

(Insert date) April 28, 2009

(Insert Name and Address)

Dear (Insert first name),

It is with pleasure that we extend an offer to you for a position as (Insert Title).

Your total compensation will consist of a base salary of \$1,833 semi-monthly (\$44,000 annualized), full benefits and an attractive sales incentive program based on increased sales growth.

Sales Incentive

The sales incentive is based on total sales growth in mail order/internet sales, corporate gift sales, fundraiser business and specialty wholesales. Please refer to the attached Sales Incentive Plan for specific details. The incentive is based on all increased growth from the previous year's performance for each sales area based on your efforts and other sales personnel under your direction.

Please note that the company reserves the right to make changes to base pay, incentive plan compensation and benefits as they see necessary. The company is an "at-will" employer meaning that they reserve the right to terminate someone for any reason or no reason. Employees have the same right to leave the organization or any reason or no reason. Nothing contained in this document should be construed as a contract of employment.

Job Responsibilities & Expectations:

Your responsibilities for 2005 and 2006 will be to accomplish the following:

- 1) Grow and develop sales in the following areas:
 - Mail Order Business (Internet and Catalog)
 - Specialty wholesale Business (National accounts and private label opportunities).
 - Corporate Gifts Business
 - Fundraiser Business
- 2) Guide the design and final implementation of the new Internet site and catalog design.
- 3) Align all sales activities under your direction with (insert company name) business strategy, vision, mission and corporate values.

Duties and responsibilities may change in future years based on sales performance, company growth and needs. The following is a summary of sales expectations for 2005:

2005 Expectation:

Mail order / Internet Sales	\$500,000
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Corporate Accounts - Gifts	\$150,000
Fundraisers	\$300,000 (Currently one sales person)
Specialty Whole Sale	<u>\$250,000</u>
TOTAL	\$1,200,000

Miscellaneous

We will provide you with a cell phone and will cover all related cell phone expenses associated.

We will provide you with a laptop computer, all needed software applications and related accessories.

We will reimburse you for all business related travel expenses beyond normal travel to and from our main office located in Lehi, Utah. The reimbursement rate will follow the IRS allowed deduction rate currently at 36 cents per mile.

Your planned starting date will be Monday, (insert date). You will report (insert name, and position). Your position is full-time, exempt.

Benefits

(insert company name)' employee benefit program is an important part of employee compensation. The company provides cost-effective benefits that are competitive with the market and meet employee's medical and dental insurance, retirement and personal needs.

At no cost to employees, the company provides workers compensation insurance, unemployment insurance and matches employee's Social Security contributions.

Regular, full-time employees are eligible to participate in (insert company name)' medical and dental insurance programs starting the first of the month following 30-days of full-time employment.

Medical & Dental

Every attempt is made to provide medical and dental insurance programs that offer quality, comprehensive coverage at affordable prices for employees and their qualified dependents. (Insert company name) pays for a major portion of employees' cost to participate. Consult Human Resources for actual rates and coverage information.

Medical and dental Insurance plans are generally reviewed annually to ensure cost-effectiveness and quality. New employees must enroll within 30 days of their hire date and can make changes during open enrollment unless they experience family status changes (e.g. new baby, divorce, job change, etc.).

Refer to plan brochures or contact Human Resources for details on all benefit plans. All benefits are subject to change at the sole discretion of (insert company name).

Cafeteria Plan

(insert company name) has a Cafeteria, Section 125 Plan, which allows employees to set aside money on a pre-tax basis to pay for childcare and uncovered medical expenses.