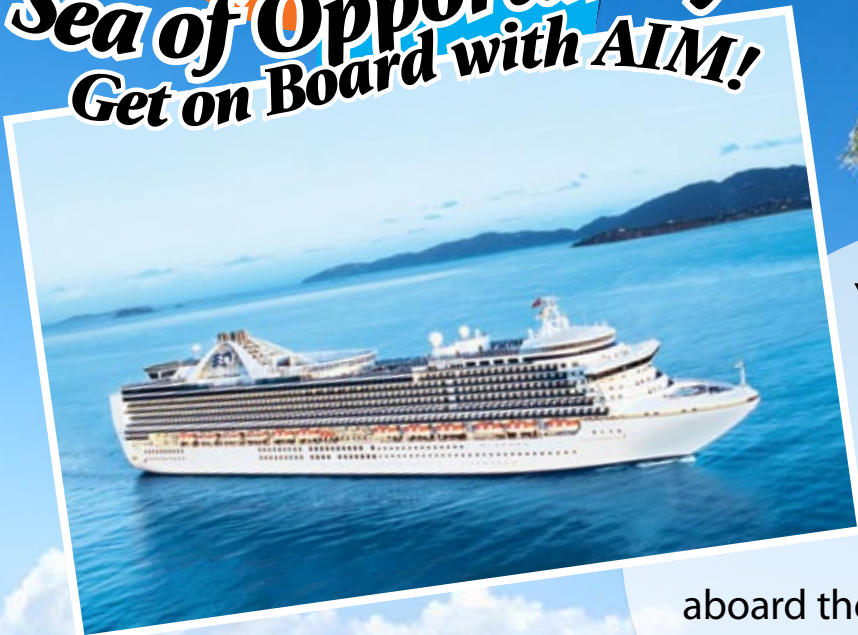




2011 Contest

## Sea of Opportunity Get on Board with AIM!



You can **WIN**  
**a 7-night**  
**cruise**

aboard the luxurious **Crown Princess** cruise ship and enjoy the perfect mix of vacation and AIM business!

The **Sea of Opportunity, Get on Board with AIM!** contest runs from **June 1 through December 31, 2011.**

With six full days and seven wonderful evenings on this cruise, you'll be able to meet with your AIM family for several days and still have plenty of time left to play.

You'll enjoy breathtaking sights at **Princess Cays, Bahamas, Curacao, Antilles, and Aruba** but will still have endless opportunities to network with your AIM family as well. It's the perfect blend of work and pleasure! Plot your course and plan now to attend AIM's 30<sup>th</sup> Anniversary Sail-a-bration, **setting sail from Fort Lauderdale, Florida, April 21 - 28, 2012.** Enjoy seven relaxing days and nights sailing in the Caribbean. All aboard!

AIM is celebrating its 30th Anniversary in style - with a Sail-a-bration!



**Awards will be as follows:**

- Level 1** – \$500 cash award to use toward cruise expenses.  
(For use toward expenses to attend AIM’s 30<sup>th</sup> Anniversary Sail-a-bration cruise only.)
- Level 2** – Cruise for one person in an ocean view stateroom\*, no travel. **A \$1,065 US/CAN value.**
- Level 3** – Cruise for two people in an interior stateroom, no travel. **A \$1,740 US/CAN value.**
- Level 4** – Cruise for two people in an ocean view stateroom with balcony, no travel.  
**A \$2,520 US/CAN value.**

**Cruise package includes:**

Round trip airport-to-port transportation in Fort Lauderdale, stateroom accommodations, port fees and government taxes, pre-paid on-board gratuities (to cover waiter/waitress and cabin steward), all on-board meals (room service, dining room, and buffet), beverages (water [not bottled], juice, milk, coffee, and tea), all AIM training events, and on-board entertainment.

\*All stateroom awards and pricing are based on double occupancy.

**Take note:** Contest awards **do not** include air travel to Fort Lauderdale, hotel expenses (if you need to fly in a day early due to flight times), or any excursions while in port. **Air travel, hotel expenses, and excursions will be the Member’s responsibility.**

**Early Bird Bonus:**

Earn a Level 4 contest prize by October 31, 2011, and you’ll receive a complimentary hotel room in Fort Lauderdale for two on April 20, the night before the cruise (\$150 US/CAN value). Hotel room based on double occupancy.

**‘Cruise or you lose’**

**Early Bird Registration Bonus:**

Commit to attend AIM’s 30<sup>th</sup> Anniversary Sail-a-bration by July 31, 2011, and receive \$100 on-board credit (per stateroom)!

There are two ways to guarantee your spot at AIM’s 30th Anniversary Sail-a-bration cruise:

- 1) Complete the registration form and submit a \$250–per-person refundable deposit.  
~OR~
- 2) Complete the registration form and sign up for the Convention Auto-Pay Program.

Space is limited, so reserve your spot today!

**Convention Auto-Pay options:**

Pricing based on a per person basis.  
Staterooms based on double occupancy.

- Interior stateroom (7 payments of \$124.28 US/CAN)
  - Ocean view stateroom (7 payments of \$152.14 US/CAN)
  - Balcony stateroom (7 payments of \$180.00 US/CAN)
- \*\*See registration form for more details.\*\*

Auto-Pay Program payments will be drawn from August 2011 – February 2012.

**Note:** If you win an award in the *Sea of Opportunity, Get on Board with AIM!* contest, you will be reimbursed for all or a portion of the amount of money you have paid into the Auto-Pay Program. The Auto-Pay Program is applicable to stateroom purchases only.



**How can you win?**

To qualify for a prize level, you must earn a certain number of Purchase Credits and a certain number of Growth Credits. There are three ways to earn contest credits:

- 1) Selling product
- 2) Sponsoring new Members
- 3) Developing Members

**Purchase Credits:**

Simply use and sell AIM products and earn Purchase Credits on the Bonus Volume Points (BVP) of those products.

The number of Purchase Credits you need to attain per prize level depends on your title in AIM’s Compensation Plan on June 1, 2011 (see chart below). New Members (those who become Members after June 1, 2011) will also participate with credits accruing from the date of the membership.









**Growth Credits:**

Growth Credits can be earned the following three ways:




- 1) You personally sponsor a new Member who places an order with BVP.
- 2) You promote or a first-level Member you sponsored (new or established) promotes.
- 3) You or a personally-sponsored downline Member enrolls in the AIM Automatic Monthly Reorder (AMR) program. An AMR must have at least a \$125/month value for three consecutive ordering cycles to qualify for a Growth Credit. AMRs created in the final month of the contest (December 2011) must be set to ship by December 25 to qualify as a Growth Credit.

		Required Credits			
		Prize Level 1	Prize Level 2	Prize Level 3	Prize Level 4
		9	16	23	30
# of Purchase Credits	# of Growth Credits				
	Wholesale Member (MBR) . . . . .	4,600	6,900	12,075	18,400
	Preferred Member (PFM) . . . . .	5,750	8,625	13,225	19,550
	Group Builder (GBD) . . . . .	6,900	11,500	16,675	23,000
	Associate Director (ASD) . . . . .	7,475	14,375	19,550	25,300
	Director (DIR) . . . . .	8,625	15,525	23,000	32,200
	Star Sapphire Director (SS) . . . . .	10,350	18,400	27,025	36,225
	Royal Emerald Director (RE) . . . . .	11,500	21,850	31,050	40,250
	Blue Diamond Director (BD) . . . . .	13,800	25,300	34,500	43,700
	Chairman’s Club Director (CC) . . . . .	16,100	28,750	37,950	47,150

### Purchase Credits

- When you purchase AIM products during the contest period ...  you receive 150 percent of your personal BVP in Purchase Credits.
- When Members you personally sponsor after June 1, 2011, purchase AIM products during the contest period ...  you receive 150 percent of their personal BVP in Purchase Credits.
- When Members whom your new first-level Members personally sponsor after June 1, 2011, purchase AIM products during the contest period ...  you receive 125 percent of their personal BVP in Purchase Credits.
- When Members whom your new second-level members personally sponsor after June 1, 2011, purchase AIM products during the contest period ...  you receive 100 percent of their personal BVP in Purchase Credits.
- When Members you personally sponsored before June 1, 2011, purchase AIM products ...  you receive 10 percent of their personal BVP and of the personal BVP of their first- and second-level Members in Purchase Credits.
- When Members you personally sponsored before the contest began, who have not placed an order since December 31, 2010, place an order during the contest period ...  you will receive an additional 50 percent of their personal BVP for a total of 60 percent of their BVP for the entire contest period.
- When you purchase AIM Bonus Purchase products during the month they are featured ...  you receive an additional 50 percent of your personal BVP on those products for a total of 200 percent in Purchase Credits.
- When your new or established downline Members to three levels purchase any of the AIM Bonus Purchase products during the month they are featured ...  you receive an additional 10 percent of their personal BVP on those products in Purchase Credits.

### Growth Credits

- When you personally sponsor a new Member after June 1, 2011, who places an order with BVP at the same time and has it shipped to his or her home address ...  you receive 1 Growth Credit per new Member.
- When you or any first-level Members you personally sponsored promote during the contest period ...  you receive 1 Growth Credit per level promoted.
- When you establish, or a personally-sponsored downline Member establishes, a new AMR (with minimum value of \$125/month) and maintain it for at least three order cycles ...  you receive 1 Growth Credit in the month that the new AMR was established.

**\*\*For the purpose of this contest, "new" is applied to any Member who signed up on or after June 1, 2011. A deleted Member who activates their membership after a minimum of three years will count as "new" in the contest.\*\***

### Convention Cash:

Simplify the cost of your voyage (at any level), with the assistance of AIM's Convention Cash Awards. Every AIM Member is eligible.

It's simple. Depending on your previous prize level achievements, you can earn a Convention Cash Award that may be used toward your cruise package to attend AIM's 30<sup>th</sup> Anniversary Sail-a-bration in 2012.

#### The Convention Cash Awards are as follows:

Earn points above			
2010 contest: .....	2,000	3,000	4,000
Your Convention	↓	↓	↓
Cash Award* is: .....	\$250	\$350	\$500

\*Convention Cash Awards are valid on cruise package purchases only. All convention cash is transferable. One transfer is allowed per membership, and Members will only be allowed to use up to \$500 of transferred Convention Cash toward their cruise package purchases.

### \$200 Product Bonus:

Each month AIM will give **\$200 Product Bonuses** to the leaders in five categories (see below). These bonuses may be used on future product purchases of the Member's choice.

The \$200.00 Product Bonuses are based on wholesale pricing, and shipping remains the responsibility of the Member. No BVP given on FREE product.

Members can only win one category each month and each category only once. Ties will be broken by percentage of sales volume increase in the prior month.

#### Product Bonus Categories include:

- 1) The most new Member sign-ups (first purchase must include an AIM Starter Pack).
- 2) Highest personal product purchases.
- 3) Greatest volume of NEW customer sales through MyAIMStore websites.
- 4) Highest percentage increase in Group Volume (GV) over previous month, excluding Personal Volume (PV).  
\*Minimum previous month GV is 150.\*
- 5) Highest purchases of monthly contest bonus products (based on BVP).

## Details:

- All airfare to and from Fort Lauderdale, Florida, is the responsibility of cruise attendees.
- Passports are required and are the sole responsibility of the qualifying Member, not AIM International.
- Winners will be notified by January 10, 2012, and will have until January 31, 2012, to confirm their attendance at AIM's 30<sup>th</sup> Anniversary Sail-a-bration cruise in April 2012.
- Member title level at beginning of contest determines title level for competing even when promotions occur.

Amy Houston 426039  
www.AIMtoGetHealthy.com  
888-504-2623 or 603-679-9595



## 2011 Contest Rules and Regulations

These rules govern AIM's 2011 contest offered by The AIM Companies™ and will apply to the contest period, June 1, 2011, through December 31, 2011.

### Enrollment

Members will be automatically enrolled in AIM's 2011 contest. AIM's 2011 contest is open to all North American Members. Members who wish to opt out of participation may contact AIM's Member Sales and Service Center at 1-800-456-2462. Please note that Members must be at least 18 years of age to participate.

### Contest Credits

Members will begin to earn credits from the beginning of June 2011 or the month in which he or she signs up as an AIM Member. It is the Member's responsibility to monitor credits. No adjustments in credits or prize levels will be made after the end of the contest. There will be no compensation made to any contest winner for any unused portion of a contest award. Requests to make personal travel arrangements in conjunction with a contest award that includes travel must be submitted in writing to the AIM Member Services department. Additional transportation costs resulting from personal travel are the responsibility of the AIM Member. Airport transfers will be provided to those who use AIM's official travel agency on group arrival and departure dates only. New Members who delete during the contest period and/or within 30 days after the contest period will not be counted in Growth Credit totals. A reinstated Member's sales and promotion activity will count toward Purchase and Growth Credits as an established Member. Compression does not apply to contest credits.

### Restrictions

**Member Agreement violations:** AIM's Member Agreement is designed to protect all AIM Members. Violation of any portion of the Member Agreement may result in disqualification from the contest and possible disciplinary action. All aspects of the Member Agreement apply to the contest.

**Stockpiling:** Stockpiling will not be allowed; excessive stockpiling will result in disqualification from the contest. Stockpiling is defined as purchasing more product than you can sell in one month.

**Discounting:** Dumping and price-cutting will result in disqualification from the contest. Dumping is defined as purchasing large amounts of

products and selling them below wholesale prices.

**Stacking:** Stacking Members (also referred to as creating "empty" memberships) is strictly prohibited. Stacking Members is defined as establishing memberships in such a manner as to defraud another Member from commissions rightfully due him/her. This might be done by establishing corporate shells for the sole purpose of receiving additional commissions on product orders. For example, you cannot sign up Members and then purchase your products through them to win contest awards at a lower qualification level than your current title. Stacking also includes signing up more than one person per married couple. AIM reserves the right in its sole discretion to investigate and determine if and when stacking has occurred.

**Sponsoring:** You cannot sign up an individual without his/her knowledge and consent. Sponsoring without an individual's knowledge and consent may result in disqualification from the contest.

### Prizes and Transfers

Cruise package includes accommodations based on double occupancy. You may request your own roommate or AIM will assign one. You may transfer your prize to another person. A contest prize may be transferred once. The signatures of prize winners and transferees will be required on redeemed award certificates.

### Taxes

The value of any prize earned is taxable. It is the responsibility of the prize winner or the transferee (if the prize is transferred) to file the proper tax forms.

### Travel documentation

Passports are required and are the sole responsibility of the qualifying Member, not AIM International.