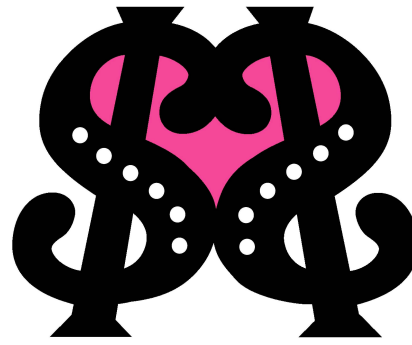
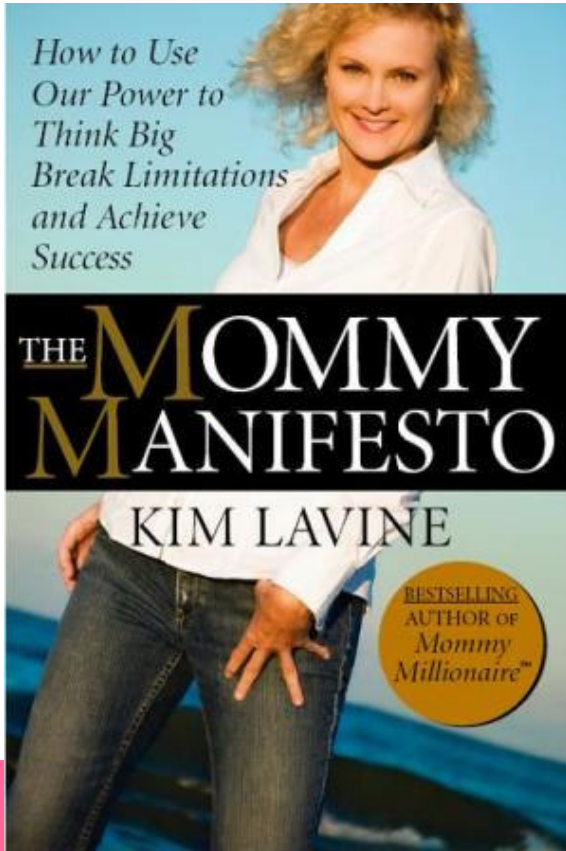


Seen everywhere



*Buy Mom*TM
MOMMY MILLIONAIRETM

Critically-Acclaimed, Best-Selling Author
Kim Lavine

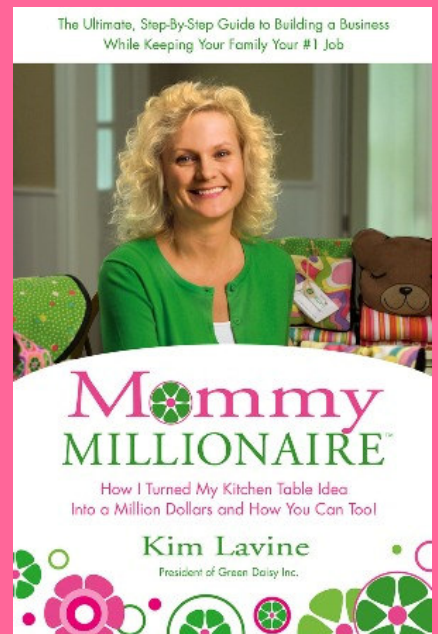
*P*RESENTS

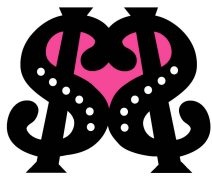
What's **NEW**, What's **NEXT**,
What's HOT!!

The Atlanta International Gift & Home
Furnishings Market®

AMERICASMART - JAN 13-17TH 2012

BUY MOM® provides both retailers and consumers alike a quality seal of assurance they can trust by leveraging the expertise of MOMMY MILLIONAIRE® to bring mom-invented and mom-approved products to the SHELVES OF MAJOR RETAILERS ACROSS THE COUNTRY.





Buy Mom[™]
MOMMY MILLIONAIRE[™]



Seen everywhere



Who

"I'm representing the products of up to 6 EXHIBITORS at this show as my personal picks as THE NEXT BIG THING, certified to be SHELF-READY for 1,000's of BIG and small RETAILERS across the country!"

Kim Lavine

SAVE THOUSANDS OF DOLLARS in costs of having to attend a tradeshow alone, while getting ORDERING INFORMATION for your products in hands of MOTIVATED WHOLESALE BUYERS, including BIG NATIONAL RETAILERS!

HAVE FUN while working hard and make PROFESSIONAL CONNECTIONS with peers and potential business partners that will last a lifetime.

LEARN FIRST-HAND FROM KIM LAVINE HOW TO GET THE MOST OUT OF YOUR TRADESHOW DOLLAR AND SELL!!

TAKE YOUR BUSINESS TO THE NEXT LEVEL AND GET YOUR PRODUCTS IN FRONT OF 150,000+ RETAIL BUYERS ACROSS THE U.S.--INCLUDING BIG RETAILERS—as an exhibitor WITH BUY MOM® at AmericasMart for the January 2012 International Gift and Home Furnishings show!

What

This will be your opportunity to mentor with Kim Lavine personally as she teaches you HOW TO SELL on the floor of the show, as well as how to get the most out of your tradeshow dollar. From working the press room, to making contacts in permanent showrooms, you will take advantage of Kim's own priceless expertise working the country's top tradeshows to take YOUR PRODUCTS TO THE NEXT LEVEL!

When

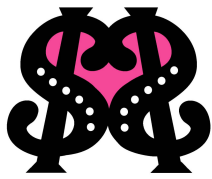
Show Hours: Beginning at 9am Friday January 13th through Tuesday January 17th at 2pm. Set up of your exhibit space in the booth is required by no later than Thursday January 12th at 2pm

Where

The Atlanta International Gift and Home Furnishings Market at AmericasMart www.americasmart.com

Why

Many of the exhibitors who joined us at previous shows have gone on to FABULOUS SUCCESS! After meeting buyers from NORDSTROM, QVC, BED BATH & BEYOND, WALGREENS, DILLARDS, HALLMARK, PENNEYS and more at the market, or as a result of taking Kim's course [BREAK DOWN THE DOORS OF BIG RETAIL](#) they are rolling out to TOP RETAILERS ACROSS THE COUNTRY!



Buy Mom[™]
MOMMY MILLIONAIRE[™]

Seen everywhere



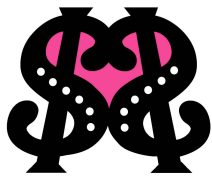
GET FACE-TO-FACE with the industry's 100 MOST POWERFUL RETAILERS plus thousands of specialty store owners, distributors, reps, and key buying groups representing hundreds of WHOLESALERS BUYERS including:

WHO'S WHO OF RETAILERS SHOP AMERICASMART

WHO SHOPS THERE

- Specialty Boutiques
- Retailers
- Catalogs
- Home Centers
- Merchants
- Gift & Decorative
- Children's Stores
- Interior Designers
- Accessory Stores
- Souvenir Stores
- Gourmet Food Stores
- Jewelry & Fine
- Hospital Gift Shops
- Museums
- Garden Shops
- Retailers
- Event Planners
- Hotels/Spas
- Wineries
- Resorts
- Home Furnishings
- Department Stores
- Hardware Stores/
- Discount/Mass
- Linens Stores
- Accessories Stores
- Hospitality Buyers
- Apparel & Fashion
- Online Retailers
- Sports-related Stores
- Housewares Stores
- Gift Stores
- Buying Groups
- Zoos & Aquariums
- Nurseries/Nature
- Amusement Parks
- Country Clubs
- Caterers
- Bed & Breakfasts
- Casinos
- Other

- Ace Hardware
- Anthropologie
- Barnes & Noble
- Bassett
- Belk
- Bloomingdale's
- Boscov's
- Cabela's
- Century 21 Department Stores
- Colonial Williamsburg
- Costco
- Dillard's
- Do It Best
- Family Christian Stores
- Frontgate
- Hallmark
- Hamrick's
- Home Depot
- Horchow
- Kirlin's Hallmark Stores
- The Limited
- Macy's
- Neiman Marcus
- Norman's
- Renaissance Imports
- The Rock and Roll Hall of Fame
- Ross
- Schnuck's Markets
- Spencer's Gifts
- TJMaxx
- Urban Outfitters
- Williams-Sonoma
- Z Gallerie
- ABC Carpet/Home
- Ashley Furniture
- Bass Pro Shops
- Bealls
- Bergdorf Goodman
- Bon Ton
- Brookstone
- Caesars Entertainment
- Coldwater Creek
- The Company Store
- Cracker Barrel
- Disney/WDW
- Dollar General
- Football Fanatics
- Gordmans
- Hammacher Schlemmer
- Havertys Furniture
- Home Goods
- HSN
- Kohl's
- Lowe's
- Nebraska Furniture Mart
- Nordstrom
- Palmer Marketing
- Robb & Stucky
- Room Service Home
- Sak's Fifth Avenue
- Southwest Buying Group
- Target
- True Value
- Walmart
- Whole Foods
- TO NAME A FEW!



Buy Mom™
MOMMY MILLIONAIRE™



Seen everywhere

KIM LAVINE, bestselling author
of MOMMY MILLIONAIRE

Buy Mom™
MOMMY MILLIONAIRE™

Seen everywhere

• PRESENTS •

THE NEXT BIG THING!

PooDunki®
Made in the U.S.A.

WhippyClip™

Stikitty™

ChairFlair

BAND-TASTIC!™
BEVERAGE BAND

busyBELT™

What's **NEW** What's **NEXT** What's **HOT!**

Visit www.BUY-MOM.com to order now

BLDG 3 BOOTH 5-1906

GET PROMOTED in A QUARTER PAGE AD in *The Market Magazine*, mailed to 200,000+ wholesale buyers 6-8 weeks before the show. directing retailers in search of THE NEXT BIG THING for their stores to order our product lines at the SHOW and the BUY MOM website.

THE MARKET MAGAZINE - Where AMERICA'S
RETAILERS come to SHOP!

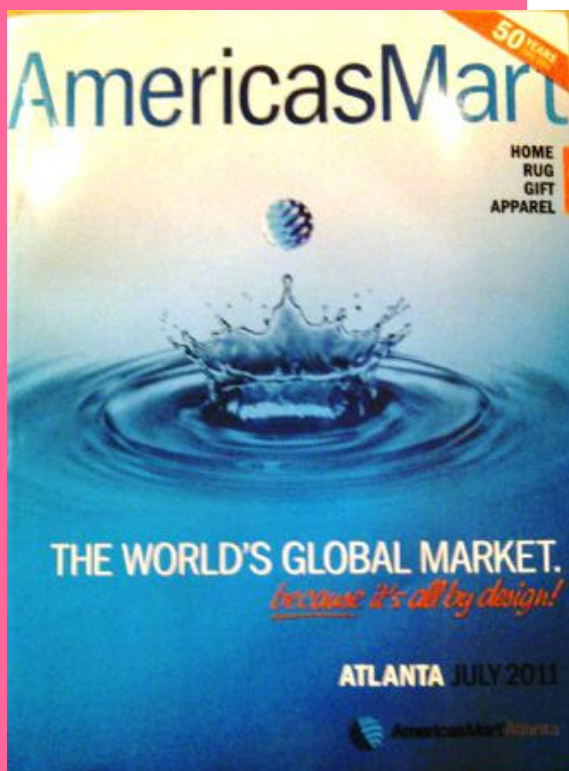
INVITE BUYERS TO YOUR DOOR with an ad in the trade magazine that gets results!

- Sent to over 200,000 RETAILERS NATIONWIDE, *AmericasMart Magazine* has the largest circulation of any industry publication.
- Retailers consider it a "sneak-peek" at what's in-store at market, as well as a KEY RESOURCE for trend information.
- 93% of retailers CONTACT companies that advertise
- 55% of retailers PLACE ORDERS with companies that advertise
- Reach prospective buyers before, during, and after-market with a publication that BIG AND SMALL RETAILERS ALIKE SHOP FROM!
- GET A 4-6 MONTH SHELF LIFE ON YOUR AD DOLLAR--a great return on investment

INCLUDES PLACEMENT ON THE
AMERICASMART ONLINE MARKETPLACE

WHERE 100,000 RETAILERS shop each month!

- Our BUY MOM catalog will be featured for a minimum of TWO MONTHS on THE destination on the web where retail buyers across the United States COME TO SHOP IN WHOLESALE QUANTITIES.
- AmericasMart Online Virtual Marketplace receives 80,000 TO 100,000 UNIQUE VISITS BY WHOLESALE BUYERS EACH MONTH.

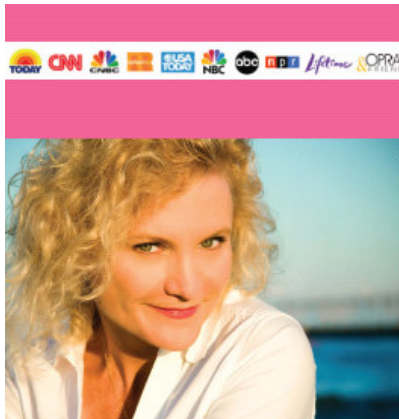




Buy Mom™
MOMMY MILLIONAIRE™



Seen everywhere



Seen everywhere
TODAY CNN CNBC USA TODAY NBC abc npr Lifetime OPRAH FRIENDS COUNTRY LIVING Guideposts Inc. BusinessWeek Entrepreneur



Buy Mom™
MOMMY MILLIONAIRE™

Critically-Acclaimed Bestselling Author KIM LAVINE PRESENTS

What's **NEW** What's **NEXT** What's **HOT!**

BLDG 3
BOOTHS 5-1906 & 5-1903

www.BUY-MOM.com

GET FEATURED in a PRINT VERSION OF THE BUY MOM CATALOG, distributed to thousands of WHOLESALE BUYERS at the biggest wholesale tradeshow in America--[AMERICASMART!](#)

Get your product's SELL SHEET featured in a FULL PAGE SPREAD in the Printed Buy Mom Catalog, included in the cost of exhibiting with BUY MOM!

DON'T HAVE A SELL SHEET?

For an extra fee, tap into the real-world expertise of our world-class designers to produce a SELL SHEET that SELLS!

We know what retailers are looking for and we focus on making you and your products look like a million bucks! Use our real-world experience making SALES TO TOP RETAILERS to build a compelling and exciting brand story around your product's RETAIL OPPORTUNITY!



Stikitty™
BEYOND A CAT LITTER MAT - A PAW CLEANING MAT

ATTENTION RETAILERS!
STIKITTY is a \$2 BILLION Revenue Opportunity For Savvy Buyers who ACT NOW!

The HOTTEST, NEWEST Pet Product Designed To Bring Pet Owners INTO YOUR DOORS and Keep Them Coming Back!

Make Thousands-Even Millions in NEW SALES REVENUES With This Revolutionary Pet Product That HAS CHANGED THE Litter Box Routine For 47 MILLION Cat-Loving Households!

Stick It To Kitty Litter With **Stikitty™**
The Answer 100 MILLION CAT OWNERS Have Been Searching For!

STIKITTY uses "CLEANROOM TECHNOLOGY" To Solve Your Customer's BIGGEST HEADACHE!
• Prevents The Spread of Germs and Litter Scatter
• Keeps Paws Clean and Reduces Odors

EXCEPTIONAL VALUE To The Consumer!
• 26 High-Tech, Adhesive Layers Last Up to 6 Months, Delivering VALUE & PERFORMANCE

Seen in: NBC, petage, cat

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BAND-TASTIC!™
BEVERAGE BAND

Eliminate your drink handwear! The most versatile band you can attach to your water bottle, sports water bottle, or your favorite water bottle. Perfect for hiking, climbing, and more!

Combining both fashion and function. It's the most versatile band you can attach to your water bottle, sports water bottle, or your favorite water bottle. Perfect for hiking, climbing, and more!

In 2010, bottled water sales in the U.S. alone, was over 10 Billion dollars.

Perfect, solving the problem of beverage bottles. A convenient, reusable accessory for the water bottle, sports water bottle, and more. Perfect for hiking, climbing, and more. Perfect for hiking, climbing, and more.

Some great water bottles. BAND-TASTIC!™ is the most versatile band you can attach to your water bottle, sports water bottle, or your favorite water bottle. Perfect for hiking, climbing, and more.

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PooDunki™

GRAB IT & GO

DON'T GET CAUGHT HOLDING THE BAG!

PooDunki, the stylish solution that 78 million dog owners have been searching for! It's the only thing like it in the \$52 billion pet market and you need to get it in your stores today!

Featured in newspapers across the United States, the exciting story of PooDunki went viral from just one article in a local newspaper!

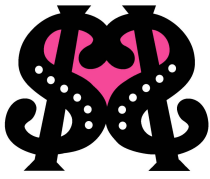
Every dog owner who wants to grab up their dog's poops fast! Don't get caught holding the bag! PooDunki, the only thing like it in the \$52 billion pet market and you need to get it in your stores today!

PooDunki is the perfect solution to solving the dog poops problem. It's the only thing like it in the \$52 billion pet market and you need to get it in your stores today!

Max, woman, who's always ready to PooDunki!

PICK IT UP with PooDunki

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Seen everywhere



Aly launching
WHIPPY-CLIP
at
AmericasMart
July 2011



Janet
launching
POODUNKI
at
AmericasMart
July 2011



Soraya of GLITTER MY
TATOO with her niece at
dinner at The Buckhead Diner
AmericasMart July 2011

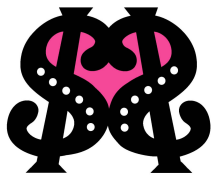
GET THE ATTENTION OF MAJOR INDUSTRY MEDIA by distributing a BLOCKBUSTER PRESS KIT at AmericasMart PRESS ROOM, and to writers, producers and editors who walk the floors on the hunt for THE NEXT BIG THING!

Today's media is constantly on the hunt for the latest products and trends. Your products could easily make the headlines with one of the dozens of publications that attend our market.

- | | |
|----------------------------|---------------------------------|
| Architectural Digest | Better Homes & Gardens |
| Birding Business | Casual Living |
| Cooking with Paula Dean | Country Business |
| Country Living | Floor Covering News |
| Furniture Today | Gifts & Decorative Accessories |
| Giftware News | Gourmet Retailer |
| HFN | HGTV.com |
| Home Accents Today | Home Fashion & Furniture Trends |
| Kids Today | Kitchenware News |
| Rug Insider | Rug News |
| Sandra Lee's Semi-Homemade | Southern Living |
| Tableware Today | Taste of the South |
| Traditional Home | Veranda |
| Victoria | and more |



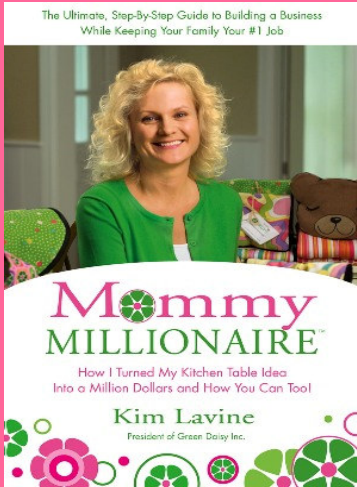
Taking Names and WRITING ORDERS at AmericasMart July 2011



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MOMMY MILLIONAIRE[™]



Seen everywhere



The New York Times

BusinessWeek

"MOMMY MILLIONAIRE is an inspiring gift and road map to success for anyone who's ever had a dream."



"Loaded with resources for a fledgling business." *USA Today*



"An impressive entrepreneurial saga. A top-notch how-to guide on launching a business. A rare gem." *Publishers Weekly*

strategy+business

A Best Business Book of 2007: "Breaks new ground in the crowded field of startup sagas. Fresh and relevant."



"How inspiring you have been to me. A year after reading MOMMY MILLIONAIRE, I have seen amazing success. I was chosen to be part of Target's 2008 Parent Invented Products Program. Now I'm in Target, Wal-Mart and Babies-R-Us. I could not have done it without your words." *Sari Crevin - Booginhead.com*

GET SERIOUS about making serious MONEY, tapping into Kim Lavine's critically-acclaimed, bestselling business expertise in the booth at the show!

Identified as America's Expert on Inspirational Business Advice, Kim Lavine has transformed the lives of millions who have read her books, watched her on TV, listened to her on the radio, and were inspired by hearing her speak to change their lives in powerful ways.

Her advice and empowering encouragement has touched and inspired women around the world through her appearances on The Today Show, Rachel Ray, Good Morning America, NBC & ABC news, CNN, CNBC, FOX, NPR, Oprah & Friends Radio Network, LifetimeTV.com, and features in *USA Today*, *Country Living*, *Guideposts*, *Inc*, *Business Week*, *Entrepreneur*, *Women's World*, and *American Baby* to name a few.

Kim is on a mission to put the heart back in business and help kick-start a MILLION NEW BUSINESSES in America, by empowering people to follow their dreams, inspiring them with hope, honesty and faith.

*"E*verything begins with a search for something better--a dream,

an idea, the courage to face a challenge, and the passion to get it done.

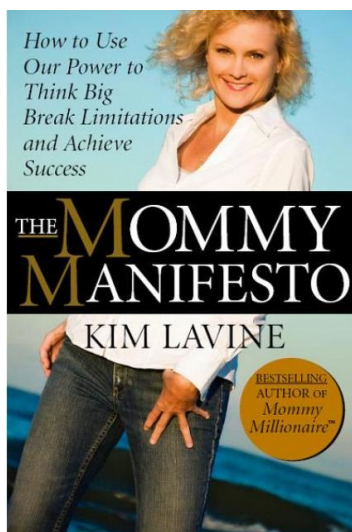
You can do it.

Believe in yourself.

Change the rules.

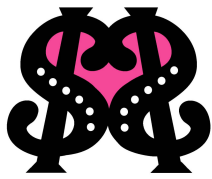
Join the revolution."

From MOMMY MILLIONAIRE, Kim Lavine



INFO@MOMMYMILLIONAIRE.COM

616.607.2030

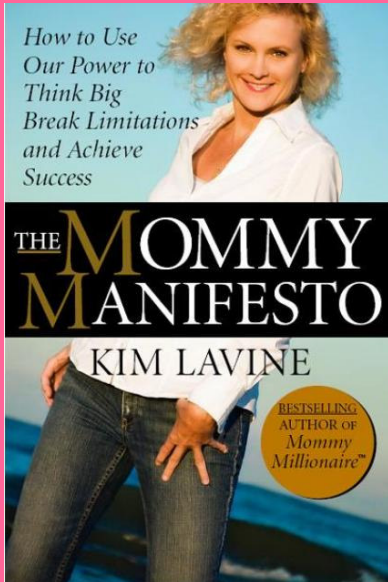


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Seen everywhere



COST



"I'm representing the products of up to 6 EXHIBITORS at this show at a COST OF \$3,500 EACH.

All advance publicity, advertising collateral, online catalog, order sheets, and lighting are included in the cost, offering the opportunity to save thousands."

SPACE IS EXTREMELY LIMITED. PREVIOUS OPPORTUNITIES HAVE SOLD OUT IN DAYS.

SPOTS MUST BE GUARANTEED WITH FULL PAYMENT OF \$3,500. FIRST COME, FIRST SERVED.

CALL 616.607.2030 OR INFO@MOMMYMILLIONAIRE.COM TO TALK TO A MEMBER OF OUR TEAM TODAY!

You could spend \$10,000 exhibiting at this show alone! **SAVE THOUSANDS OF DOLLARS** and unnecessary **STRESS** from having to manage complex logistics **ALONE**, and get the **MOST BENEFIT OUT OF EVERY DOLLAR YOU SPEND!**

INCLUDES

- EXHIBIT SPACE in the booth
- ONE-ON-ONE COACHING WITH KIM LAVINE at the show
- ¼ PAGE AD in THE MARKET MAGAZINE, sent to 200,000 retailers
- FULL PAGE SPREAD in the BUY MOM CATALOG
- TWO MONTH LISTING on the AmericasMart Virtual Storefront, where 100,000 retailers shop each month
- TWO MONTHS OF ONLINE PROMOTION at the new BUY MOM WEBSITE
- EXPOSURE TO TOP MEDIA attending the show
- WHOLESALE AND RETAIL advance order taking for TWO MONTHS, supported by a TOLL-FREE CUSTOMER SERVICE NUMBER STAFFED BY BUY MOM.
- Learn how to Connect with DISTRIBUTORS
- Search out representation in PERMANENT SHOWROOMS
- Source INTERNATIONAL MANUFACTURERS
- SHARE ROOM COSTS with fellow exhibitors
- Learn how to MERCHANDISE your exhibit
- Learn HOW TO PITCH buyers at the show
- HAVE FUN with your peers
- Learn what a SHOW SPECIAL is and how to use it
- Includes all LINE SHEETS
- ALL BOOTH FURNISHINGS, FIXTURES, LIGHTING, ELECTRICAL, CARPET, SIGNAGE, WALLS AND EXHIBIT SPACE ARE INCLUDED IN YOUR COST! You just set up your table and SELL!

WE HANDLE ALL THE COMPLICATED LOGISTICS SO YOU CAN FOCUS ON ONE THING - SELLING!!

ATTENTION: I'm putting my reputation on the line to offer retailers only the BEST NEW PRODUCTS, designed to be shelf-ready for MAJOR DISTRIBUTION. You must be a graduate of my course "BREAK DOWN THE DOORS OF BIG RETAL" To exhibit with BUY MOM.

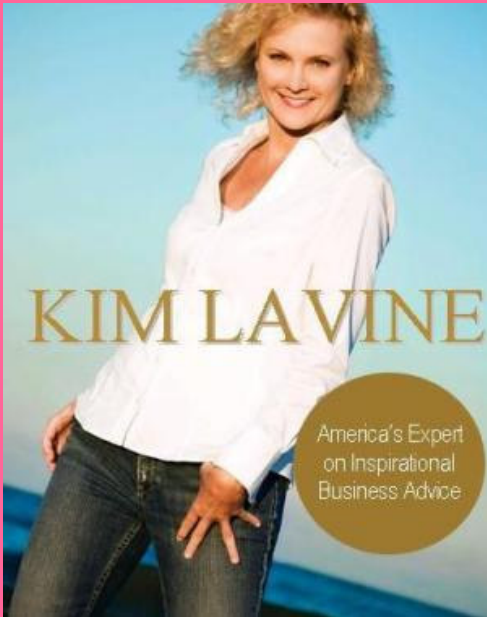


Buy Mom[™]
MOMMY MILLIONAIRE[™]



Seen everywhere

Are you ready to GET
SERIOUS about making
Serious MONEY?



"Channels of distribution are the keys to the millionaire kingdom."

"Do you have a MILLION DOLLAR IDEA? Then WHAT'S HOLDING YOU BACK from getting your hare? We're going to KICK IT TO THE CURB in this coaching group, personally led and mentored by me!"

You don't need Reps, Publicists, Social Media, Websites--OR EVEN SHARKS--to make a MILLION DOLLARS IN SALES! I made millions in sales BEFORE I got famous for making millions in sales--AND YOU CAN TOO!

Join my select group of MILLION DOLLAR PRODUCT entrepreneurs in this 8 WEEK COURSE as we **BREAK DOWN DOORS OF BIG AND SMALL, DISCOUNT AND SPECIALTY RETAILERS, ACROSS THE US AND EVEN THE WORLD!**

COST: REGULARLY \$2500 – DISCOUNTED TO \$1500 FOR PAID EXHIBITORS

I'm turning sales into a system by PERSONALLY leading 8 weeks of SALES BOOT CAMP. You'll learn everything you need to TAKE YOUR SALES--AND REVENUES--TO THE NEXT LEVEL including:

PRICING: LEARN the secrets of pricing your product for big retailers, including what their "SWEET SPOT" mark-up percentage is. I'll teach you how to use my own proven strategies I've developed from selling products to America's biggest retailers to not only MAKE THE SALE, but MAKE MONEY AT THE SAME TIME!

SELL SHEETS: LEARN what goes into a successful SELL SHEET and use it to empower buyers to RAPID ROLL OUT of your product line into all their stores. I'll teach you what KEY SELLING POINTS are for every retailer--big or small--and show you how to use them to SELL MORE products to not only retailers, but their buyers!

PRESS KITS: LEARN the secrets of a KILLER PRESS KIT and use it to open doors to publicity that sells products. I'll show you how I created a press kit that at my own kitchen table that was personally handed to the President of Saks and his board of Directors by my buyer--resulting in roll-out to 240 stores in 3 months!

LINE SHEETS: LEARN what it takes to create PROFESSIONAL LINE SHEETS that will get you fast-tracked into stores using EDI--Electronic Data Interchange. Don't know what EDI is? You MUST find out how to navigate this complex landscape to open the doors to mass-market distribution! Not knowing is NOT AN OPTION!

PUBLICITY: LEARN how to CONVERT PUBLICITY INTO CASH. I'll teach you how to create a well-thought out publicity campaign like the ones I've paid tens of thousands of dollars to NY publicists to do. If you're spending time, money, and energy chasing down publicity INSTEAD OF SALES, you are losing money--not making it.

PROSPECTING: LEARN how to prospect MILLION DOLLAR SALES LEADS in new ways that nobody else is doing right now! I'll teach you how to get the COMPETITIVE ADVANTAGE by intelligently developing buyer contacts. Stop wasting time and money sending costly samples and press kits to the wrong people and start sending them to the MILLION DOLLAR PROSPECTS!

SALES: LEARN not only how to MAKE THE SALE, but KEEP THE SALE! I'll teach you my own personal secrets for not only selling into major retailers like Saks, Macy's and Bed Bath & Beyond, but for driving record sell-throughs too, week after week.

ADVERTISING, TRADESHOWS, EDI, FOLLOW-UP, COLD-CALLS, FORECASTING---CASHING CHECKS!

THIS ISN'T GOING TO BE EASY BUT YOU WILL BE SUCCESSFUL!