



Marketing Rewards Program 2011

The M&O Marketing Rewards Program is a calendar quarter expense reimbursement program. In addition to your contracts directly with the carriers, M&O Marketing will pay the following additional Special Marketing Expense Reimbursement based on your total Combined Production Credits (CPC's). Eligible marketing expenses include: E&O Insurance, insurance designations, drip mail campaigns, lead orders, seminar costs, PR costs, book/article costs, client newsletters, or client appreciation events. All other qualifying expenses require written approval.

CPC's are a way to calculate production for all lines of business based on paid net business as follows:

- Annuity Premium counts at 10%
- Long term care life time payment production counts at 100%
- Long term care limited payment production counts at 50%
- Long term care single premium counts at 10%
- Single premium life counts at 10%
- Life target premium counts at 100% and all other life premium counts at 10%.

This Marketing Expense reward program will be offered to you based on premium generated by you from your start date into the program and written through M&O during the calendar year ending December 31, 2011. This program requires a minimum of 25,000 CPC's during each calendar quarter. This program will be calculated 25 days following the end of each calendar quarter. Calendar quarters end 3/31/11, 6/30/11, 9/30/11 and 12/31/11. As such, you have agreed to give up any participation in current or future M&O Marketing promotions, cash bonuses, trips or other forms of production incentives in return for the following marketing reimbursement:

The reimbursement will be available to you for marketing expenses only. The following schedule is used each calendar quarter.

<u>CPC Credits</u>	<u>Basis of Calculation</u>
< 25,000	No Reimbursement
Over 25,000	1.5% of CPC Total

M&O Marketing will determine Combined Production Credit (CPC's) at M&O's sole discretion. M&O will use carrier generated commission statements issued during the time periods as the source documentation for this calculation. This of course will be a net calculation meaning any charge backs of first year premium will reduce the total first year premium earned in the period. All premium will accrue as it is earned and will not be retroactive to dollar one for calculations. For example if your total "Net Placed Annuity Premium" during the first quarter is \$150,000, this equals 15,000 CPC's, there will be no reimbursement. If during the second quarter the total "Net Placed Annuity Premium" is \$450,000, this equals 45,000 CPC's your reimbursement will be \$675 to be used towards marketing expenses.

This program is for agents actively contracted with M&O Marketing. This agreement is intended to be annually renewable beginning with calendar year 2011, subject to a renewed agreement by M&O Marketing. Such agreement will be evidenced by an enrollment form for 2011, signed by an officer of M&O. M&O Marketing reserves the right to terminate or modify this program at any time. This program is for the writing agents, GA contracts only. You must be able to provide receipts upon request to M&O for marketing rewards reimbursement purposes due to carrier regulations.



Marketing Rewards Enrollment Form 2011

Agent Name: _____

MC Name: _____

Check payable to: _____

Companies NOT with M&O: _____

Start date of Enrollment: _____

I confirm that Marketing Rewards received from M&O Marketing for the above is for marketing expenses, I will be issued a 1099 for income \$600 or more and will be responsible for turning in expenses to my CPA.

Signature

Date

M&O Marketing acknowledges agents participation in Marketing Rewards 2011

Signature - M&O Marketing Officer

Date

Disclaimer:

This program is for agents actively contracted with M&O Marketing with no active carrier debits. This program is for paid business only from start date to December 31, 2011. This agreement is intended to be annually renewable beginning with calendar year 2012, subject to a renewed agreement by M&O Marketing. Such agreement will be evidenced by an enrollment form for 2012, signed by an officer of M&O. M&O Marketing reserves the right to terminate or modify this program at any time. All final decisions are at the discretion of M&O Marketing. This program is for the writing agents, GA contracts only. Additionally, it is our mutual intent to treat this agreement as a private matter between ourselves. You must be able to provide receipts upon request to M&O for marketing rewards reimbursement purposes due to carrier regulations.