

about Market America

Market America, Inc.

Market America's mission is to provide a system for entrepreneurs to create an ongoing income, while providing consumers worldwide with a better way to shop. Through revolutionary technology and the power of people, we are creating the economy of the future.



Founded in 1992, **ma** is a Product Brokerage and Internet Marketing Company that specializes in One-to-One Marketing.

With more than 3 million customers and 165,000 Distributors and UnFranchise® owners worldwide, Market America has generated over \$2.5 billion in accumulated retail sales, and individuals have earned over \$1.62 billion in commissions and retail profits (as of December 31, 2007).

Headquartered in Greensboro, NC – the company employs over 500 people globally with international operations in the United States, Australia, Canada, Hong Kong, and Taiwan.

Through One-to-One Marketing, Market America combines the Internet with the power of people – creating the ultimate online destination. As a result, we have revolutionized a brand new industry, setting a standard by which all other businesses are measured – Built on Product. Powered by People®.

Market America – An Overview

Market America (marketamerica.com) is one of the largest online retailers for consumers worldwide, featuring exclusive products/services along with more than 2000 partner stores. Together, Market America offers over 35 million products and services. Our proprietary business model combines the power and scope of the Internet with the personalization of one-to-one marketing to sell products and services. Market America utilizes comparison shopping, customer reviews, live chat assistance, and a state-of-the-art search engine powered by Google.



This unique formula allows over 165,000 people to provide customized service to over 3 million registered customers worldwide. Market America also delivers lifestyle content, an entertainment portal, social networking and a wealth of video and rich-media content, creating the web's preeminent and social networking environment.

Click to view Market America Overview Video: youtube.com

Market America and Google

Click to view news articles:

- Market America in Google partnership: bizjournals.com
- Market America & Google... Creating the Ultimate Online Destination: [Market America News](#)



Market America – Where Brand Equity Meets Talent

Market America not only delivers the finest in brand power, cutting edge technology, and exclusive services – it also provides support through a growing list of high profile talent.

Click to view Market America Overview Video: youtube.com

A Web Portal, an Opportunity, and the Power of People

With a dynamic real community of entrepreneurs and loyal customers, Market America tracks customer's profiles and buying habits in order to match products to people and people to products. Each entrepreneur has a web portal supplied by the company. Through your individual web portal, in addition to news, weather, entertainment, stocks, etc., consumers can access over 35 million products and services (ma's brands and the partner stores) making it the largest internet shopping site on the planet! ma is becoming the Google of merchandising! Think of it this way...it is like owning your own amazon.com – but much better! Amazon.com is currently the world's #1 online retailer. However, based on the number of products and services that can be accessed through your web portal, we are three times bigger!

The company provides a systemized and standardized approach, just like a franchise. Everyone follows a proven business plan/system and the company provides the support, training, technology, products, and growing visibility. We call it the 'UnFranchise® business' because you have all the benefits of a franchise but do not have to pay a franchise fee. Additionally, instead of paying the franchisor a royalty, ma pays you commissions and retail profits from the sales through their portal and referral network. Customers get paid for shopping and UnFranchise® owners earn royalties from the shopping on their site and from referrals.

In many ways ma is a cross between QVC and Amazon.com:

- We liken unto QVC because, as a product broker, we are presented 1000's of products. We only take the most market driven and unique products. QVC sells direct to the consumer over TV using someone to explain the product to the viewer. We do the same thing on the internet and use UFO's (UnFranchise® Owners) to explain the product and educate the customer. The company is annualizing at 500 million in retail sales and growing at 25% per year to reach \$1 billion within a year or two.
- We are like amazon.com in that we have aggregated millions of products and services into one shopping experience. Over 35 million products and services can be accessed through each individual web portal. Each web portal has over 2000 name brand stores/companies (e.g. Target, Best Buy, Nordstrom, Apple, Victoria's Secret, Circuit City, Barnes & Noble) in addition to the 2500 exclusive ma branded products/services. Therefore, each web portal is the largest Internet shopping site on the planet! People actually get paid to shop and for leading to others who shop. We have sophisticated software that tracks who leads to who resulting in rewards, commissions, and a residual income.

Like amazon.com, but with powerful differences and advantages: a Web Portal, an Opportunity, and the Power of People

A Web Portal

News, weather, sports, finance, entertainment, music, games, movie listings, blogs, email, gift cards, and travel can all be accessed in addition to the shopping capabilities.

An Opportunity

Market America provides the most realistic and lucrative business plan – the UnFranchise® Business Development System. The UnFranchise® business can yield a very substantial residual income for those individuals who are serious and willing to follow the system.

The Power of People

Every customer is assigned an UnFranchise® owner (UFO) who can guide them on the portal and maintains a personal connection and relationship (high tech and high touch). With our global community, banding together as a group of entrepreneurs, we are using our people power and our buying power to make money rather than the mass marketers and advertisers of the last century. We are ultimately buying through each other with an incredible tracking system that enables us all to be compensated! We are leveraging people power to provide better products at a better price. We don't compete for shelf space and we, as entrepreneurs, make the money as opposed to the big corporations. Market America's mission is to provide a system for entrepreneurs to create an ongoing income, while providing consumers worldwide with a better way to shop. Through revolutionary technology and the power of people, we are creating the economy of the future.



ma will be to One-to-One Marketing what McDonalds is to franchising and what Microsoft is to computerization.

Quick Facts

- Over \$2.5 billion in accumulated retail sales
- Since the company's inception individuals have earned \$1.624 billion following our business plan (as of December 31, 2007)
- Annualizing at 500 million in sales per year on the way to \$1 billion annually (growing 25% per year)
- Over 35 million additional products/services through affiliates and direct partners
- 2500 exclusive Market America branded products/services
- 165,000 Distributors and UnFranchise® owners in five countries, spreading across three continents
- Over 3 million registered Preferred Customers worldwide
- 3.5 million page views per month
- New 30,000 sq. ft. Technology Research & Development Center; 200,000 total sq. ft. headquarters and fulfillment center in Greensboro, NC
- 250 new IT developers Partnership with Google for product and entertainment merchandising search on our portal

Video Links



• Fox 8 News 2008 International Convention Coverage

Click to view Video: youtube.com



• 2008 International Convention Highlight Video

Highlight video from our International Convention in Greensboro, NC August 7-10, 2008. There were over 20,000 people in attendance, including Google.

Click to view Video: youtube.com



• Channel 14 News 2008 International Convention Coverage

Click to view Video: youtube.com



• Distributor Patricia Feeney on NBC 10

News segment that was done in New Jersey, featuring an UnFranchise® owner.

Click to view Video: youtube.com



• Fox News Segment on the benefits of Pycnogenol®

Market America is the worldwide exclusive supplier of isotonic capable Pycnogenol – Isotonix OPC-3®.

Click to view Video: youtube.com



• OPC-3 on USA TV Channel WETM18

News segment featuring a woman with dramatic results from using Market America's Isotonix OPC-3®.

Click to view Video: youtube.com



• Channel 14 News 2007 International Convention Coverage

News segment that Channel 14 in Greensboro did with me being interviewed the morning of the first day of the International Convention.

Click to view Video: youtube.com

Special Edition Publications

Haute Living Special Edition

The Haute Living Special Edition not only gives the most thorough presentation of Market America as a company and its vision – it also presents how through **ma**, individuals can have the potential to achieve virtually limitless prosperity.



Healthier You Magazine

The October 2007 issue of Healthier You magazine – will tell you how and why the U.S. healthcare system is in desperate need of a paradigm shift. Market America is being recognized as a catalyst for this wellness revolution.



marketamerica
Built on Product. Powered by People.

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