

OUTLINE OF ASSISTANCE

On the Job Assistance

<u>Subjects Covered</u>	<u>Hours of Classroom Assistance</u>	<u>Standard Wholesale</u>	<u>Grand Wholesale</u>
Retail selling	None	3-4	6-8
Account analysis	None	4-7	8-14
Products	None	4-7	8-14
Procedures	None	4-8	8-16
Assistance with placement of point of sale advertising materials	None	3-6	6-12
Assistance with securing freezer accounts	None	14-18	24-36
Assistance with securing conventional accounts	None	<u>8-10</u>	<u>16-20</u>
Total:	None	<u>40-60</u>	<u>80-120</u>

The consultant will also offer you:

- help in negotiating agreements with retailers to place the freezer at their establishments;
- training in negotiating to have the retailers' freezers stocked with H & H Products when placement of a dedicated freezer is either unauthorized or impractical;
- training in the use of point of purchase advertising materials;
- training concerning working with neighboring franchisees;
- the Company's internal policies and procedures;
- assistance in developing strong, diverse account bases;
- assistance in developing efficient, cost-saving routing systems;
- assistance in incorporating and marketing new product lines;
- assistance in dealing with industry competitors as well as competitive products;

- assistance in various aspects of selling process from prospecting to handling objections and closing;
- assistance in other business matters;
- assistance in doing a sampling for a prospective customer; and
- assistance in delivering and stocking a freezer and a conventional account.

The Company will attempt to schedule your assistance within 30 days after execution of the Franchise Agreement. You are not required to attend and complete the assistance program to the Company's satisfaction by the Franchise Agreement, but the Company expects you or your partners or other owners to attend assistance.

The following is the head marketing consultant and her experience:

Tabitha Locke: Ms. Locke has been the head Marketing Consultant since March 2005. From June, 2004 until February 2005 Ms. Locke was a Recruiter of Nightingale Nurses. From October 2003 until May 2004 she was a Technician for KPS Pharmacy. From August 2002 until August 2003 she was the Sales/Store Manager of Fairplay Pharmacy. From August 2001 until July 2002 she was the Sales/Office Manager for Fontana Family Chiropractic. From 1999 until July 2001 she was a Customer Service representative for Life Quotes, Inc.

The Company may, from time to time, utilize other marketing consultants who will be supervised by Ms. Locke. The Company requires that these marketing consultants have a minimum of 2 years experience as a marketing consultant, or other relevant experience.

You will not be required to pay any charges for the marketing consultant's visit, but you must pay your expenses and the expenses of your personnel attending, like travel, living expenses, compensation, etc.

In addition to the training described above, the Company sponsors either a 3-day Convention or a 1-day Winter Symposium every year. The main purpose of the Conventions and Winter Symposiums is to help you learn new and better ways to operate your Franchised Business. During the term of your Franchise Agreement, you will be required to (i) attend either the Convention or the Winter Symposium within two years after commencing operation of your Franchised Business and (ii) attend at least 1 Convention or Winter Symposium every 5 years thereafter. There is no Conference or Symposium fee, but you will be required to pay your expenses and the expenses of your personnel attending, like travel, living expenses, compensation, etc.

Other than the Conventions and Winter Symposiums, the Company does not require additional training programs and/or refresher training programs.