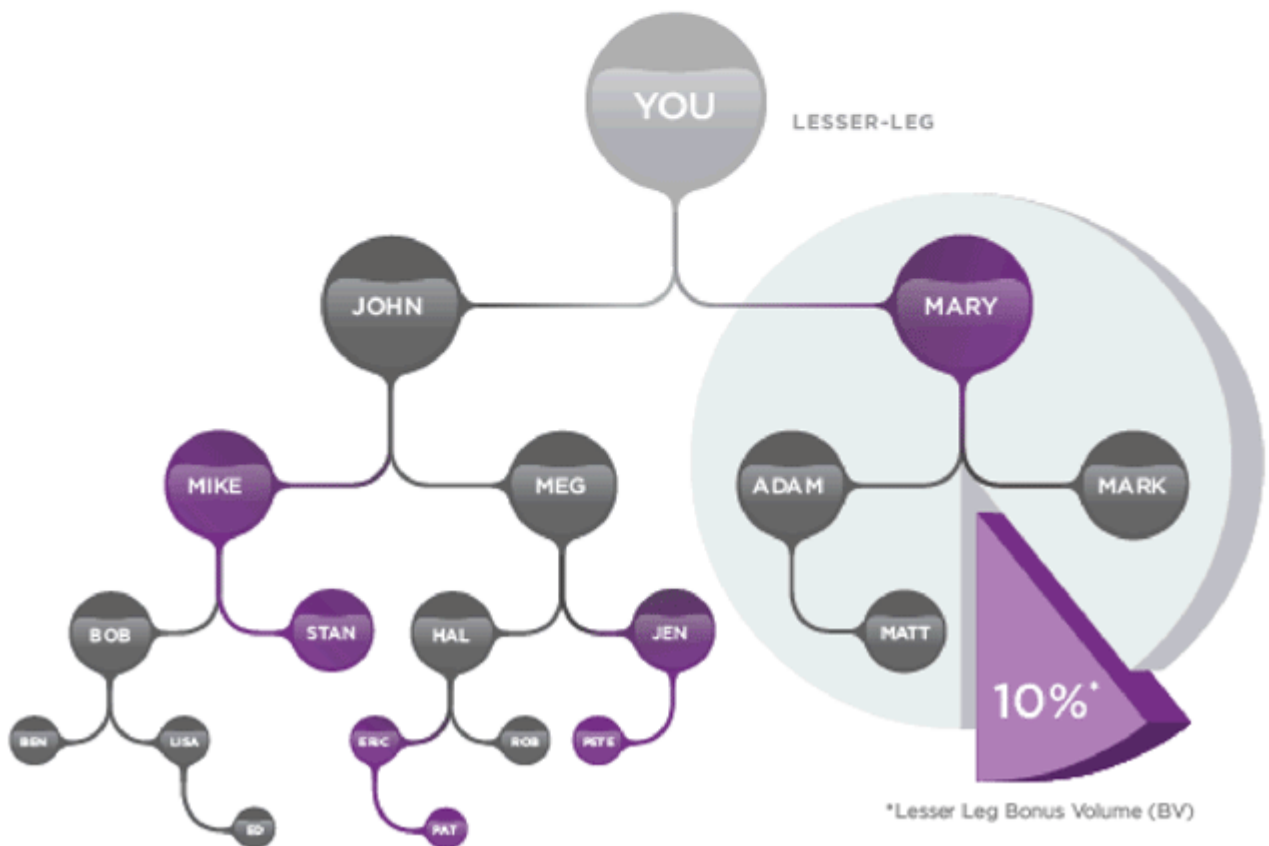
3. DUAL-TEAM BONUS

Distributors are able to earn a bonus equal to 5% of the matched Bonus Volume (BV) in both legs or another way to calculate it is 10% of the Bonus Volume (BV) in their lesser Binary Leg starting at 300BV lesser Leg volume and up in 100 point increments.

When volume is paid in either leg, that volume is removed from both Binary Legs and remaining unpaid volume will carry forward into future Bonus Periods (see 'Carry Forward Volumes' in the Definition section).

A Distributor can earn up to \$10,000 in Dual Team Bonus per Bonus Period. (5% of up to 200,000BV matched on both Legs or 10% of up to 100,000BV in the lesser Leg).

Distributors are required to be Active and Qualified in order to earn Dual Team Bonuses.



4. MATCHING BONUS

Distributors that are paid at the 'Silver' Rank and above are eligible to earn Matching Bonuses against the first \$3,000 of Dual-Team Bonuses earned by Distributors in their Personal Enrollment Tree.

Rank	Name	Personally Enrolled Distributors							
		1 st Gen.	2 nd Gen.	3 rd Gen.	4 th Gen.	5 th Gen.	6 th Gen.	7 th Gen.	
1	Distributor	Distributor, C-300, C-600 and Bronze Ranks do not qualify for Matching Bonuses.							
2	C-300								
3	C-600								
4	Bronze								
5	Silver	10%							
6	Gold	10%	10%						
7	Executive	10%	10%	10%					
8	Ruby	10%	10%	10%	10%				
9	Emerald	10%	10%	10%	10%	10%			
10	Diamond Executive	10%	10%	10%	10%	10%	10%		
11	Double Diamond Executive	10%	10%	10%	10%	10%	10%	10%	
12	Platinum Executive	10%	10%	10%	10%	10%	10%	10%	10%
13	Double Platinum Executive	10%	10%	10%	10%	10%	10%	10%	10%
14	Triple Platinum Executive	10%	10%	10%	10%	10%	10%	10%	10%

- Generations end when a Distributor paid at the Silver Rank or above is encountered.
- Distributors paid as a Silver or above will always be able to earn a Matching Bonus against the earned Binary Commissions of their personally enrolled Distributors, and may be able to earn Matching Bonuses further down the enrollment tree based on their calculated paid Rank.
- Distributors are required to be Active and Qualified, and be paid as a Silver Rank or above to earn Matching.

5. BULK-ORDER BONUS

Distributors may be entitled to earn a Bulk Order Bonus (BOB) on selected Professional Bulk Order SKUs as identified below.

Description	Wholesale	Retail	Discount	BV	BOB
48-Pack	\$2,880.00	\$4,800	40%	1267	\$230
96-Pack	\$5,280.00	\$9,600	45%	2059	\$422

- Distributors are required to be Active but are not required to be Qualified in order to earn Bulk Order Bonuses
- Bulk-orders are not available on initial orders and are only available to Distributors who operate separate unrelated businesses, have a current sales tax/resale certificate and are approved by cPRIME™ in its sole discretion. Additionally, the Distributors earn Business Volume (BV) that counts towards their Dual-Team bonus.

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6. LIFESTYLE BONUS

Distributors paid as at least a Double Diamond Executive or above are eligible to earn a Car Bonus of \$100 to \$600 per Bonus Period.

Rank	Paid Rank	Monthly Bonus
11	Double Diamond Executive	\$400
12	Platinum Executive	\$800
13	Double Platinum Executive	\$1,600
14	Triple Platinum Executive	\$2,400

Distributors are required to be Active with at least 180PV, be Qualified, and be paid at least as a Double Diamond Executive or above in order to earn Lifestyle Bonuses. The above bonuses are broken into weekly installments and paid out each week as a Distributor achieves the associated paid as rank.

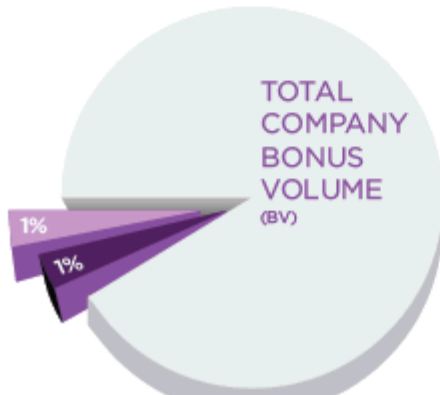
7. LEADERSHIP POOLS

Distributors that are paid as a Platinum Executive can earn one (1) share, a Double Platinum Executive can earn two (2) shares in the Platinum Executive Pool.

Distributors that are paid as a Triple Platinum Executive can keep their two (2) shares in the Platinum Executive Pool and earn one (1) share in the Triple Platinum Executive Pool.

Each pool is worth 1% of the total Company Bonus Volume (BV) for that bonus period.

Distributors are required to be Active with at least 180PV, be Qualified and be paid as at least a Platinum Executive or above in order to earn shares in the Leadership Pools.



For more information one must (www.mlmlegal.com) contact the company.

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

NA

Company Website: www.cprimeusa.com

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