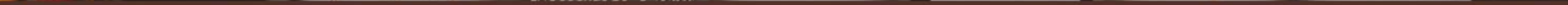


BUENA VISTA WINERY
RAYMOND VINEYARDS
DELOACH VINEYARDS
LYETH ESTATE
JCB BY JEAN-CHARLES BOISSET
LOCKWOOD VINEYARD



FRENCHIE WINERY
DOMAINE DE LA VOUGERAIE
JEAN-CLAUDE BOISSET
BOUCHARD AÎNÉ & FILS
LOUIS BOUILLOT
JCB BY JEAN-CHARLES BOISSET

Wine Ambassador *Business Opportunity*

The company makes no guarantee as to the amount of income participating Ambassadors will generate, results vary by Ambassador




BOISSET
Wine Living
at HOME



Our Opportunity

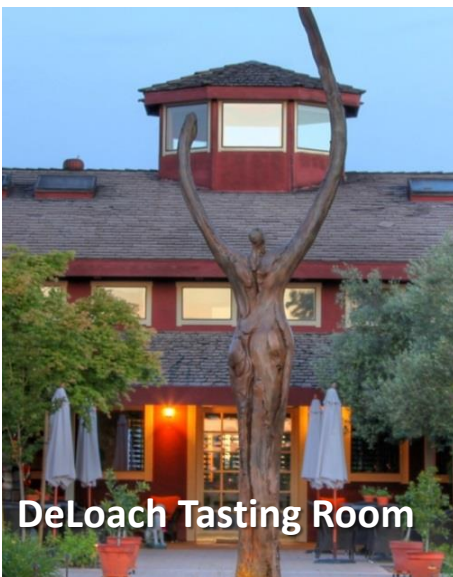
To open the world of fine wines to social entrepreneurs with a passion for the wine lifestyle. Through our unique “social selling” platform, our Ambassadors have a ground floor opportunity to become an independent marketing partner, learn about wine, and generate substantial income by helping us reach thousands of wine consumers across America.

A Unique Collection of Historic Estates Spanning the World's Most Alluring Terroirs



Each boasts a unique story, yet all are united in the pursuit of superior quality wines





DeLoach Tasting Room



The Red Room at Raymond Vineyards

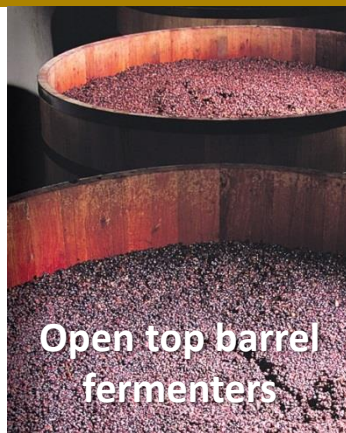


Buena Vista Press House

A collection of talented winemakers, historic estates, and unique experiences



Stephanie Putnam



Open top barrel fermenters



Brian Maloney



Darin Kinzie

Mass market appeal and press recognition



Print

&

Television

&

Internet

Our Commitment to Preserving Nature

“The natural and sustainable resources around us are universal assets, but not unlimited. Our air, water and land form a natural capital that we are borrowing from future generations. Environmental protection is critical to our future. It is a symbol of progress, a tangible proof of freedom and a new way of thinking.”

We have undertaken this challenge and really believe that tradition cannot be separated from innovation, nor nature from creation.”

- Jean-Charles Boisset



The Opportunity to Reach Wine Consumers



\$35 Billion US Wine Market growing significantly

Direct Shipping is fastest growth area of wine sales at \$1.3B

A photograph of a wine store aisle with shelves stocked with various wine bottles. A semi-transparent grey box is overlaid in the center of the aisle, containing the text "Redefining Traditional Retail To Personalized Service". Four large, grey, 3D-style arrows point from the four corners of the slide towards this central box.

Redefining
Traditional Retail
To Personalized
Service

Social media and technology providing better ways to reach wine consumers

Personalized service is what consumers seek but often hard to find

The Power of Social Selling Model



- The world of wine is intriguing and draws people together – It's a social experience
- Social media sites such as Facebook, Linked In and Twitter allow you to reach hundreds people who love wine daily
- Accolades and awards for each of our wineries provide marketing power and credibility
- Over \$11.3 billion in products are sold in America through direct selling and in-home parties – why not wine?



MULTIPLE Ways to Earn Income



1

Wine Tastings

25-30% Commission on featured wines with no inventory, no earnings cap

2

Wine Club Memberships

Approx. 12.5% on EVERY automatic wine club shipment

3

Online sales

12.5% -30% on re-orders and online orders

4

Corporate & Holiday Gifts

Year-round gift giving, custom labels, and larger private event orders

5

Team Coaching Commissions

Build a leader and earn commissions on your team's sales



1

Earnings: Private Wine Tastings



- Pre-selected flights from \$79 up to \$500 per group
- OR customize selections for small or large groups
- Variety of wine selections and price points
- VIP Host Reward Program (generous discounts & more)



A new way to go wine tasting in
the comfort of your own home

Earnings Example*

25-30% Commissions

Earn \$250-\$300 for every \$1000 in orders

(6) Tastings/mo = **\$1,800**

(8) Tastings/mo = **\$2,400**

(10) Tastings/mo = **\$3,000**

* This is not a guarantee of earnings and results differ by event and Ambassador

2

Earnings: Wine Club



Circle of Boisset Wine Club



- **20%** year-round member discount
- **30%** off re-orders within 45 days
- Quarterly member-only shipments
- Rotates through four different wineries

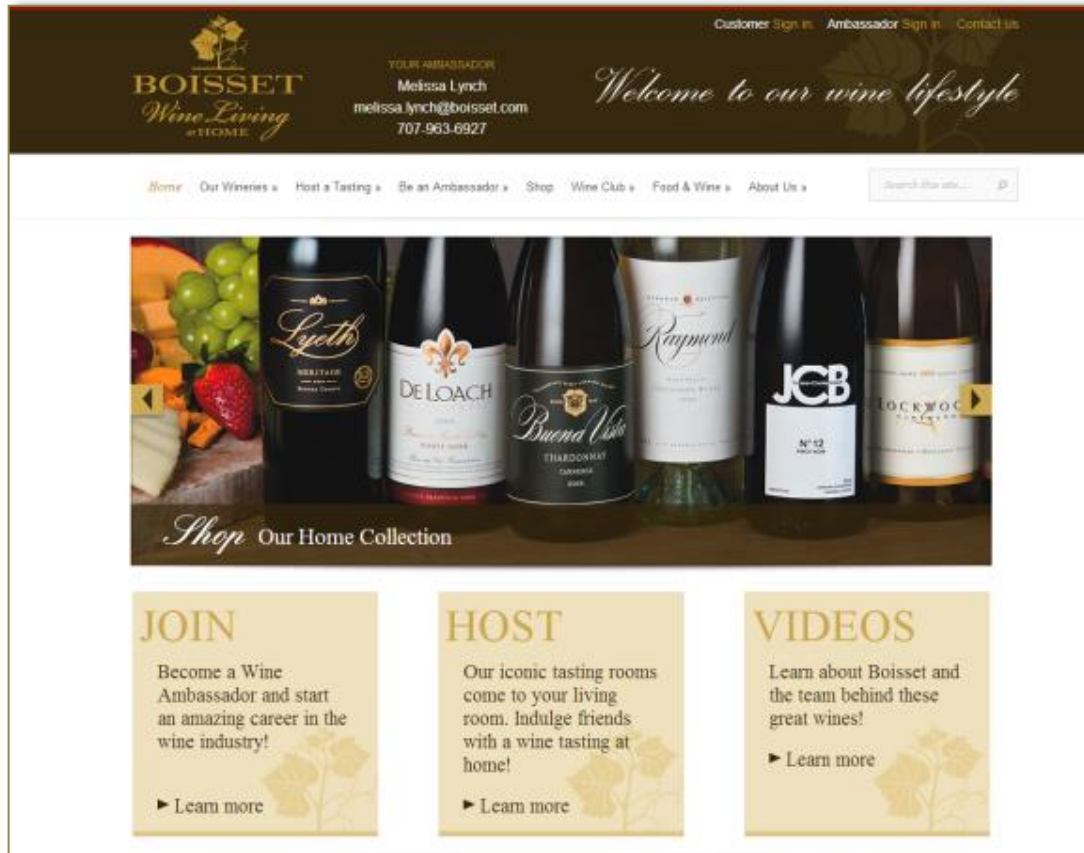
Residual Income Example

\$12.50 quarterly residual per shipment

Example: Enroll 15 new members per month: \$6125

Estimates are for example purposes only and not a guarantee of earnings. Example assumes a \$100 commissionable shipment @12.5% commission. Shipments vary from \$80-\$120. Earnings estimate does not account for membership cancellations. Commissions paid quarterly.

Earnings: Online Sales *Anywhere, Anytime*



- E-Commerce website offers 24x7 online storefront
- Leverage Facebook, Twitter and other social media
- Login to access your *Ambassador Lounge* and manage your business anywhere & anytime



Earnings: Corporate Sales & Private Events



- Potential for large single orders
- Partnering with event planners and caterers
- Corporations and small businesses
- Weddings & anniversaries



Premium Wine Gifts



Private Events



Custom Label Wines



Earnings: Leadership & Team Building

Participate in the long-term residual benefits of
Leadership

Earn 2-7% *coaching* commissions:

- Your team's retail orders
- Your team's wine club shipment volume
- Your team's personal purchases

* Leaders must achieve QUALIFIED status by submitting a minimum PCV of \$500 to receive monthly coaching commissions. Limitations and commission rates on team vary.



Travel & Awards



Convention & Retreats is held every year in Napa or Sonoma and has included weekend stays at our estate guest houses, private winemaker tastings, time with Jean-Charles Boisset, and gourmet dinners from our on-site chefs. Ambassadors may visit our wineries anytime and receive 30% discounts on purchases, opportunities for travel, recognition and more!

