

HOMIES NO MAS



THE FUTURE ON INT'L CALLING

NOW, FINALLY SAY "NO MAS"

TO:

ENTERING PINS

MAINTENANCE FEES

ALL "FEES & CHARGES

MULTI-MINUTE ROUNDING

CONSTANT CHANGING OF
RATES

MISLEADING & DISHONEST
ADVERTISING

UNHAPPY CUSTOMERS

MINUTES EXPIRING

& MORE !

NO MAS PIN #

**HOMIES
CELULARES**

*La Mejor Manera Para
Uamar a Celulares*

No Entres Mas Pin

*No Mas Cargos y
Costos Ocultos*

No Mas Mentiras

No Te Quita Mas Tus Minutos

11th ANNUAL
Convenience Store News
BEST
NEW PRODUCT
AWARD 2007



WHAT IS



?

HOMIES NO MAS is the future of International Calling. It is a new way of selling prepaid long distance to consumers, thru a web portal. It takes less than 60 seconds to add funds to a consumer's account (which is their cell phone and/or home phone). ALSO, It is a new, no nonsense International Calling Program for the millions of consumers who are sick & tired of the "games" associated with typical prepaid phone cards. Homies No Mas has ZERO fees, ZERO surcharges and their minutes NEVER expire. Since Homies No Mas can be sold thru the web portal, there is no inventory to deal with. If you set up the store as ACH or Check by Fax, distributors don't even have to visit the store again. All a store needs to sell Homies No Mas thru the Web Portal is a computer with an internet connection. Stores w/o this can still sell Homies No Mas thru our No Mas Card Program which is also displayed in this presentation.

This banner features the 'HOMIES NO MAS PIN #' logo in large, bold, red and yellow letters. To the left, there is a list of five promotional phrases in red and yellow text: 'La Mejor Manera Para Llamar a Celulares', 'No Entres Mas Pin', 'No Mas Cargos y Costos Ocultos', 'No Mas Mentiras', and 'No Te Quita Mas Tus Minutos'. On the right side, there is a cartoon illustration of a boxer in white trunks holding a gold championship belt, with another boxer lying on the ground at his feet. The background is black with white starburst effects.



WHAT ARE THE BENEFITS OF HOMIES NO MAS TO RETAILERS ?

There are many Benefits which include:

1. INCREASED SALES:

Instead of selling \$2 and \$3 cards, consumers of Homies No Mas routinely buy much higher dollar amounts of this product because it is a 100% CLEAN product. Consumers don't have to "rush" to use their cards up quickly as they do with typical phone cards. Therefore, many consumers buy and load upwards of \$50-\$100 on their phones.

2. CONSTANTLY DRIVE CUSTOMERS BACK TO YOUR STORE(s):

Consumers are VERY loyal to this product and will therefore revisit stores selling Homies No Mas.

3. HAPPY CONSUMERS:

Unlike typical prepaid phone cards, Homies No Mas is a 100% CLEAN program. It has ZERO fees and their minutes NEVER expire.

WHAT ARE THE BENEFITS TO THE CONSUMERS OF



There are MANY benefits to the consumers, which include:

1. **PINLESS DIALING:**

Customers don't have to enter long pin #'s any more. Homies No Mas recognizes the number they are calling from and they are not prompted for a pin each time to make a call.

2. **100% CLEAN PRODUCT:**

Unlike typical phone cards, Homies No Mas is 100% Clean. It has no maintenance fees, no tax fees, no service charges and bills in one minute increments.

3. **ULTRA COMPETITIVE RATES:**

Homies No Mas has EXTREMELY competitive rates to all International destinations, including Mexico and South & Central America.

4. **SHARING MINUTES:**

Consumers can share their minutes with their friends and families by easily registering their other cellular phones, as well as any home phone too.

5. **CALL RECORDS:**

Consumers with Internet access can view all of their call records.

6. **OTHER CALLING FUNCTIONS LIKE SPEED DIALING:**

Consumers with Internet access can set up Speed Dialing to the numbers they call the most.

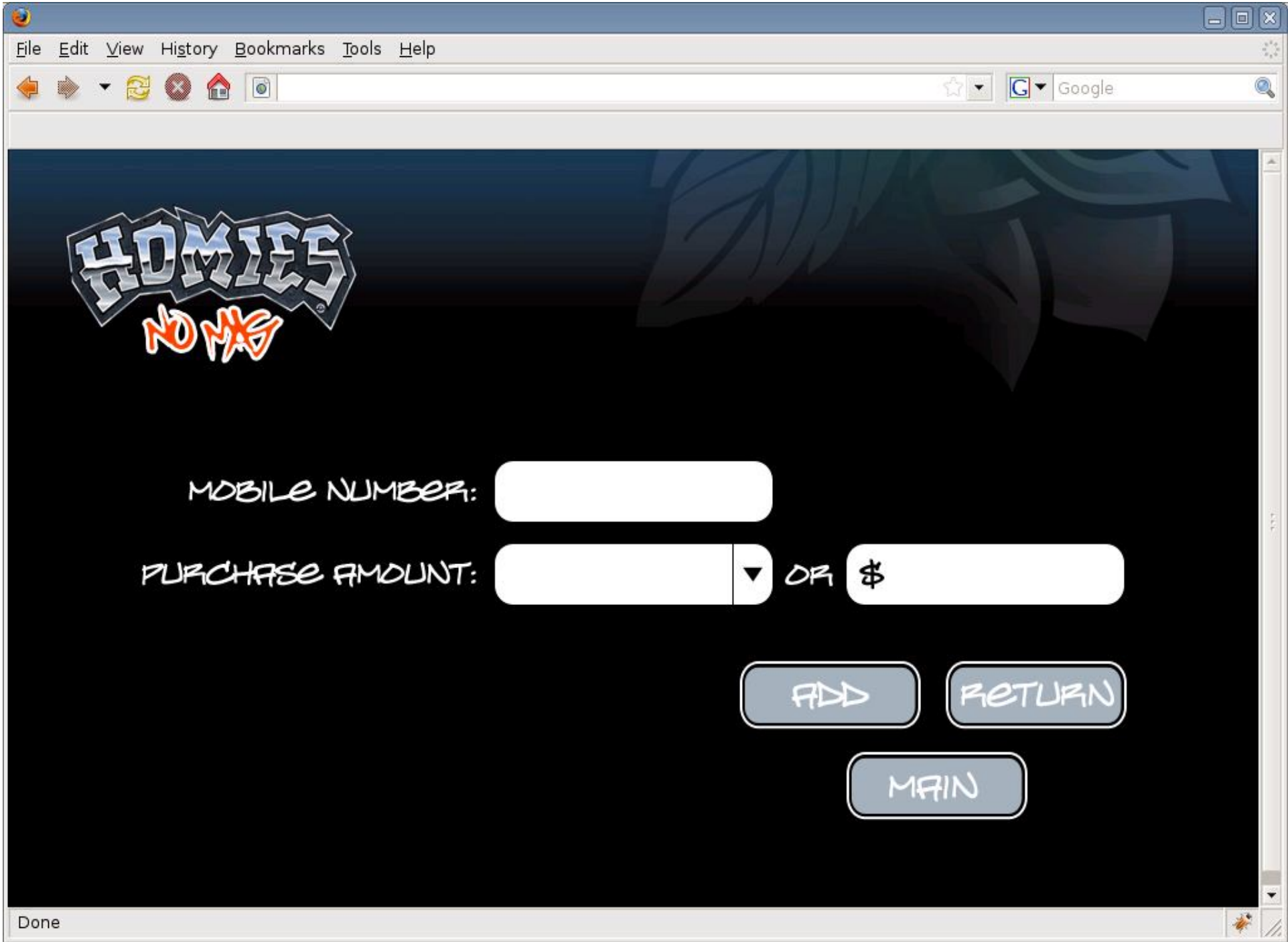


HOW DOES HOMIES NO MAS WORK?

WEB PORTAL:

A customer can go into any Homies No Mas retailer and purchase this Int'l long distance program for their phone(s). They simply tell the store clerk their cell phone number and the dollar amount they wish to purchase. The clerk collects the money and "loads" the funds onto the customer's account. That's it! The Homies No Mas program will recognize that person's number when they dial the access number and never prompt for a PIN. Customers usually save the access number as a contact in their cell phones. Its VERY simple & once customers use this, they wont go back to typical phone cards.





HOMIES

NO MSG

MOBILE NUMBER:

PURCHASE AMOUNT:



OR

\$

ADD

RETURN

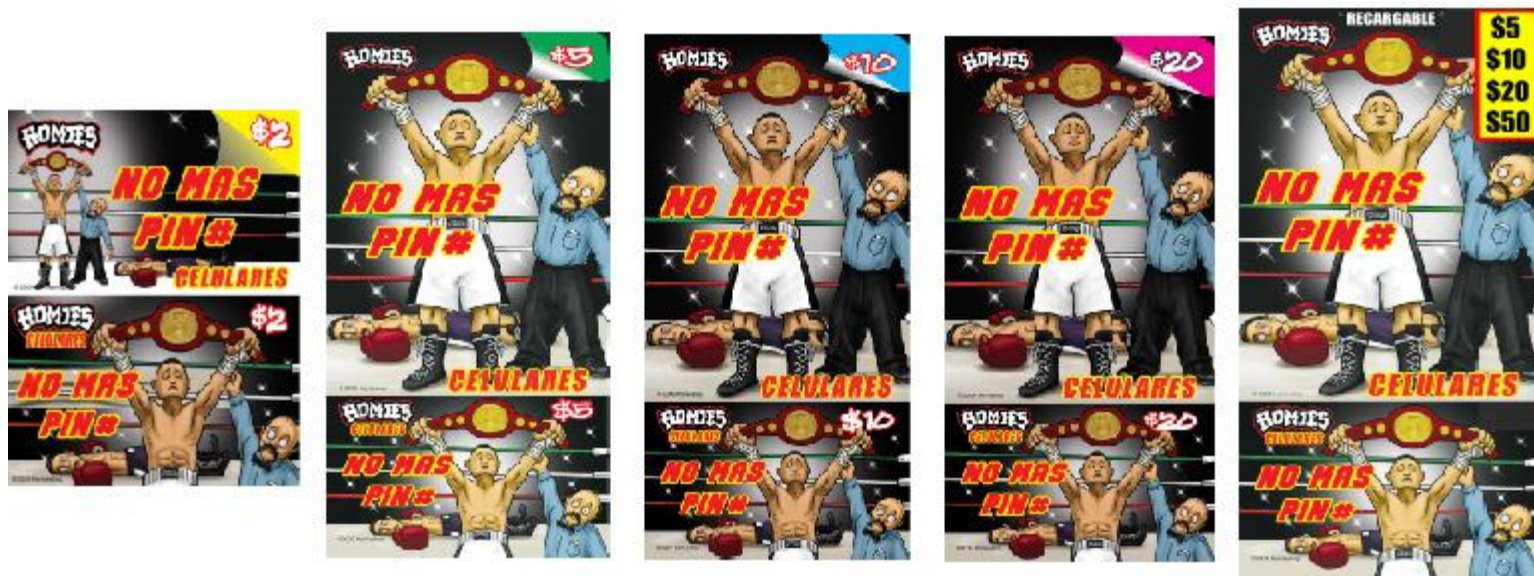
MAIN



HOW DOES THE HOMIES NO MAS "CARD" PROGRAM WORK?

A customer can buy an initial Homies No Mas card, which can be as little as \$2, which will set up their cell phone by following quick & very simple instructions. They can then go back to the store and buy "Top Up" cards at any time to add more minutes to their phone(s).

For **POSA** applications, we have a single, Multi-Value Card.



HOMIES NO MAS



GIVE YOUR CUSTOMERS A FREE INT'L
CALL TO TRY HOMIES NO MAS!

"FREE CALL TEAR-OFF COUPON"
TO BE PLACED NEAR REGISTER



POS
"DANGLER"

A graphic for a free call promotion. It features the 'HOMIES NO MAS' logo at the top left and a small illustration of the boxer at the top right. The background is dark with a starburst effect.

FREE CALL PROMO
SI FREE INT'L LONG DISTANCE
CALL-1-800-364-4015 ENTER: 66627

A graphic for a cell phone promotion. It features the 'HOMIES NO MAS' logo at the top. Below the logo is the text 'PREGUNTE COMO HACER LLAMADA INTERNACIONAL LIBRE EN SU TELEFONO CELULAR'. At the bottom left is an illustration of a Sony Ericsson mobile phone. At the bottom right is the text 'ASK HOW TO MAKE A FREE INTERNATIONAL CALL ON YOUR CELL PHONE'.

**HOMIES
NO MAS**
**PREGUNTE COMO HACER
LLAMADA INTERNACIONAL
LIBRE EN SU TELEFONO CELULAR**

**ASK HOW TO MAKE A FREE
INTERNATIONAL CALL
ON YOUR CELL PHONE**



USE PIMS (PRODUCT INVENTORY MANAGEMENT SYSTEM) TO MANAGE YOUR HOMIES NO MAS CARD INVENTORY IN EACH STORE, TO AUTOMATICALLY GENERATE AND FAX AND/OR EMAIL AN INVOICE TO EACH STORE BASED ON FIRST USAGE. IT CAN EVEN AUTOMATICALLY ACH YOUR STORES ACCOUNT IF YOU WISH.

BY DOING THIS, YOU DON'T HAVE TO EVEN GO BACK TO THE STORES REGULARLY.

HOMIES NO MAS



SECURE YOUR CUSTOMERS NOW WITH HOMIES NO MAS !

Recently, some prepaid cellular companies such as Metro PCS, have begun offering very competitive International calling plans to their customers, which could drastically reduce the amount of typical prepaid calling card sales.

This is MetroPCS's
current plan
obtained from their
website.

Unlimited international calling. \$5 a month!

Asia - Pacific
Australia

Mexico - Canada - South America

Europe - Africa
Middle East - India

Unlimited international calling to over 100 countries worldwide!
No counting minutes to over 1,000 destinations. No calling cards. No 800 numbers. No PINs.

Less than 2% of the "Hispanic" market has gone to Pinless Dialing programs, whereas a huge percentage of other markets has already made the switch.

The Benefits to the consumers are great and one they try it, they tend to stick to it.

SECURE YOUR CUSTOMERS NOW WITH HOMIES NO MAS !!!