

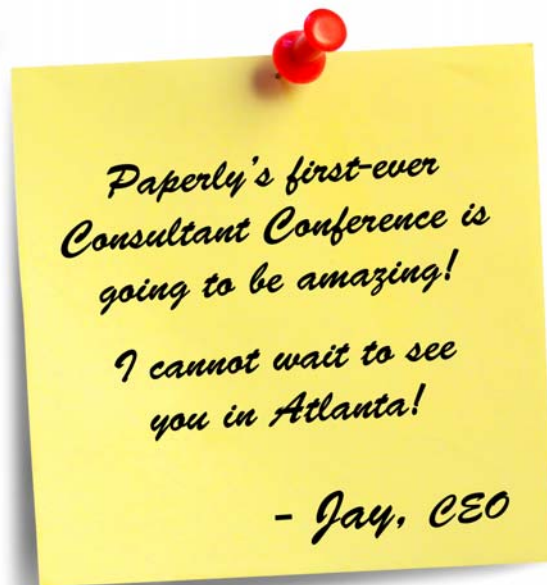


2012 Consultant Conference

Paperly is excited to announce its first-ever national conference! All Consultants, spouses/significant others and team members are invited to attend.

The Conference will begin on Friday, January 27, 2012 and conclude on Sunday, January 29, 2012, and will be held at the Grand Hyatt in Atlanta, GA. Additional details, plus the agenda are detailed below.

To register, simply complete the enclosed Registration Form by 12/31/11, 11:59PM PST (the "Closing Date"). And don't miss out on your chance to attend the Conference for *free* – see the enclosed recruiting promotion!



Paperly
888.30.PAPER
773.661.1357
info@paperly.com
www.Paperly.com



Questions? Call or email Paperly:
888.30.PAPER | 773.661.1357 | info@paperly.com

Tentative Agenda

| Friday | Activity |
|---------------|-------------------|
| | Arrival at hotel |
| 7:00 PM - TBD | Welcome reception |

| Saturday | Activity |
|--------------------|--|
| 8:00 AM - 9:00 AM | Continental breakfast |
| 9:00 AM - 12:00 PM | Session 1: Welcome; introductions; Paperly: past, present, future |
| 12:00 PM - 1:00 PM | Lunch |
| 1:00 PM - 4:00 PM | Session 2: Breakout discussions; Consultant presentations; Recognition |
| 4:00 PM - 7:00 PM | Explore Atlanta! |
| 7:00 PM - TBD | Dinner |

| Sunday | Activity |
|--------------------|--|
| 8:00 AM - 9:00 AM | Continental breakfast |
| 9:00 AM - 12:00 PM | Session 3: Consultant presentations; Paperly's new "One Catalog" |
| 12:00 PM | Conclusion and departure |

Final agenda will be determined in the coming weeks.

FAQs

Q. Can I bring family members, Recruits or potential Recruits to the Conference?

A. Absolutely! In fact, the Attendance Fee for family members and Direct Recruits has been reduced, when compared to the Comprehensive Attendance Fee, because we'd love to share the excitement of Paperly's first-ever Consultant Conference with as many special people in your life as possible. Please note, every individual – be it family member, Direct Recruit or otherwise – needs to pay an Attendance Fee in order to stay at the hotel as a guest of Paperly's and/or participate in the Conference.

Q. What does my Attendance Fee cover?

A. If you choose the Comprehensive Attendance Fee, then the following is taken care of: Your 2 night stay at the Grand Hyatt Atlanta (double occupancy), plus Friday night's welcome reception, Saturday's breakfast, lunch, dinner and coffee breaks and Sunday's breakfast and coffee break. A few of the expenses that are *not* included are your travel to/from Atlanta and the hotel, as well as any incidentals.

Q. Once I register, can I switch my Attendance Fee from one option to another?

A. Yes, you may switch from one Attendance option to another at any time prior to the Closing Date, as long as paid Attendance Fees are reallocated towards an “upgrade” (i.e. a more expensive Attendance option). Paperly will not refund Fees for an attendance “downgrade”.

Q. When does registration close for the 2012 Conference?

A. Paperly will end registration at the Closing Date: December 31, 2011 at 11:59PM PST. Thereafter, Paperly may elect, at its sole discretion, to register Consultants on a case-by-case basis provided hotel rooms remain available.

Q. Tell me more about the hotel.

A. Paperly’s Conference will take place at the Grand Hyatt Atlanta.

3300 Peachtree Road NE, Atlanta, Georgia, USA 30305

(404) 237-1234

<http://grandatlanta.hyatt.com>

All of the Conference’s events, minus Saturday’s “Explore Atlanta!” and dinner, will take place at the hotel.

Q. I’m traveling from out-of-town. Where should I fly to?




A. Of course, you’re welcome to fly to any nearby airport, but the most convenient airport is Atlanta’s Hartsfield-Jackson International Airport (www.atlanta-airport.com). From the airport, you may take Atlanta’s MARTA to the hotel.

Q. What is the attire for Conference?

A. Although the Conference is meant to be fun, relaxing and casual, Paperly would like to keep the atmosphere professional, and thus, we ask Attendees to wear business casual while attending any Paperly-sponsored event. We also suggest you bring a light sweater or jacket, since meeting rooms tend to be cool, as well as comfortable walking shoes.

Q. What should I bring to Conference?

A. Besides clothing (see “Attire” above), we suggest you also consider bringing the following:

-  A notebook and pen to take lots and lots of notes
-  Your Paperly business cards to share with the Attendees you network with
-  A camera for capturing special memories

Q. When should I plan to arrive and depart Conference?

A. Paperly’s festivities officially begin at 7PM on Friday, 01/27/12, although undoubtedly Attendees will be milling about the hotel throughout Friday. Paperly intends to conclude Conference immediately prior to lunch on Sunday, 01/29/12. Of course, Paperly’s staff will be onsite throughout the entire event should you arrive early or depart late.

Fine Print

- All Paperly Consultants are invited and eligible to attend the 2012 Consultant Conference.
- In order to attend the 2012 Consultant Conference, Paperly must receive a completed Registration Form *and* the registration fee must be paid in full by 12/31/11 at 11:59PM PST (the “Closing Date”).
- Hotel rooms will be allocated on a first-come, first-served basis. In the event the number of Attendees exceeds Paperly’s projections, and thus exceeds the block of rooms reserved at the hotel, Paperly reserves the right to find comparable accommodations.
- Up until the Closing Date, Attendees may cancel their registration and receive a 50% refund of all monies paid. As of 01/01/12, no refunds will be given.
- Unless the Attendee pays the Single Occupancy Attendance Fee, all hotel rooms are double occupancy (two double beds), although Paperly does not guarantee any particular type or level of room.
- All personal expenses, beyond those included in the Attendance Fee, are the responsibility of the Attendee. Personal expenses include, but are not limited to, shopping, transportation to/from Atlanta and hotel, and meals or beverages not provided for by Paperly.
- As defined by Paperly’s “Commission & Career Plan”, a Frontline Consultant is a Consultant (or higher Title) that is the 1st level of another Consultant (or higher Title). Frontline Consultant can be used interchangeably with “Direct Recruit”.
- Neither Paperly nor its owners will be liable for any injuries, additional expenses, hotel or airline problems or other damages or expenses arising directly or indirectly out of the Conference.
- Paperly reserves the right, at its sole discretion, to modify any portion of the Conference, or cancel the Conference entirely, without notice; however, if Paperly needs to cancel the Conference for reasons other than bankruptcy or force majeure, it will provide a full refund of Attendance Fees paid.



Registration Form for Conference

Fax this form to (312) 244-3247

- Option 1: Attendance Fee: **Comprehensive** \$349.00
 - 2 nights at Grand Hyatt, double occupancy
 - Friday night: Welcome reception
 - Saturday: Breakfast, lunch, dinner and coffee breaks
 - Sunday: Breakfast and coffee break

- Option 2: Attendance Fee: **No Hotel** \$249.00
 - Same as Option 1, but no hotel room reservations

- Option 3: Attendance Fee: **Single Occupancy** \$449.00
 - Same as Option 1, but single occupancy at the hotel

- Option 4: Attendance Fee: **Guest** \$299.00
 - Only valid for family members or Direct Recruits
 - Same as Option 1

- Early Bird Discount – \$25.00
 - If paid in full by 09/30/11, 11:59PM PDT

Total (Options 1 + 2 + 3 + 4 – Early Bird Discount) \$.00

I hereby authorize Paperly to charge the credit card listed below for all amounts owed to Paperly to attend the 2012 Conference.

Credit Card # _____

Expiration Date _____

Security Code _____

Billing Address (Street, City, ZIP) _____

- Yes, I want to pay in installments (optional)

Installments will be calculated as follows: Your total divided by the sum of partial and full months remaining before 12/31/11. The first installment will occur when Paperly receives this signed form and each subsequent installment will occur on the 1st of the following month. For example, if your total equals \$349.00 and Paperly receives this form on 08/15/11, then Paperly will charge your credit card \$69.80 on each of the following dates: 08/15/11, 09/01/11, 10/01/11, 11/01/11 and 12/01/11.

Paperly
888.30.PAPER
773.661.1357
info@paperly.com
www.Paperly.com



Your Signature

Today's Date

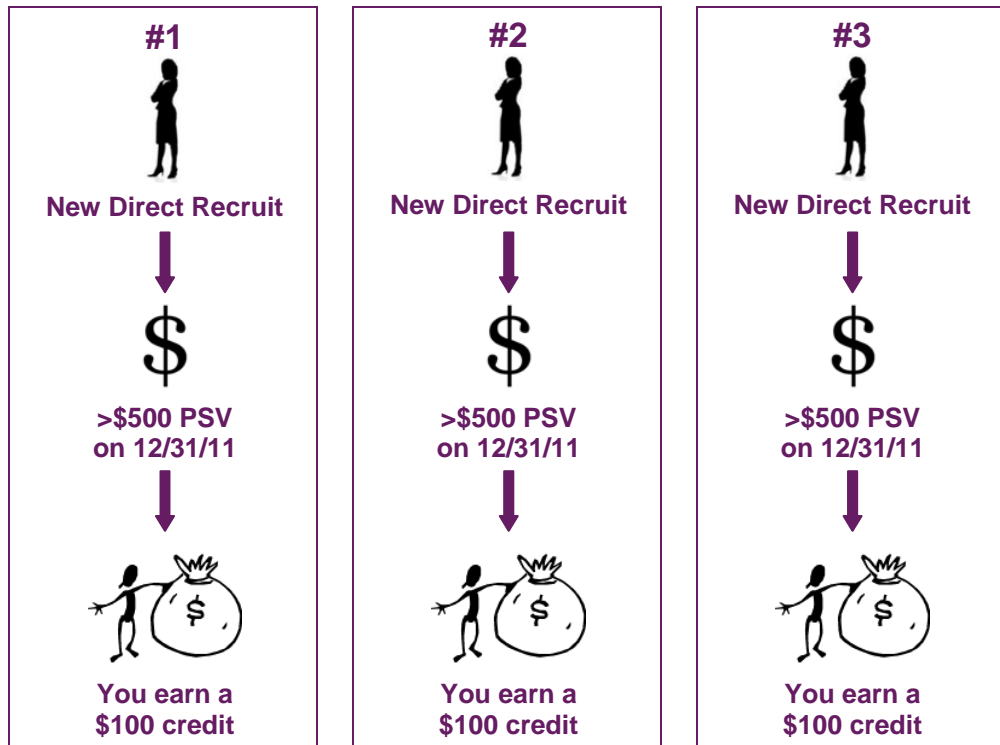
Questions? Call or email Paperly:
888.30.PAPER | 773.661.1357 | info@paperly.com



Attend the 2012 Conference for Free!

Effective immediately, for each new Direct Recruit that joins your Paperly team and has a Personal Sales Volume (PSV) that exceeds \$500 on 12/31/2011, you will receive a \$100 Earned Credit towards the Attendance Fee for Paperly's 2012 Consultant Conference.

An Example



In this example, you would have earned \$300 towards the Conference Attendance Fee!!

Questions? Call or email Paperly:

888.30.PAPER | 773.661.1357 | info@paperly.com

Paperly
888.30.PAPER
773.661.1357
info@paperly.com
www.Paperly.com



- As defined by Paperly's "Commission & Career Plan", a Frontline Consultant is a Consultant (or higher Title) that is the 1st level of another Consultant (or higher Title). Frontline Consultant can be used interchangeably with "Direct Recruit".
- The Frontline Consultant's Personal Sales Volume (PSV) must exceed \$500.00 on 12/31/11, 11:59PM PST.
- Paperly is the final determiner, at its sole discretion, of the PSV of the Frontline Consultant as well as the Earned Credit of the Consultant.
- The Earned Credit can only be used towards the Attendance Fee for one Consultant to attend Paperly's 2012 Consultant Conference and cannot exceed that one Attendance Fee.
- Earned Credits will be returned to the Consultant within one week of the conclusion of the Conference.
- The Earned Credit is non-assignable, has no cash value, and is void if the Consultant does not attend the 2012 Consultant Conference.