

AMSOIL Sets E-mail, Phone and Fax Policy

Today's technology puts virtually every consumer at the fingertips of anyone selling a product or service.

Without invitation, telemarketers ring at dinnertime, e-mails clog inboxes and commercial faxes pour out direct marketing pitches seemingly without end, costing consumers time and money.

Consumers are overwhelmed. So high is their frustration level, various local, state and federal governments are acting at an unprecedented rate passing legislation to protect them from those marketing intrusions.

AMSOIL has responded, too, with regulations regarding how Dealers approach clients and potential customers.

"This action is good for the vast majority of AMSOIL Dealers because it protects the AMSOIL image, the Dealership opportunity and existing customers," said Sales Representative Dan Gorski. (See policy below.)

The new policy protects AMSOIL, INC., from the negative perceptions consumers have of companies that e-mail, phone or fax without permission as well as potential costly litigation. It also protects Dealers from those same negative perceptions.

While telephone or electronic communications can be a useful part of any AMSOIL Dealership, those communications must be by invitation only.

"People are exquisitely sensitive to what comes into their inboxes these days. It's easy to annoy them," said Debbie Weil, publisher of *WordBiz Report*,

an online newsletter that offers businesses effective online marketing tips and strategies. "This means you have to be especially careful to get explicit opt-in permission before e-mailing your database. Once you do this, you can use e-mail as a truly effective marketing tool. Don't ask first and you risk being labeled a spammer." (Find Weil's free online newsletter: www.wordbizreport.com or subscribe at: www.wordbiz.com/signup.html)

Most new state legislation of unsolicited phone, fax and e-mails require senders to remove names from contact lists and to honor opt-out requests. However, AMSOIL Dealers are spread throughout the United States and Canada. While a Dealer in Florida might have to remove a name from a contact list, another Dealer in Oregon may continue to contact that person. Because the common denominator is AMSOIL, INC, this reflects badly not only on the company but on the Dealer as well.

Mass electronic communications makes it easier than ever to contact other Dealers' customers. This new policy also protects Dealers in accordance with the AMSOIL Marketing Plan, which states AMSOIL Dealers are to refrain from soliciting other Dealers' customers or prospective customers.

"These new regulations are another example of how AMSOIL, INC is ahead of its time and is a leader in the business world," Gorski said. "Customers have spoken and AMSOIL is responding to their desires."

AMSOIL Marketing Plan – Policies (G-47A) Part III, Item F

Unsolicited phone, e-mail and fax communications for the purpose of selling or advertising AMSOIL products and marketing programs is prohibited.

1. Unsolicited selling means the initiation of a telephone call or message, fax or e-mail for the purpose of encouraging the purchase of goods, services or participation in one of the AMSOIL marketing programs.
2. Unsolicited advertising means the initiation of a telephone call or message for the purpose of advertising the availability or quality of goods, services or marketing programs.

The use of programmed equipment, recorded messages, hired services or other automated communication devices and techniques are not allowed. Current customers and others who have requested information

or granted permission to be contacted are exempt from these regulations. *Telephone "cold-calls" are allowed but cannot be intended to conclude a transaction but to schedule a face-to-face presentation in order to complete the intended transaction.*

Telephone "cold calls" are allowed to businesses that qualify as commercial or retail accounts. These "cold calls" cannot be intended to conclude a transaction but to schedule a face-to-face presentation in order to complete the intended transaction. Telephone calls to individuals, for the purpose of selling AMSOIL products or presenting business opportunities, are only allowed if a prior

relationship or affiliation exists. For example, Dealers may contact friends, neighbors, members of the same church or club, coworkers or individuals that have been referred by friends or existing customers.

