

We Can Factor Your Present or Future Naming Rights

Profit Increase Funding, Inc. is the only company in the world that, in addition to first facilitating and transacting your Naming Rights deals can also secondarily Factor them ***or only*** Factor them *if they **already** exist* (for the Seller of the Naming Rights) and therefore combine ALL of the future annual/monthly incremented payments of the Naming rights into just ONE lump sum of CASH for the Seller of the Naming Rights up to 95 percent of the total cash value of the Naming Rights. This allows the Seller of the Naming Rights to not have to wait for the Naming Rights payments to be paid to them over a period of sometimes 5, 10, 15, or even 20 or 30 years but instead be able to cash-in-NOW on those payments. This also allows the Seller of the Naming Rights to not have to negatively contend with and experience the detrimental effect of the depreciation of the value of the dollar. This is our exclusive concept that was conceived of and is now being pioneered and implemented by Brian Strugs, the President/CEO of Profit Increase Funding Inc.

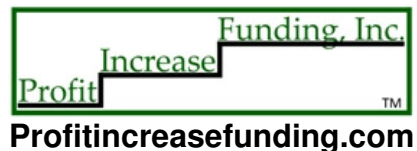
What Is Factoring?

Factoring is the process of providing a lump sum of cash to a company that is receiving monthly or annual incremented payments. It does this by providing the company with up to 95 percent of the total face value of the balance of the monthly or annual incremental payments owed to them. Factoring allows a company to cash-in-now on money owed to them in the future. Many Fortune 500 companies use factoring worldwide to improve cash flow, promote and finance growth, and increase profits. Furthermore, because factoring is ***NOT*** a loan and does ***NOT*** produce ***ANY*** debt, this is extremely beneficial and cost-effective for the seller of the naming rights and/or corporate sponsorships. Obtaining bank loans that produce debt also produces a liability for the business -- this decreases the overall net worth of the business and the loans must be repaid.

Also, the additional expense incurred by the interest of a loan negatively affects the balance sheet of any business. The reason that factoring is not a loan and therefore does not produce any debt is because when a business factors its incremented future payments, you will instead receive a lump sum of cash at slightly less than the total cash value; this finalizes the entire deal forever and therefore no debt is owed.

The Factoring process also allows you to avoid the inevitable and unavoidable depreciation of money. We have over 150 Funding Source Companies with BILLIONS of dollars to invest that fund our Naming Rights Factoring and Traditional Factoring transactions.

The Factoring of Naming Rights is a concept created and pioneered by the President/CEO of Profit Increase Funding and is only available through Profit Increase Funding. Not only will this provide huge amounts of money for your establishment for architectural construction expansion but PIF also has the capability of creating awesome customized Self-Generating Revenue Concepts for you. A good example of a Naming Rights deal is when Comerica Bank paid a stadium in Michigan millions of dollars to name the stadium "Comerica Park."



NAMING RIGHTS

"The Upfront Explanation"

In our initial conversation with potential clients (sellers of naming rights), we talk about our ability to convert the annual (or monthly) incremented payments they are receiving from the buyer(s) of their naming rights into a lump sum of cash. Typically, their initial and incorrect response is they don't need our services because the annual naming rights payments they are receiving are already being paid "upfront."

What they incorrectly mean is that each year, the naming rights annual payment is paid to them by the organization that bought the naming rights. There is nothing upfront about that. That is merely the Buyer of the Naming Rights fulfilling the traditional obligation of paying the conventional annual payments in a typical Naming Rights contract. What they sometimes don't immediately understand and realize is that what PIF is referring to and offering is the process of providing them with upfront advanced payments for **all** of the payments (plural) they will be receiving for the **entire** term of the naming rights agreement via the process of factoring.

For example, let's say they already have or will have a naming rights deal they are selling or have already sold valued at \$100 million and the buyer has agreed to pay them \$10 million each year for the next 10 years. Some sellers mistakenly think that we can only give them a lump sum of upfront cash in a limited capacity in regards to only advancing them \$10 million (one annual payment).

However, that is not the case and only accounts for **one** annual payment in this hypothetical scenario. What Profit Increase Funding can do is advance the seller up to 95 percent of the **total** amount of **all** of the future annual naming rights payments, combined, that the seller would normally but slowly receive in annual (or monthly) incremented payments. What we are saying in this scenario is that they could receive \$95 million on a \$100 million naming rights agreement. In other words, if you have seen the television commercials that talk about how some companies can provide a lump sum of cash to the recipients of Structured Settlements, then you are already familiar with the process of how we can adapt that same kind of procedure to provide you with a lump sum of cash for your business. Another beautiful thing about you Factoring your Naming Rights through PIF is that you do **NOT** have to obtain permission from the Buyer of the Naming Rights in order to Factor your Naming Rights. In fact, the Buyer of the Naming Rights has no choice in the matter. It is like when a homeowner gets a letter in the mail that tells them they will now be sending their mortgage payments to a different mortgage company. The Payer of that mortgage has no choice in the matter. Also similarly, the amount of the payments and when they pay those payments will not change for the Buyer of the Naming Rights. The only thing that will change for the Buyer of the Naming Rights is to whom and where they send their payments.

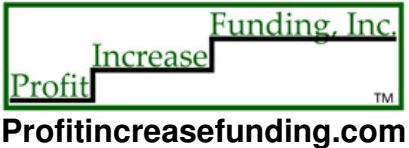
Also, remember as I mentioned earlier, Factoring is NOT a loan and does NOT produce any debt; this is extremely beneficial and cost-effective for the Seller of the Naming Rights and/or Corporate Sponsorships. Further, remember that when you sell your Naming Rights to a Buyer and receive profits from the Buyer of them that is also a **debt-free** process for you. Profit Increase Funding is the **only** company that has **combined** and makes **both** of these **debt-free** services available to you. Also, at Profit Increase Funding, we have an immense and continuously growing understanding of the emerging trends and strategies of Naming Rights and Factoring deals.

Qualifying and Guaranteeing the Deal

Additionally, we want you to know that you can easily *qualify* for having your Naming Rights Factored by Profit Increase Funding Inc. because our unconventional Funding Source Companies do not base their decision upon the credit history and credit worthiness or net worth or profit projections of your business. Instead, they base their decisions to Factor your business based upon

the credit history and credit worthiness of your Payer that is paying you Payments, which in this case is the Buyer of the Naming Rights and their ability to pay their payments. In other words, they want to know that the Buyer of the Naming Rights has been (or will be) making payments consistently and on time and that there is a high probability that the Payer/Buyer of the Naming Rights will continue to pay their annual (or monthly) Naming Rights payments.

Secondly, you can very much confidently rely upon this type of transaction (the Factoring of Naming Rights) because although there may perhaps be a concern about the successful transaction of receiving a large sum of money, we assure and *guarantee* you that our unconventional Funding Source Companies are infinitely much more concerned and extremely cautious about these kind of transactions than you could ever be because they are the ones who are giving out the money. This means that they are not going to take a chance on the deal anyway if it could not and would not work. They have too much to lose. Additionally, not only will you have absolutely no debt from this transaction, you also will have absolutely no risk and therefore absolutely nothing to lose and absolutely everything to gain.



EXAMPLES OF SUCCESSFULLY PROFITABLE NAMING RIGHTS DEALS

Naming Rights have been increasingly providing enormous profits for all kinds of for-profit and non-profit businesses. In 2008, the sale of naming rights brought in an approximate \$ 4 billion for non-profit businesses and municipalities. Many of these deals were individually transacted for millions, tens of millions, hundreds of millions and in some cases billions of dollars. In 2009, even far more billions of dollars than the \$ 4 billion for non-profit businesses were spent on the transacting of for-profit naming rights deals. This has to mean that the naming rights deals were (and still are and always will be) very important, valuable and very profitable for naming rights buyers or they would not have spent that kind of money on them. To give you an idea of how much money naming rights buyers were willing to spend on successful naming rights deal, please examine the following examples of successful, highly profitable naming rights deals:

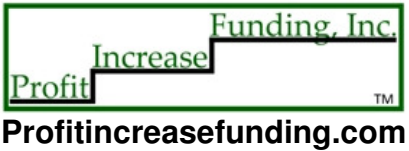
[1] The Monorail Station at the Las Vegas Convention Center sold naming rights to the convention center plus one of the trains in the city's Light Rail System to Nextel Communications Inc. for the sum of \$50 million over a 12-year deal/period.

[2] In Washington D.C., the Stadium where the sports team the Washington Redskins play sold naming rights to Fed Ex for the sum of \$207 million over a 27-year deal/period.

[3] The Dubais Roads and Transportation Authority (RTA) sold naming rights to 13 Dubai Metro Stations to 6 companies for the sum of \$463 million over a 10-year deal/period.

[4] In Dallas, Texas, the Stadium where the sports team the Dallas Mavericks and the Dallas Stars play sold naming rights to American Airlines for the sum of \$195 million over a 30-year deal/period.

[5] In Cleveland, Ohio, the Cleveland Regional Transit Authority (which is a \$200 million public works venture) sold naming rights to a hospital in Cleveland for the sum of \$6 million over a 25-year deal/period.



“Naming Rights Deal Factoring Chart Of Various Examples Of How A \$100 Million Naming Rights Deal Could Be Factored”

The factoring of naming rights is a new concept that was conceived by Brian Strugs, President/CEO of Profit Increase Funding, Inc. It essentially involves converting the annual incremented payments paid to the naming rights seller by the naming rights buyer into a significantly large lump sum of slightly discounted cash for the naming rights seller. Because the lump sums that can be paid to the naming rights seller vary, as they are determined by and contingent upon the strength of the entity responsible for making the payments (the naming rights buyer), the following factoring of naming rights approximates below are NOT to be taken literally as an automatic rule of thumb.

Each deal has its own set of variables and therefore, no two deals are alike, the approximate Factored lump sums that can be paid to the naming rights seller may be lower or higher than what appears in the chart below. If the naming rights buyer is very strong, solvent and reliable, the lump sums that can be paid to the naming rights seller will increase.

The Naming Rights Deal Factoring Chart below is a chart that displays some of the various ways that a Naming Rights Deal can be Factored, which will allow a Naming Rights Seller to convert their annually received incremented payments into a single debt-free lump sum of cash. In the example below it shows four (out of many) possible ways a \$100 million Naming Rights Deal (that would normally have to be paid out over a 10-year period at \$1 million per year) could be Factored to allow the Naming Rights Seller to receive almost all of their money NOW instead of having to WAIT ten long years. This also helps to avoid the depreciating value of the dollar. Please extensively study the chart below:

FACTOR 3 YEARS...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$23.6 to \$24.5 million... that is an approximate 80% lump sum of advanced debt-free profit

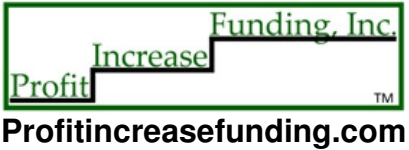
FACTOR 5 YEARS...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$35.2 to \$37.0 million... that is an approximate 68% lump sum of advanced debt-free profit

FACTOR 7 YEARS...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$44.3 to \$47.2 million... that is an approximate 65% lump sum of advanced debt-free profit

FACTOR 10 YEARS...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$54.8 to \$59.6 million... that is an approximate 58% lump sum of advanced debt-free profit

Now you are in a very unique and prime position to move into a much higher and better dimension by allowing Profit Increase Funding, Inc. to initially transact Naming Rights for you followed by allowing us to Factor the Naming Rights.

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The following process outlines the sequential steps to efficiently, synergistically, and successfully Factor your Naming Rights or Corporate Sponsorship deal:

The process involves the easy steps of:

Steps:

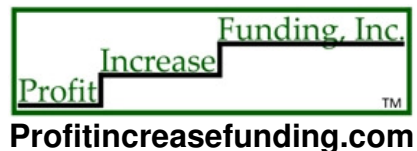
1. The Client/the Seller of the Naming Rights deal will complete a Future Naming Rights or Corporate Sponsorship Payment Factoring Submission Worksheet and then sign a contract with PIF to Factor the Naming Rights or Corporate Sponsorship deal.
2. Then PIF will facilitate, transact, and close the Naming Rights Factoring deal and advance up to 95 percent of the face value of the Naming Rights and/or Corporate Sponsorships to the Naming Rights Seller.

This will include the following sub-steps:

- (a) The Funding Source Company advances up to 95% of the Naming Rights amount to the Seller of the Naming Rights;
- (b) The Funding Source Company holds a small percentage of the Naming Rights cash amount as a Reserve;
- (c) The Funding Source Company assumes the right to begin and continue to receive the annual (or monthly) incremented payments on the Naming Rights;
- (d) The Buyer of the Naming Rights begins and continues to submit payments to the Funding Source Company for the Naming Rights they have purchased from the Seller of the Naming Rights.

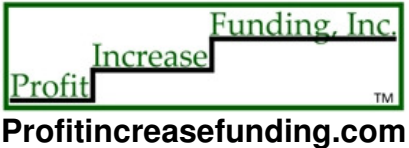
3. PIF will accept Referrals to Factor the Naming Rights of other corporate and/or municipal entities.
4. *PIF gets paid from the Client for facilitating the Naming Rights.
5. *PIF gets paid from the Funding Source Company for Factoring the Naming Rights.

*Note that each payment (in regards to the preceding numbers 4 and 5) represents a separate payment that will be paid to PIF because each transaction will be done to the exclusion of the other.



The applied concept of Factoring has been around for centuries and the applied concept of Naming Rights has been around for decades and therefore they have both been thoroughly tested and have both been proven to be very client valuable and very profitable for the businesses that transact these kinds of deals for their clients.

Our Funding Source Companies have individually been around for decades and collectively for hundreds of years and have billions of dollars to willingly and flexibly invest. Plus, our extremely innovative and highly profitable ideas, strategies, and exclusive services including our pioneering concept of Factoring Naming Rights that only PIF can exclusively offer are all some of the many dynamic reasons why our company can greatly help you to obtain astronomical profits and financial endurance while stimulating this ailing economy.



Benefits of PIF Initially Transacting Naming Rights and Subsequently Factoring your Naming Rights

The many benefits of transacting naming rights for you followed by factoring them will provide you with the revenue to do such things as:

1. Reducing and eliminating debt
2. Taking advantage of early pay discounts
3. Increasing sales and customers
4. Promoting rapid growth
5. The ability to hire additional employees
6. Purchase more equipment and supplies
7. Initial architectural construction and architectural construction expansion which also includes overall improvements to sustain, expand, renovate and modernize your establishment
8. Increase and improve national and international status and public relations
9. Improve and expand customer service
10. Payroll
11. Establishing a broader internet presence and upgrading of your website
12. Improving and expediting product and/or service processing and delivery
13. Increasing customer satisfaction while decreasing customer complaints
14. Increasing time-management and overall efficiency
15. Avoiding allowing your accounts receivables to turn into funds that have to be collected for you through a debt collection agency and therefore avoiding the reducing of your revenue to only pennies on the dollar
16. Paying taxes
17. Avoiding bankruptcy if that pertains to you or could pertain to your situation
18. Allowing you to take on more orders and larger contracts
19. Improve and expand your legal and accounting departments
20. Inventory purchases
21. Buying out partners
22. Avoiding bankruptcy if that pertains to you or could pertain to your situation
23. Emergency expenses
24. Conventional research development and comparative effectiveness research
25. Paying off preexisting loans and all other kinds of debts and back taxes
26. Upgrade computers and purchase new ones
27. Upgrade buildings security systems and hire more security guards
28. Pay expenses more timely
29. Create a real and very doable opportunity to accumulate a financial surplus for all of the needs and desires of your establishment

30. Further expand and grow the business, perhaps establishing additional branches of your establishment in other demographic locations

Also note that all of the preceding benefits that your clients will benefit from are also benefits that your company will benefit from as a result of forming a referring business alliance with Profit Increase Funding.

If you have any questions and/or would like to further discuss any component of these services please call us. We are looking forward to working and growing with you.

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