

LIGHTYEARSM *ALLIANCE*

Business Presentation

Service Provided by Lightyear

Lightyear – The Company

- Over 11 years telecom experience
- Headquartered in Louisville, Kentucky
- 80,000 Square Foot of Office Space
- Over 200 employees of back-office support including: billing, customer service, provisioning and rep support
- Over 10 Million in monthly revenue



Lightyear – The Leaders

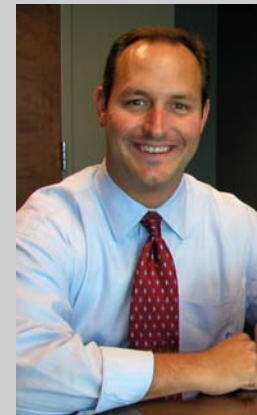


Sherman Henderson – Founder, CEO

- Elected Chairman of the Board - CompTel/ASCENT Alliance
- Named one of the "Top 25 Most Influential People in the Telecom Industry" by Industry Magazine
- Entrepreneur of the Year – 1996 – Kentucky & Indiana
- Three-term President of the Telecommunications Resellers Association (newly named the CompTel/ASCENT Alliance)
- #19 on INC. Magazine's list of fastest growing private companies in America 1999

Josh Henderson – President

- Experience leading billion dollar telecom/network marketing company in 2001
- Entered the telecom business in 1997 where he built two separate sales channels of Lightyear which produced over 100 Million in annualized revenue



Why Lightyear Alliance?

Communication Industry

- Growing Market – 280 Billion a year in revenue
- Consumers now have a choice
- Communication is easier than ever

Products

- 1st Necessity based offering in Direct Marketing

Necessity vs. Luxury



Lightyear XSTREAM VoIP



LIGHTYEAR
XSTREAMSM
VoIP

... a better way!

Where There's "X" There's ...
... a better way. A better way to communicate and a better way to do business. Lightyear XSTREAM™ provides the most advanced communication solutions available.

Unlimited Residential \$29.99*

All These Great Features Included!

- > FREE Caller ID
- > FREE Caller ID Blocking
- > FREE Call Waiting
- > FREE Call Forwarding
- > FREE Call Return
- > FREE Three-way Calling
- > FREE Enhanced Voicemail (including Message Notification)
- > LOW International Calling
- > FREE International Call Blocking

Add Toll-Free: \$7.99* | Add an Additional Virtual Phone Number: \$5.99*
*All prices exclude applicable taxes and regulatory fees

Sign Up Today! **CLICK HERE!**

Got VoIP?
View the Flash demo here!

HOME
TECHNOLOGY
FEATURES
RATES
FAQs
ACCOUNT MANAGEMENT
ORDER NOW!

Service provided by Lightyear Network Solutions, LLC

Forward. ➤

[CORPORATE INFORMATION](#) | [CONTACT US](#) | [TERMS & CONDITIONS](#)

Broadband Cable or DSL Required

Local Phone Service

LIGHTYEAR : HOMESM

LightyearHOME Unlimited Plan

- Unlimited Local
- Unlimited Long Distance
- Caller ID Deluxe w/Name, Number and ACR
- Call Waiting Deluxe
- Three-Way Calling
- Call Return
- Repeat Dialing
- Call Forwarding Variable
- White Page Directory Listing
- Basic Voice Mail Services
- Access with charge: Emergency Service (911), Local Info Service (411) and Operator Service

\$49.99*

**Keep your same number!
No cost to switch!
No contract to sign!**

LightyearHOME Starter Plan

- Unlimited Local
- Low Long Distance Rates
- Caller ID Deluxe w/Name, Number and ACR
- Call Waiting Deluxe
- Three-Way Calling
- Call Return
- Repeat Dialing
- Call Forwarding Variable
- White Page Directory Listing
- Access with charge: Emergency Service (911), Local Info Service, (411) and Operator Service
- Additional Options with Features

\$29.99*

**Dial 1.866.467.2699 to
check the availability and
pricing for customers for
LightyearHOME**

*Rate covers all major metropolitan areas. Monthly rates vary in some rural and secondary markets ranging from \$49.99-\$109.99 for the Unlimited Plan and \$29.99-\$89.99 for the Starter Plan. Price excludes tax and regulatory fees. ***Unlimited* Long Distance is intended for residential customers therefore limited to business usage.

Additional Products

- **Lightyear XSTREAM – DSL**
- **Lightyear Internet Service – 3 plans**
- **Unified Voice Messaging ~
Connecting Your Business Partners**
- **Lightyear Residential 1+ Long Distance**
- **Lightyear Calling Card**
- **Lightyear Toll Free 800 Service**
- **Lightyear Wireless**
- **Unlimited Conference Calling**



Lightyear Alliance Business Model

Direct Marketing ~ It Works



"The direct-selling industry is exploding. It has become a magnet for corporate and entrepreneurs."



"...direct selling has found its place in the business landscape."

"I think it is the most effective form of selling in the world." *Barnett*

Direct Marketing Puts You in the Equation

How This Works

Getting Started

\$199 LYA Representative

- LAPD Software
- Back-Office Support
- Payroll/Paperwork
- AIM Training - Interactive
- Collateral Material

**Your Turn Key
Business Solution**

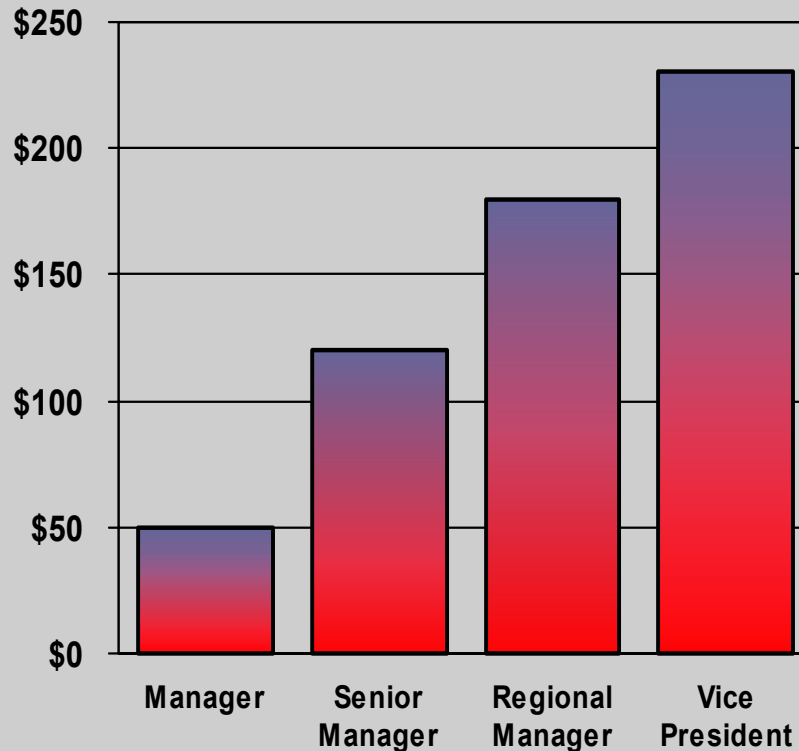
Getting Paid

3 Income Channels

- **Customer Bounty** ~
Customers try the LY service
- **Residual Income** ~
Customers pay monthly bill
- **Leadership Bonus** ~
Develop a sales organization

*\$49.99 Sales Representative Option

Promotional Levels



- **Lightyear Alliance Representatives can earn between \$50-\$230 for every manager who acquires 2 customers**
- **Bonuses Paid to Unlimited levels on a weekly basis**



Team Customer Bounty Earnings

$$\text{Total Team Customers} \times \$5 = \text{Customer Bounty}$$

VoIP ~ Unlimited Plan ~ Wireless

Level - You	M	SM	RM	VP
PCP	\$20	\$25	\$30	\$35
	~	\$5	\$10	\$15

PCP- Personal Customer Point

DSL ~ Starter Plan

Level - You	M	SM	RM	VP
PCP	\$10	\$14	\$18	\$22
	~	\$4	\$8	\$12

PCP- Personal Customer Point

One Time Bonus – Paid to Unlimited Levels to the next qualified SM, RM or VP

Compensation Plan



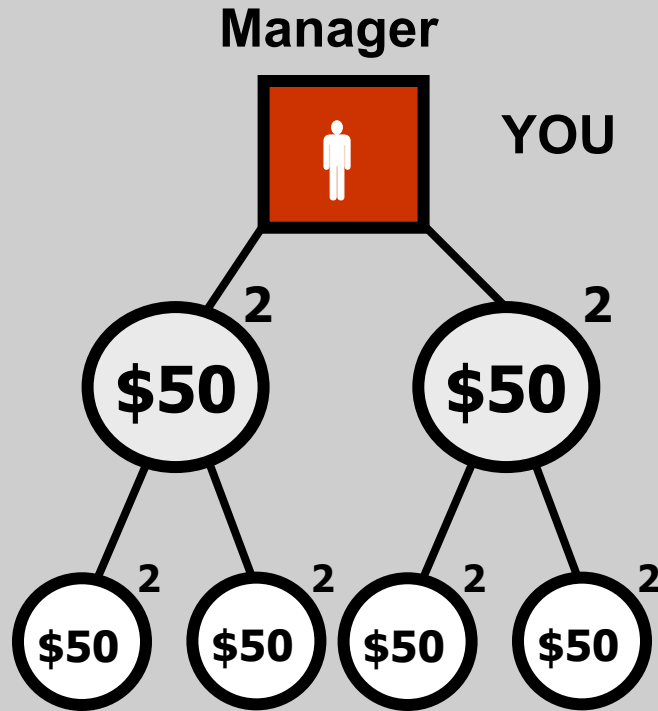
Customers



X 20 = \$200

Gather 10 Active Customer Points
or
5 VoIP/ Local Customers
and

Personally Sponsor
2 New Managers
With a Total of
6 Managers in your
Organization

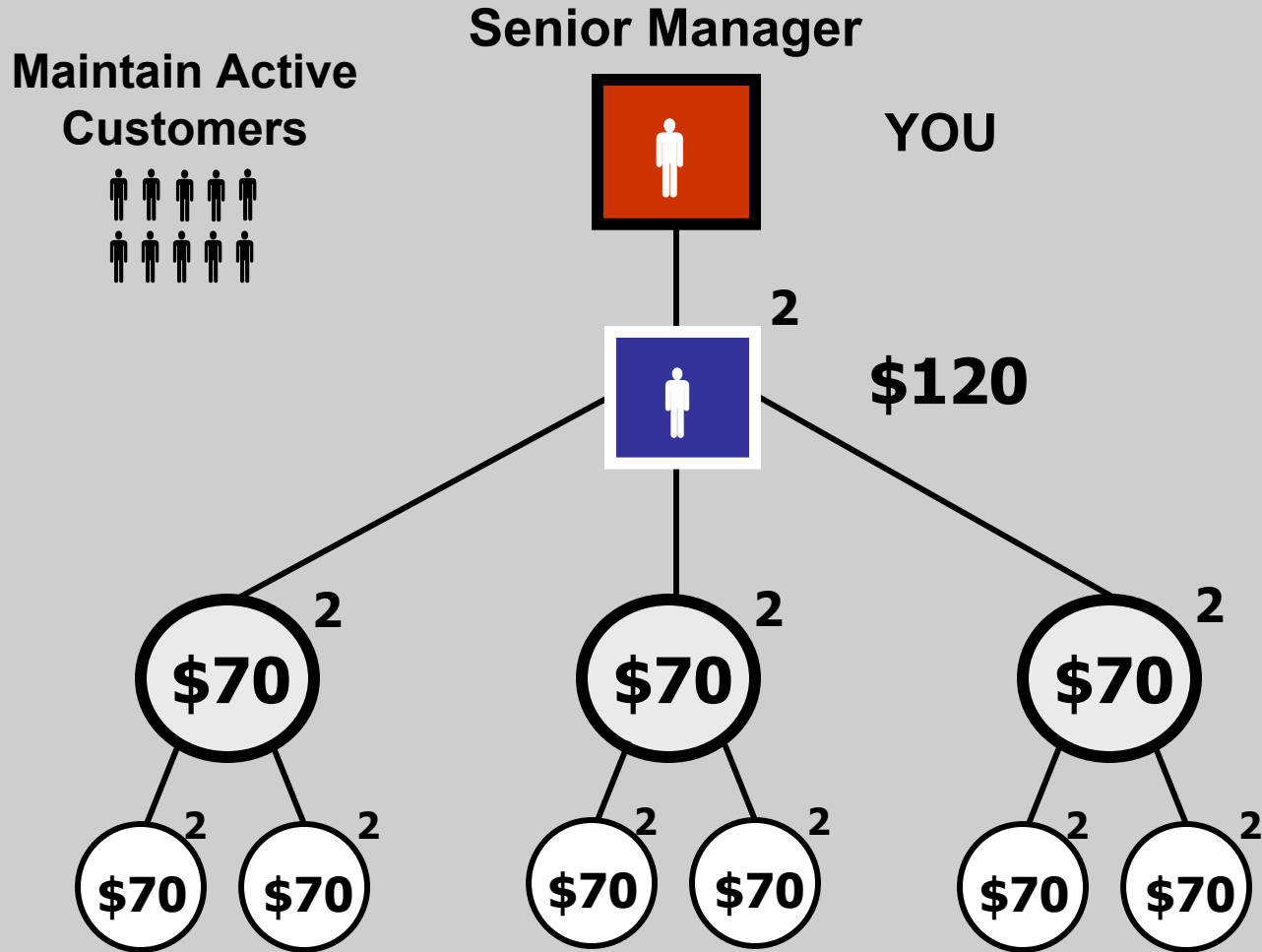


10% Manager Matching Bonus:

Earn 10% of the total commissions earned on all personally sponsored Managers in your Manager code as long as they earn at least \$500 per month and you are an SM or above.

Now You Are Promoted to Senior Manager

Compensation Plan



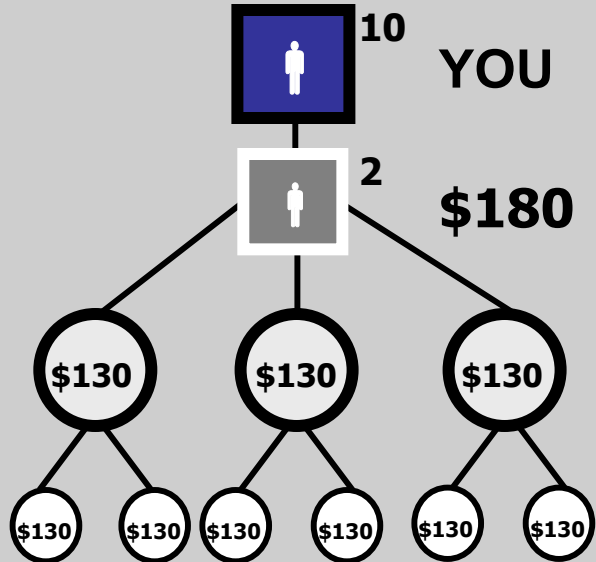
Paid To Unlimited Levels & \$5 Customer Override



Compensation Plan



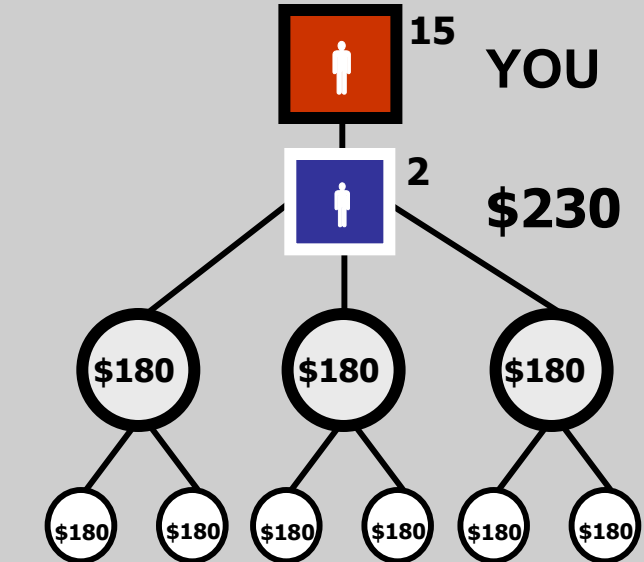
Regional Manager



↓ **All Paid To Unlimited Levels** ↓

Develop 5 SMs in your SM code
Maintain 10 Active Customer Points

Vice President



↓ **All Paid To Unlimited Levels** ↓

Develop 4 RMs in your RM Code
Maintain 15 Customer Points



Team Acquisition Residual Income

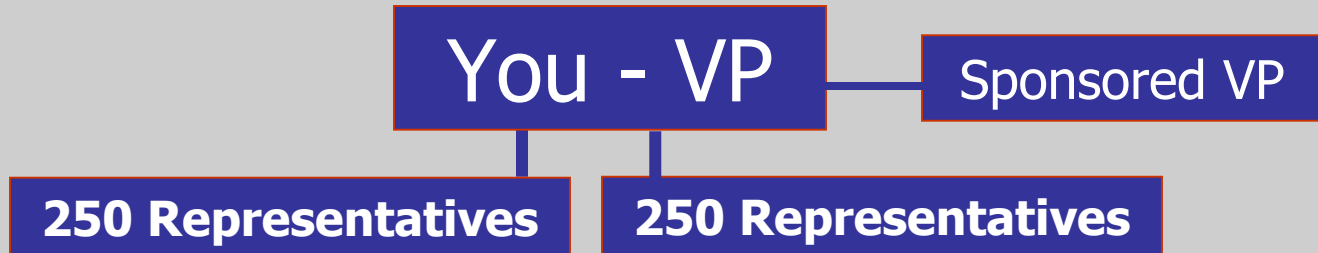
of Reps X Avg. # of customers X Avg. \$50+ X 1% = Your Residual Income!

Level	Residual Plan	Leadership Levels	10 Customers per Rep	Commission Earnings
You	1%	1	10	\$5.00
1	1%	3	30	\$15.00
2	1%	9	90	\$45.00
3	1%	27	270	\$135.00
4	1%	81	810	\$405.00
5	1%	243	2,430	\$1,212.00
6	1%	729	7,290	\$3,645.00
7	1%	2187	21,870	\$10,935.00
8	1%	6561	65,610	\$32,805.00

Lightyear Alliance offers compression of downline residuals so you can maximize your earnings from your producing representatives.

***Chart Not Representative of actual results – Results may vary.**

Vice President Pool



**1% Company Revenue +
\$5 on every Opportunity Plan
customer and \$3 on every
Starter Plan & DSL customer**

Qualifications:

- The VP must have a first level VP in his/her downline and 2500 customer points in 8 levels.
- The pool will be prorated per the number of qualified VP's.
- The first level VP must not have more than 50% of the up-line Reps in their organization.

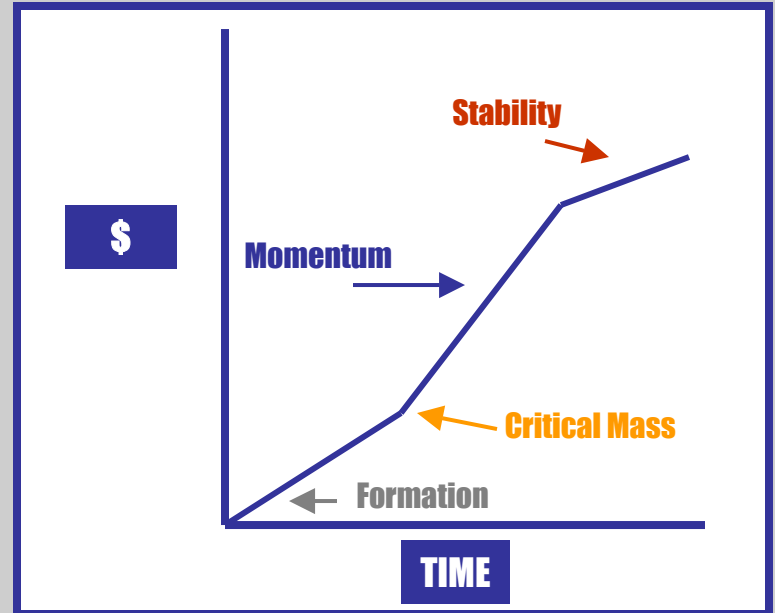
The VP pool will be paid to VP's the following month after qualifications are run by Lightyear Alliance.



The Time Is Now!

Take Advantage

Direct selling trend
28 Billion in revenue in 2002



feature story
By Brisey Orth

The Next Billion-Dollar Giant

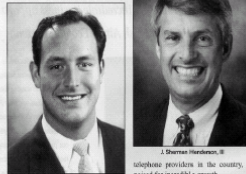
Necessity product in a new era of telecom

As you're checking out ways to earn money from home, here's a tip on finding the one with the best earning potential: Make a list of all the products these business opportunities have to offer. Now, go down that list and check off the ones that are a true necessity, something that everyone must have. You see, when you market a necessity, people willingly spend their money. Incoming customers for 152—your customers for life.

Chances are there aren't any items on your list with the "necessity factor." There may be plenty of things you think people should have that will improve their health, appearance and environment. You may get customers who want products for those very reasons, but when it comes down to it, these are just luxury products. What do you think will happen if customers lose their jobs and can't afford them? If they need to make back for a few months, what do you suppose they'll cut out first? Your luxury products.

The truth is no matter how much you believe in a product or service, it's the ones with the necessity factor that will keep customers coming back every month without fail. And these aren't many out there. If you're wondering what could possibly fit in that category, a Louisville, Kentucky-based communications company, Lightyear Alliance, has an answer for you: the local phone bill.

Think about it. Don't you all have a phone in our homes? Then we all have local phone service too. That's dirty something most of us don't live without. Until recently, our monthly local phone bills were always paid to a big conglomerate in an industry lacking competition and choice. Lightyear Alliance, being 1 of 10 local



Jack Horvath

J. Dennis Henderson, II

The federal government has created an incredible opportunity for entrepreneurs in a \$100 billion dollar industry. Lightyear Alliance has taken advantage of this designation by offering local phone service to residential customers across the nation, and they're handing you the opportunity to make your claim by marketing these services as an independent entrepreneur.

It's a simple and unique offer: A home-based business where you make money by getting others to try this necessity-based service. Best of all, it's something they're already paying for, so it doesn't cost them anything extra, and in many cases it will cost them less.

"This is the first time ever in direct marketing where an average person gets paid just for getting a customer to try a service, risk-free," explains Jack Horvath, the president of Lightyear Alliance. "Usually, you have to take money out of the customer's pocket in order to make money. The unique aspect of this opportunity is the customer is already spending the money because he needs the service. We're just changing who provides that service."

Ben Underwood, an industry leader and top distributor with Lightyear Alliance, was drawn to the company because he wanted to market something that wasn't overpriced and was truly needed.

New Era in Communications

**Launch of Lightyear Alliance
in October 2003**



Training & Support

- Automated/Interactive Training 24/7
- Lightyear Alliance University
- National Conference Calls
- Voice On Demand System 24/7
- Daily Back-Office Support – LAPD Software
- Representative Support and Training
- Customer Service 24/7
- Unified Voice Messaging System

TOP INDUSTRY LEADERS – Working for You!



Launch Your Business Today

- **TAKE ACTION TODAY!**
- **Complete a Lightyear Alliance Application with your sponsor**
- **Become your own first customer**
- **Create an action plan**
- **Get trained – Plug into the Lightyear Alliance “SYSTEM”**

MAKE IT HAPPEN ~ WHATEVER IT TAKES!

