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A division of KMConsolidated, LLC

NEW COMPANY ~ NEW ERA ~ RENEWED COMMITMENT
A DEALER PROGRAM DESIGNED FOR YOUR SUCCESS

Friendly Songs, a division of KMConsolidated is a full service Personalized Products Company with customers and dealers in the United States, Canada, the United Kingdom and Australia. The company is founded on the belief that customer service is paramount, and dealers are cared for with unfailing responsiveness and reliability. KMConsolidated has been working with customers since 2000 and maintains an A+ rating with the Better Business Bureau.

Please review the additional information we've included in this package. It will give you an idea as to some of the products and software you will have access to as a Burn-On-Demand Dealer.

We are looking forward to assisting our dealers reach new levels of success. If you have any questions or need any assistance, please do not hesitate to contact us at any time. You can phone our office at (803) 485-1544 or reach us by e-mail at Admin@FriendlySongs.com . We encourage you to visit the new web site at www.FriendlySongs.com to learn more.

Sincerely,

Brian D. Klecker
CEO Friendly Songs
Friendly Songs, a division of KMConsolidated, LLC

Summary Page!

There are so many exciting things available to you that we realized when we explained it all in detail, it's almost a bit overwhelming. Since some folks like the condensed version we figured we'd give it to you that way first. Then, for those of you who want the details, you can read the detail information pages.

- KMConsolidated was founded in 2000
- We've recorded over 2,000+ pronunciations in the current albums (this is over 12,000 names that you can make).
- We'll be recording an additional 1500+ pronunciations during the next 12 months (this is another 4,000 names for you to sell and it won't cost you a dime to add the new names)
- We've added the ability to order and deliver Custom Names to customers and dealers in 2 to 4 business days.
- The BOD software includes:
    - Earn a 75% profit margin on all of your CD sales
    - Earn a 50% profit margin on all of your Singing Stuffed Animal sales
    - Enhanced name and phonetics searching
    - Full length sound modules for Personalized Singing Stuffed Animals
    - One secret new product is in the works to be released soon
    - Exciting CD labels that you personalize for your customer
    - Ability to manage dealer information on labels easily
    - Ability to print our personalized lyrics for customers
    - Ability to demo while burning a CD
    - Ability to burn up to 3 CDs at one time (hardware dependent)
    - Easy licensing of burn credits and album licenses
    - Status logging features
    - New demonstration features for doing shows more easily
- If you've already got a web site you can add our Music iFrame to it so your customers can listen to the child's name before they order from you.
- If you don't already have a complete ecommerce web site we can assist you with one. You can have a complete site in less than 3 weeks, designed with the look and feel you want.

What do I do now?

1. For right now, read through the rest of the information in this package.
2. Go to the web site at www.FriendlySongs.com and check out the products
3. Sign up for the e-mail newsletter on the "Contact Us" page
4. If you use Facebook follow us there by clicking on the "Like" button on the "Contact Us" page
5. Then when you're ready to start your own Personalized Music Business, just fill out and mail or fax us the Friendly Songs Burn-On-Demand Dealer Program sign up order form. Our fax number is 866-435-4111 or mail it to the address on the first page.

Names Features

- You will get ALL NAMES we have recorded for the albums you obtain a license for
- We've recorded about 2,000+ pronunciations for each of the albums
- We are recording more names each month for all albums
- Over the next year we are scheduled to record over 1500 new pronunciations (over 12,000 names in total).
- These new names will be updated for free in your system within the software as they are recorded and released
- For the albums you are licensed on you will get all names we record for that album for free
- Name updates will come automatically through the internet to your software so you will always have the most current list of names to produce for your customers
- If you have a customer who needs a unique name that isn't available then you can request a Custom Name to be recorded. Within 2 to 4 business days that Custom Name will be available for you to make for your customer. No waiting months or years for names to be recorded. If you need it now, you can get it now.
- It's now a lot easier to find the name you are looking for. You can either use the Common Names List which is one common name for each pronunciation. Or you can use the Extended Names List which allows you to look for a name/pronunciation by any of over 12,000 various name spellings. For example, using this feature allows you to find the pronunciation of (Air-Ren) under the name Aaron, Aron, Erin, Eryn, or any of about 10 other ways to spell the name. Fast and Easy!
- The software will allow you to sort the names lists by either the common names or the pronunciations making it a lot easier to find a specific name or pronunciation. If you sort the list by the pronunciations then you can actually look up the names based on the way they sound and not only by how they are spelled. Sweet!
- The software allows you to search for the child's name first, and then it shows you which albums are available for that name. This makes it easier to burn multiple albums for the same name. For those unique names, it also makes it easier to find out if the name has been recorded in any albums which you have a license to produce.

Album Features

**This is the current list of albums that are available
(please go to our web site to listen to samples of each)**

Screen Capture of the Burn-On-Demand (BOD) Software

Friendly Songs Burn On Demand

Admin   Help

Friendly Songs
Personalized Music and Gifts
Support 803-485-1544

www.DealerDomainName.com
803-485-1544

SN: 00084CCEA047

Demo Loop All Albums | Demo Loop This Album

○ Common Names   ○ Extended Names

Name	Pronunciation
Aaditya	Ah-Dee-Tee-Uh
Aari	Are-Eee
Aaron	Air-Ren
Aaryan	Are-Eee-En
Aavenley	Aaa-Ven-Lee
Abby	Abb-Bee
Abdiel	Ab-Deal
Abdul	Ab-Dool
Abe	Abe
Abel	Abe-Ell
Aberdeen	Abb-Err-Deen
Abhi	Ah-Bee
Abigail	Abb-Eh-Gail
Abraham	Abe-Brah-Ham
Abram	Aaa-Brum
Abrar	Abb-Rar
Abrel	Ab-Breel
Abriana	Aaa-Bree-Ah-Nuh
Abrianna	Aaa-Bree-Ann-Ah
Abril	Aaa-Bril
Abrill	Auh-Brill
Acacia	Ah-Kay-Shuh
Ace	Ace
Aced	Aaa-Ced
AceDavidson	Ace-Day-Vid-Son
Ada	Aaa-Dah
Adacelly	Add-Duh-Sell-Eee
Adaleah	Add-Ah-Lee-Ah
Adalee	Add-Ah-Lee
Adalia	Ah-Dal-Eea
Adam	Add-Am
Addie	Add-Dee
Addison	Add-Eh-Son
Adelaide	Add-Duh-Laid
Adele	Ah-Dell
Adelina	Add-Duh-Lee-Nuh
Adeline	Add-Eh-Line
Adelynn	Add-Duh-Lynn

01 Happy Birthday
02 Ha Ha Hee Hee
03 Party Train
04 Do Your Ears Hang Low
05 P-A-R-T-Y
06 Simon Says
07 This Old Man
08 Hide n' Seek
09 Hokey Pokey

VOL

Demo All Tracks | Stop Music | Burn Sound Module Now

Burn Drive 1 | Burn Drive 2 | Burn Drive 3

Print Top Label

Custom Name Products

Launch Web Site To Order Custom Name

Kid Music
BIRTHDAY PARTY SONGS
With Lunchbox & Friends
1 Happy Birthday
2 Ha Ha Hee Hee
3 Party Train
4 Do Your Ears Hang Low
5 P-A-R-T-Y
6 Simon Says
7 This Old Man
8 Hide n' Seek
9 Hokey Pokey

Aaron

Happy Birthday Aaron!
You are the Greatest,
Love Mom and Dad

Clear All Label Text | Print Bottom Label

Status   195 Credits

05/12/2011 15:42 - Updating local data.
05/12/2011 15:42 - App 0 days old, Log 1 day old.
05/12/2011 15:42 - You are in normal mode.
05/12/2011 15:42 - SN: 00084CCEA047
05/12/2011 15:42 - Your SN: 00084CCEA047
05/12/2011 15:42 - Starting with 195 credits.
05/12/2011 15:42 - App 0 days old, Log 1 day old.
05/12/2011 15:43 - Selected Album: Happy Birthday Song
05/12/2011 17:52 - Selected Album: Birthday Party Songs

Selected Album: Birthday Party Songs

Album Features Continued

- You will be able to add any or all of the new albums to your account. Each album will require a license to produce that album which can be added to your account individually or as a group at a discount.
- We're actually going to have 10 albums available but the 10th album is a super secret special album and won't be announced until we release it. We will be the first in the industry to offer this type of product. Stay tuned for the release of this item!
- New and updated graphics are available for all of the albums
- When you select a name from the names list you'll automatically know which albums that name is available in!

- Once you select an album you can easily demo the tracks for that album.
- Or you can easily demo the name in all tracks of an album with one click rather than clicking on each track individually.

Singing Personalized Stuffed Animals

- The stuffed animals with a sound module have over a 50% profit margin
- You will be able to download to our sound modules any of our full length songs (over 5 minutes long on some tracks) from any of the albums you are licensed on.
- You will have access to over 30 types of stuffed animal styles plus add-ons like outfits, hats, jerseys, accessories, etc.
- Some of our dealers focus heavily on the stuffed animal segment of our product line.
- Some of the ways dealers use the singing stuffed animals to further their business are:
  - o Pre-stuff them and sell in retail stores by making the sound module for the customer on the spot.
  - o Host a Stuff-A-Bear type party. The kids pick their stuffed animal and create their own friend, name it and adopt it as their own. Dealers make the sound modules for the kids.
  - o Birthday Parties, Special Events at Schools, Fundraising Parties at a Church or Day Care, the opportunities are endless.
  - o Get a group together to donate their time for a good cause and a few dollars and then take the Stuffed Animals to a Children's Hospital or Home for Children. Make the sound module on the spot for the child who receives the stuffed animal.

Label and Lyrics Features

- Our labels have been designed to make it easy for you to add your dealer contact information. In the admin set-up of the program you'll be able to define what information you want to show up on every single label you print. You can even select the font style and size to make it look the way you want. Include your contact information so that the person that gets the CD as a gift knows where it came from and can order more from you for other children they may know.
- We've also made it easy for you to do the personalized name text and message text. In the set-up area you can define the font style and size so the labels can look just the way you like.
- When you print the labels your text will automatically be centered into the text area on the CD labels along with the background graphics. You don't need to spend money buying pre-printed labels from us, having us ship them. That's just a waste of time and your money.
- We've developed an advance label set-up program that allows you to use any commercially available blank labels. You buy your own blank label sheets from you local office supply and you print the labels as you need them.
- While you're printing the label you can also print out the lyrics for your customer with their child's name already put into place within the lyrics. Some dealers may offer this to the

customer for free but most have told us they like to offer it for a few dollars extra or to throw it in for free if the customer buys 3 or more CDs from them. Either way, it won't cost you except for the cost of the ink and paper. It's kind of like free money for you, and it's a nice add-on your customer will love.

CD Burner Features

- With our software you can demo a new name or album while the CD for the previous customer is burning. You don't have to be dead in the water waiting for a CD to finish burning and possibly loosing an opportunity to demo the CDs for a new customer while your waiting.
- CD burning is very efficient with CDs burning in 1 – 3 minutes each depending on your system hardware and which Album you are burning a CD for.
- Depending which type of system you are running the software on, you will be able to simultaneously burn up to 3 CDs at one time and still be able to demo a 4th CD. To utilize this feature you will need to be running in a Windows 7 environment, have 3 burners installed in your system and have at least 4 GB of RAM memory. Older and slower XP type systems will be able to burn at least one CD, maybe two, while still being able to demo another CD for a customer.
- Feedback is provided as to what is happening while the CD is burning. You don't have to guess what is going on while 1, 2 or 3 of the drives are burning CDs all at the same time.
- When your sales volume is low and you're just starting out these features may not be a big deal. But when your doing a busy show and you've got 3 customers in line waiting for their turn to hear their child's name and buy a CD from you, having an efficient system that can process multiple CDs at the same time can triple your overall sales numbers.

Licensing Features

- Burn licensing is easy. We can update your burn licenses easily via the phone. So, even if you're at a remote location and you need more burns you won't have to wait until you get internet access to be able to get them.
- Album licensing is done just as easily. If you wish to add a new album, just call our office and let us know. We can update your security key and you can begin downloading the content for that new album license. You will of course need a high speed internet connection to be able to get the new content since it will be a very large download of information.
- The software is using a newer technology USB security key that will allow us to support you both online and offline.
- Your security key needs to be in the system to be able to actually make products but it isn't required to be able to demo the music (see Demo Mode Features below).

Status Logging Features

- We've implemented an extended logging type system. This is especially useful for dealers who have employees that make product and, as a manager; you'd like to know what they made.
- The log will be available to you to be able to see what activity has occurred on your system.

Demo Mode Features

- Using our demo mode feature you'll be able to set up as many computers as you'd like to be able to demo the music for customers.
- You will not need to have a security key to be able to demo the music.
- So at a really busy show, you can have two or three computers up front to demo the product line and take the orders. Then you can have one computer in the back with a printer and multiple burners to be able to actually make all the CDs. For busy shows, the throughput is much faster this way allowing you to make more money in a shorter period of time.
- In Demo Mode you'll also be able to demo any one album in an audio screen saver type mode using a variety of names.
- Or you can demo all albums in an audio screen saver type mode using a variety of names.
- These two demo features are helpful when you're doing shows in public to generate interest in your booth by the customers nearby.

Music iFrame Features for Dealer Web Sites

- As a Burn-On-Demand (BOD) Dealer you can add a Music iFrame to your web site.
- This is the best way to show off your line of Personalized Music and Gifts on your web site!
- The iFrame allows your customers to listen to their child's name in the music before completing the order on your web site. This is a huge conversion tool for your web site. When customers can hear their child's name before ordering, conversions into sales goes up by 300%.
- You decide how it looks by selecting the colors it uses so they match your web sites look and feel.
- You can set it up to display all the albums and/or just certain ones.
- You can set up the iFrame for either wide format or narrow format locations.
- The iFrame even works with the Singing Stuffed Animals.
- The iFrame also easily allows you to sell the custom name CDs also.
- It allows your customer to enter the child's name, select the pronunciation and select the album they want to hear.
- After they listen to their child's name they can click the "Order Now" button to complete the purchase on your web site.
- Our iFrame will even automatically fill in the Child's Name and Pronunciation into your sites order form (if supported by your web site technology).
- The music iFrame is available at an additional cost if you need one for your web site (see order form for pricing).

Music Dealer Web Site for BOD Dealers

- As a Burn-On-Demand (BOD) Dealer you can add a Fully Functional Product web site up and running in as little as 3 weeks.
- This is the best way to show off your products of Personalized Music and Gifts On-Line!
- This item includes our exclusive music iFrame (described above) which allows your customers to listen to their child's name in the music before completing the order on your web site.
- You'll have full control over your web site. You collect the payment, you ship the products and you keep the profit.
- Your web site integrates with your PayPal account and/or you can add a full credit card merchant account system to your site.
- Automated shipping costs, custom FAQ, About Us, Contact Us and Privacy pages are created for you, but which you can modify at any time.
- In the set-up we include setting up all of your Friendly Songs Music CDs and Stuffed Animals.
- Once your initial site is set up, you can add additional products to your site yourself.
- You decide how it looks and you select the colors it uses so they match your look and feel.
- If you have a company logo we can include it in your sites design.
- The Music Dealer Website is available at an additional cost (see order form for pricing).