

FREE PRODUCT AND DISPLAY VALUED AT \$280*

Don't Quit Smoking... Just SmokeSafely™

Smoker Developed

- » Best Flavor
- » Best Vapor
- » Best Throat Hit

Use Anywhere

- » Smoke again in Bars
- » No Nasty Odors
- » No Ash Trays

Better Alternative

- » No Fires
- » No Second Hand Smoke
- » No Tar



What you receive for FREE with opening order!

Retail Value

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| 1. JoeStick E-Cigarette Starter Kit gives you the system you need to take the first step towards safer smoking. This package includes: | \$150 |
| <ul style="list-style-type: none"> • 2 JoeStick 650 mAh Lithium Rechargeable Batteries (Retail Value \$30.00 each) • 2 JoeStick Clear Atomizer Dual Coil Tank System (Retail Value \$15.00 each) • 1 20ml Bottle of Premium eLiquid (You choose the flavor) (Retail Value \$19.95) • 1 Home Outlet Charger (Retail Value \$10.00) • 1 USB Charger (Retail Value \$10.00) • 1 Portable Custom Case (Retail Value \$10.00) • 1 User Manual | |
| 2. 4 Bottles of high quality Smoke Safely Premium e-liquid made with nicotine distilled to the highest possible purity standards
Flavors: Lariat, Menthol, Cappuccino, Pomegranate
Retail Value Each: \$19.95 | \$80 |
| 3. Smoke Safely graphic signage that describes JoeStick and what the consumer receives and High quality durable POP Display. | \$25 |
| 4. 100 sampling mouth pieces individually wrapped (Retail Value \$.25 each) | \$25 |
| TOTAL VALUE | \$280 |

Smoke Safely Sampling Program

- Free sampling program makes it easy to introduce customers to a safer way to smoke.
- Smoke Safely has developed an easy and effective way for retailers and health professionals to introduces a safe, high quality electronic cigarette smoking experience to their customers in addition to generating a good source of revenue.
- New accounts may be eligible for instant credit on first orders.

*The free product sample and display program is for new wholesale accounts with minimum purchases of \$500.

¹ New accounts may qualify for 50% + credit on first order. e.g. New account purchases \$600 of inventory invests \$300, balance net 30 terms.

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| <ul style="list-style-type: none"> ➤ Electronic cigarettes work by giving a user a small dose of nicotine much like patches or the chewing gums available. The difference is that the dose of nicotine comes in the form of a liquid which is then inhaled and exhaled. Ecigs contain no smoke and a user is inhaling water vapor, thereby eliminating carcinogenic's caused by cigarette smoke, but still feel the experience of smoking. Ecigs contain a small battery within the main body, this is the electronic element, that can be charged as you would your mobile phone etc. It is this element that heats up the liquid nicotine, creating the water vapor inhaled. | <ul style="list-style-type: none"> ➤ Smoking is the #1 cause of preventable home fire deaths. ➤ Over 2 million smokers in the US have tried ECigs. ➤ Tobacco products generate \$100 billion a year in revenue. ➤ There are over 47 million smokers in the United States and 2 billion smokers in the world. ➤ Electronic Cigarette Industry revenue to reach \$500 million in 2013. ➤ Some industry experts predict electronic cigarette industry to surpass regular smoking within 10 years. |
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Retail Program 1

- 10 units - JoeStick E- Cigarette Starter Kits
- 1 Bliss Sticks Disposable E- Cigarette Display with 24 disposable e-cigarettes, 4 flavors,
- 20 Bottles 20ml e-liquid
- 40 Bottles 5ml e-liquid
- 200 Sampling mouthpieces
- Free product and display valued at \$280

JoeStick E-Cigarette Starter Kit Package includes:

- 2 JoeStick 650 mAh Lithium Rechargeable Batteries
- 2 JoeStick Clear Atomizer Dual Coil Tank System
- 1 Bottle of Premium eLiquid (You choose the flavor)
- 1 Home Outlet Charger
- 1 USB Charger
- 1 Portable Pouch
- 1 User Manual

Smoke Safely Premium e-liquid is made with nicotine distilled to the highest possible purity standards. Flavors: Lariat, Menthol, Cappuccino, Pomegranate



MSRP - Suggested Retail Price

Product	Retail Price
JoeStick	\$100
Bliss Stick	\$8
20 ml e-liquid	\$20
5 ml e-liquid	\$8

Quantity / Unit Cost	Cost
10 JoeSticks / \$50 unit	\$500
24 Bliss Stick / \$4 unit	\$96
20 Bottles 20ml e-liquid / \$10 Unit	\$50
40 Bottles 5ml e-liquid / \$2.50 Unit	\$100
200 Sampling mouthpieces / \$.25	\$50
Total Inventory Costs	\$794

Retail Sales:	\$1488
Free Sample Product and Display:	\$280
Retail Value of Inventory:	\$1769
Initial Investment:	\$300
Retail Profit:	\$744
ROI:	248%

Program 2

5 units - JoeStick E-Cigarette Starter Kits

JoeStick E-Cigarette Starter Kit Package includes:

- 2 JoeStick 650 mAh Lithium Rechargeable Batteries
- 2 JoeStick Clear Atomizer Dual Coil Tank System
- 1 Bottle of Premium eLiquid (You choose the flavor)
- 1 Home Outlet Charger
- 1 USB Charger
- 1 Portable Pouch
- 1 User Manual



MSRP – Suggested Retail Price

Product	Retail Price
JoeStick	\$100

Quantity / Unit Cost	Cost
10 JoeSticks / \$50 unit	\$500
200 Sampling mouthpieces / \$.25	\$25
Total Inventory Costs	\$525

Retail Sales:	\$1000
Free Sample Product and Display:	\$280
Retail Value of Inventory:	\$1280
Initial Investment:	\$250
Retail Profit	\$500
ROI:	200%