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Clean Power
the right thing to do



krystal planet



OUR GOAL - 1 MILLION HOMES ON CLEAN POWER

from



Dirty Power [Watch Video](#)

to



Clean Power [Watch Video](#)

To Learn More About CLEAN ENERGY, Click Here

[Welcome to Krystal Planet](#)



Krystal Planet is seeking people who are passionate about converting the world to Clean Power.

Become an Energy Consultant (Eco) to make money saving the planet.

Market energy efficiency products for the Home & Car, FutureWind (clean power for your residence - available anywhere in the world), hydrogen fuel cells, cleanfuel vehicles, and more.

[Watch Video](#)

We Support The Freedom Plan



By Founder and CEO
Troy Helming

FEATURED PRODUCTS AND SERVICES

[FutureWind](#)



Clean power for your home

[Green Machine](#)



Save up to 20% on gas

Learn how to save up to 40% on your utility gas and water bills!

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uranium, carbon monoxide, and volatile organic compounds ♦

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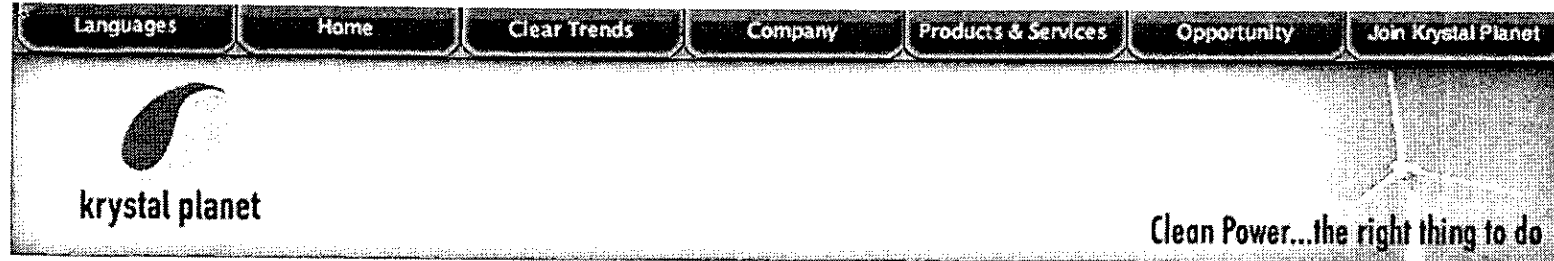
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JUL 18 2005

Missouri Public
Service Commission

Exhibit 13
 Case No. EO-2005-0329
 Date 6-23-05 Rptr RF

Exhibit 13
 Case No. EO-2005-0329
 In re Proposed Experimental Regul. Plan of KCPL
 Mo. Public Service Comm'n



Krystal Planet is a relationship-and-referral-based marketing business with thousands of independent energy consultants worldwide to assist you with your questions about our products and business opportunity.

Although purchases are made online, we offer the advantage of a **real person** you can talk to in your region. That person is an "Eco", or Energy Consultant, who is friendly & well-versed in our products. To continue shopping, please fill out the online form. We will email you the website links for 5 energy consultants in your area.

First Name*

Last Name*

Postal / Zip Code*

(if not a U.S. resident, note your country in the Comments section below)

Phone Number*

(e.g. 000-000-0000)

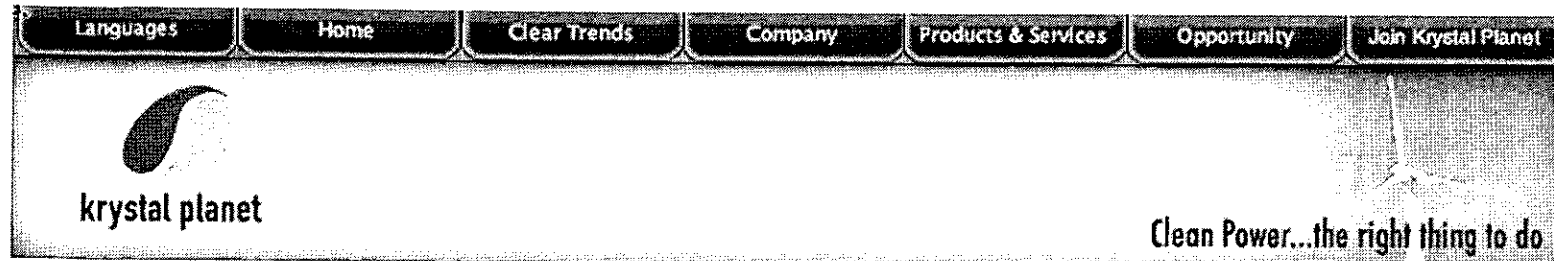
E-Mail Address*

Comments

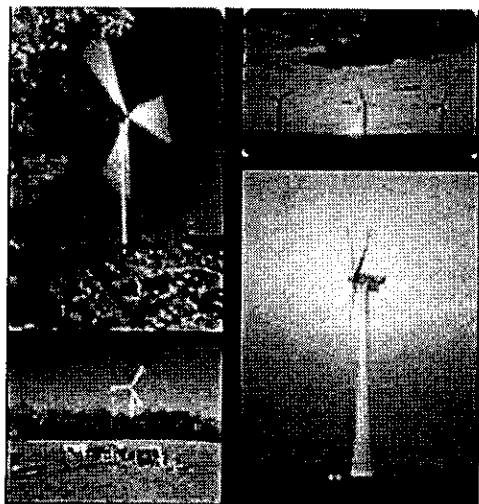
(limit of 250 characters)

Note: Ecos listed in your search above are either a) participants in the Advertising Coop or b) at the Senior Director level or above.

Already have an energy consultant? Please contact your energy consultant for their website address.

[Letter from CEO](#)[Our History](#)[About Our Team](#)[Investor Relations](#)[Headquarters](#)[KP in the Community](#)[KP in the Media](#)

Our History:



Krystal Planet's founder and CEO, Troy Helming, began to 5 years until it was officially formed as a Delaware implement years of formulation in 1999, culminating in the company's official birth as a Delaware corporation in 2002. Another two years of planning and preparations ensued until the official launch on Earth Day 2004 (April 27th). By the end of the first partial year of operations (2004), Krystal Planet had already acquired nearly 2500 clean power customers and/or Energy Consultants (Ecos) in 48 states (USA) and 15 countries.

Krystal Planet utilizes the most powerful marketing method ever conceived: **Referral Based Marketing**. This means we provide a financial incentive to our customers to 'spread the word' about the clean power revolution message.

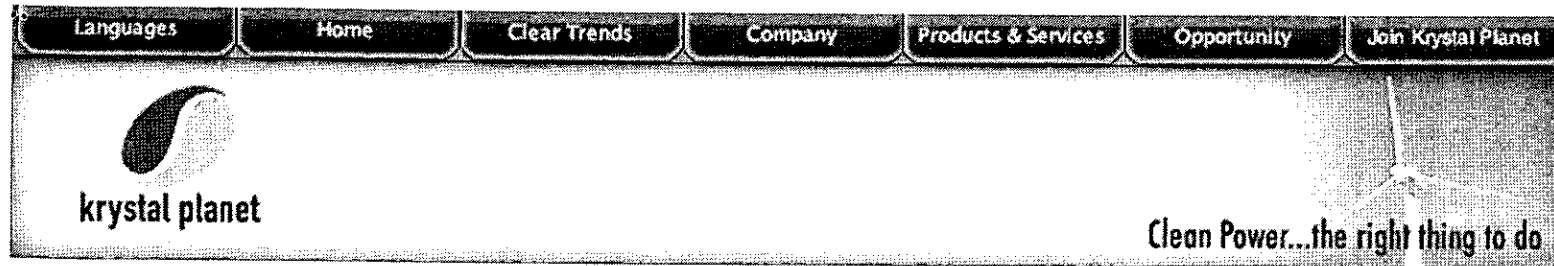
Krystal Planet is the leading company supporting The Freedom Plan – a realistic and compelling step-by-step plan to convert America to 100% clean, renewable energy (primarily wind & hydrogen) and completely eliminate the need for foreign fuels. **The Freedom Plan will save America \$20 Trillion by 2025.**

The company is privately held at this time (see investor relations section) and controlled by its Board of Directors. The directors are: Troy A. Helming (Chairman & CEO, Founder), Phil Duran (EVP of Project Development), Matthew Wood (CEO of Sustainable Community Development), David Glover (of Fortis Capital, founder of Strategic Clean Energy), Teresa Yribarren (successful RBM professional, business owner), Rodney Folsom (National Dealer Coordinator for Circuit Rider), Robert Duran (successful RBM professional, business owner), and Jon Mostyn (Lieutenant Commander in the U.S. Navy). Krystal Planet intends to become a **Billion Dollar company** in record or near-record time (within 4 years) by simply acquiring 1 million clean power customers worldwide.

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03

[Letter from CEO](#)[Our History](#)[About Our Team](#)[Investor Relations](#)[Headquarters](#)[KP in the Community](#)[KP in the Media](#)

Management Team:

Krystal Planet's management team is a group of experienced professionals with a strong combination of Fortune 500 management and top of the line operations and IT professionals. For more information, click on the photos below.



Troy Helming
Founder
and CEO



Chris Powell
Vice President of
Operations



Alysia Helming
Vice President
of Strategy



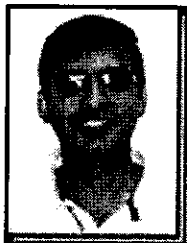
Russell Willoughb,
Advisor to the CEO



Lana Kerr
National Marketing
Director



**Geo E. Bryja
Jr.** Creative Director



Avneet Mathur
Director of Information
Technology



Mary Chatelain-Potts
Director of Accounting



Krista Hurd
Director of Policy and
Investor Relations



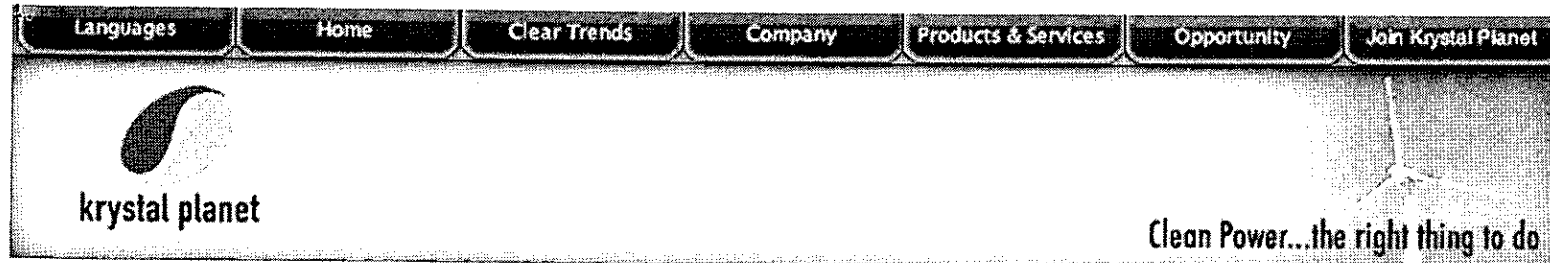
Chris DeVolder
National Director –
Home Energy Review



Kurt Gruenbacher
Corporate Controller



Josh Crooker
Director of Fulfillment

[Letter from CEO](#)[Our History](#)[About Our Team](#)[Investor Relations](#)[Headquarters](#)[KP in the Community](#)[KP in the Media](#)

ELC Team:

Krystal Planet's executive leadership council (ELC) is an exclusive group of sales leaders that determine changes or additions to the company's compensation plan. There can be no changes made without a vote from the ELC.



Al Brown
Executive Director (Tecumseh, MI)



Jean Eugene
Executive Director (Miramar, FL)



Kim Nofsinger
Senior Director (Overland Park, KS)



Cary Drake
Executive Director (Summit, NJ)



Lana Kerr
Executive Director (Weston, FL)



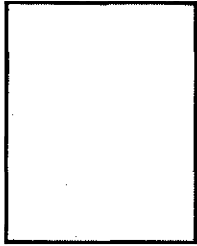
James Bryja
Executive Director (Tecumseh, MI)



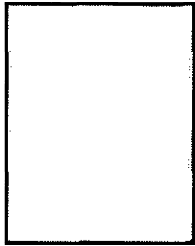
Dan OBoyle
Executive Director (Lenexa, KS)



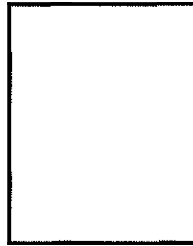
Wayne Sessions
Executive Director (Coral Gables, FL)



Wayne Spence,
Director (Wilmington, NC)



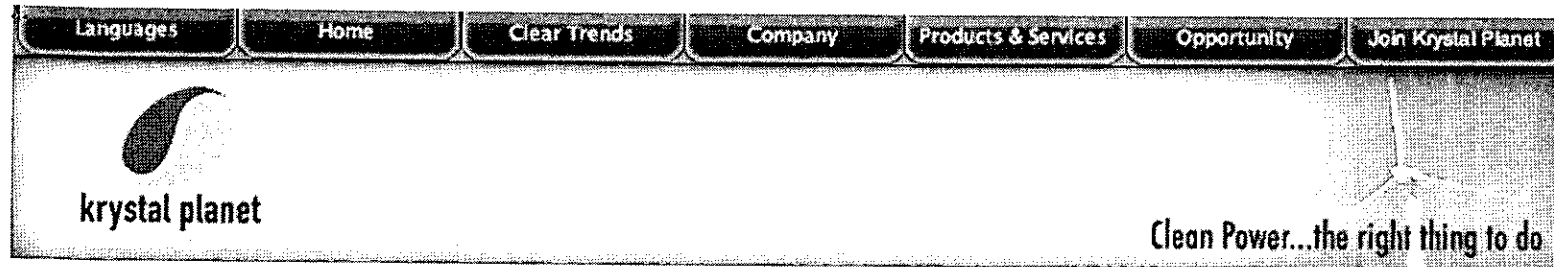
Timothy Beckford,
Executive Director (Orlando, FL)



Jason Poulos,
Senior Director (Miami, FL)

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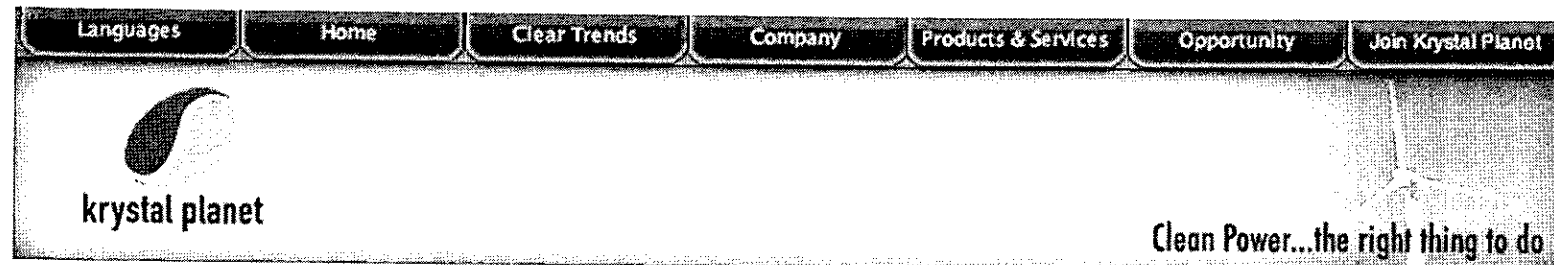
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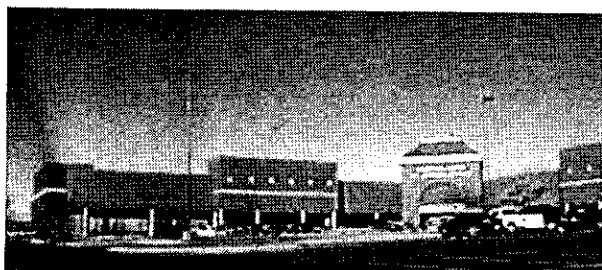
Investor Relations:

- Krystal Planet is a private company, and a majority-owned subsidiary of Krystal Energy Corporation
- Krystal Energy's wind project development efforts for 2005 include potential projects in Kansas, Texas, Colorado, and Jamaica. For 2006, Krystal Energy (KE) has potential wind energy projects in Jamaica, Dominican Republic, Indonesia, Florida, Kansas, Michigan, and Hawaii.
- FutureWindSM, the primary product marketed by Krystal Planet, includes a portion of the revenues going into a separate escrow account used exclusively to build new wind turbines. This escrow account is audited by a 3rd party public accounting firm (Grant Thornton). For every 5,000 customers enrolled on FutureWindSM, enough money is added to the escrow account to build a new 1.5 megawatt (MW) wind turbine every year. This wind turbine costs about \$1.6 million installed, and generates enough power for ~800 homes for its 50-year life. Therefore, over a 10-year period these 5,000 customers will have directly contributed to the construction of at least 15 MW of wind turbines that will power 8,000 homes for 50 years.
- Wind projects built using funds from the Krystal Planet escrow account will be Krystal Planet wind turbines and will be maintained and operated by our parent company, Krystal Energy Corporation. Ecos can become eligible to earn overrides on all the energy revenues generated by every one of Krystal Planet's wind turbines.

For Investor Relations information, please visit our parent company website: www.KrystalEnergy.com

[Letter from CEO](#)[Our History](#)[About Our Team](#)[Investor Relations](#)[Headquarters](#)[KP in the Community](#)[KP in the Media](#)

Our Headquarters:

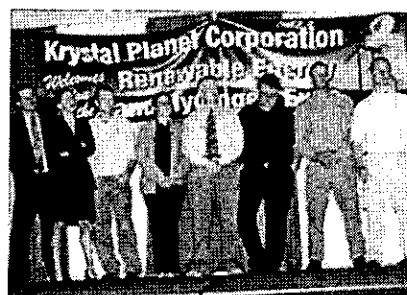


Our Headquarters:

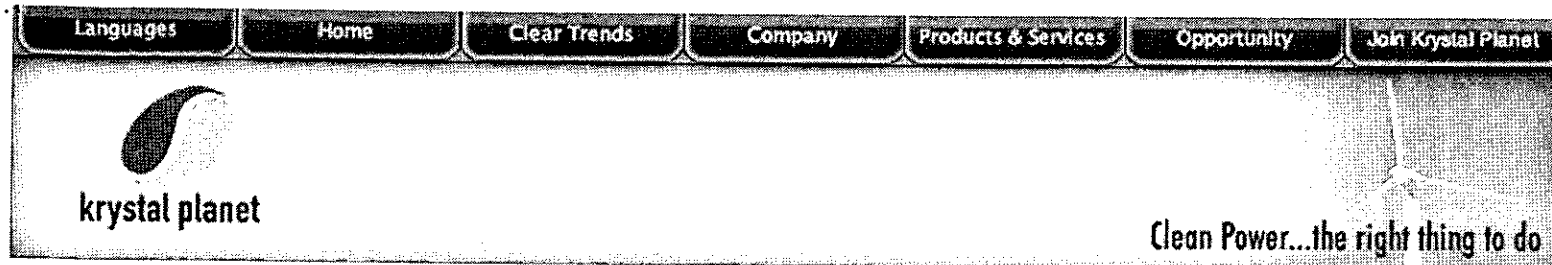
Krystal Planet Corporation
8527 Bluejacket Street
Lenexa, Kansas 66214

Krystal Planet is currently headquartered in the Enterprise Center of Johnson County. Our corporate staff moved into the offices January 1, 2003.

Directions: From I-35 take the 87th Street exit and go east to Bluejacket. Turn left (north) onto Bluejacket. Just before the road turns to the left, turn right into the driveway of the parking lot. Entry is through the main doors in the center of the building under the sign. Please schedule an appointment by emailing support@krystal-planet.com if you plan to visit Corporate Headquarters.



Staff and volunteers at the Fall 2004 Convention in Overland Park, Kansas.

[Letter from CEO](#)[Our History](#)[About Our Team](#)[Investor Relations](#)[Headquarters](#)[KP in the Community](#)[KP in the Media](#)

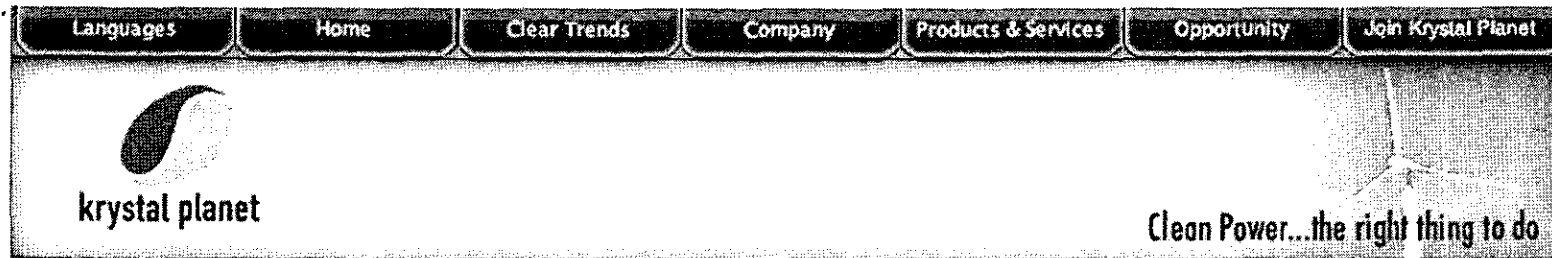
Krystal Planet in the Community:

Save the Planet USA is a 501(c) 3 non-profit organization dedicated to the promotion of a more sustainable world. Save the Planet USA promotes sustainable living and provides funding options for energy efficiency and renewable energy projects. Through seminars and hands on workshops, Save the Planet USA provides unique educational programs for increasing energy efficiency in homes and businesses. Save the Planet USA coordinates educational programs for schoolchildren to increase awareness about energy efficiency and renewable energy systems. Save the Planet USA provides community awareness and educational programs for wind, solar and hydrogen fuel cell energy systems. Save the Planet USA has a global vision of reducing the dependence on fossil fuels and providing education and funding for renewable energy projects. The core of our mission is to eliminate the barriers for transitioning into a global renewable energy economy. Our mission is achieved one project at a time, from the conversion of a household to energy efficient lighting, to the installation of a large scale renewable energy project that provides power and fresh water to villages in a developing country.

- Save the Planet USA is located in Newport, Rhode Island. The office is a showcase of sustainable living in an urban setting. It has been renovated in a sustainable manner and incorporates renewable energy systems in an urban setting. The office is open for educational tours and seminars.
- The organization created the Live Green Fund which provides funding options for low to middle income families to purchase energy efficient and renewable energy products. The Live Green Fund is a revolving fund that is funded through fundraising efforts as well as a repayment plan by the recipients of the funding.
- Staff members and trained volunteers are available to give customized on site seminars and hands on training for energy efficiency and renewable energy systems.
- Our organization provides volunteer training workshops for people who would like to provide seminars in their hometowns.
- For more information on Save the Planet USA and the Live Green Fund please visit our website at www.savetheplanetusa.org. When your travels bring you to Newport please visit the office at 10 Marlborough Street.

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The Opportunity:

[Success Stories](#)

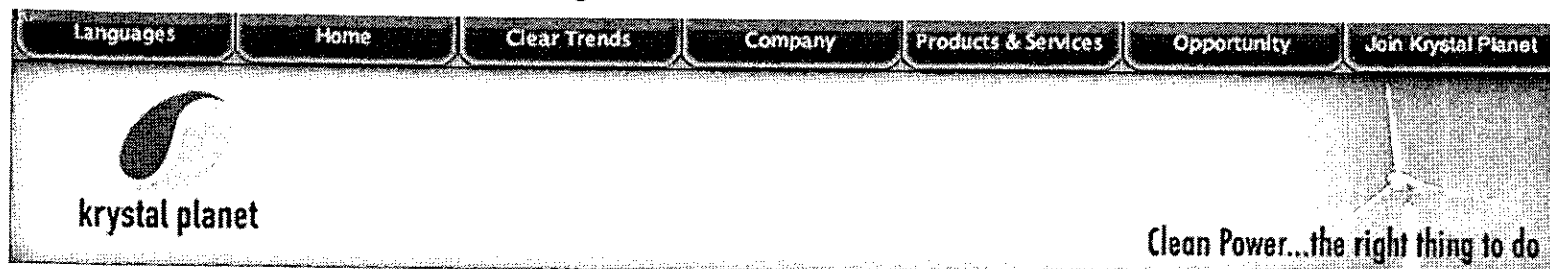
The Energy Industry, the largest Industry in the world by far, is converting from dirty fossil fuels to clean renewable sources. This is a fact!. This will lead to the largest shift in wealth the world has ever seen!. How can a person profit from this?. Well, Krystal Planet is the only company that allows individuals to get involved. How? Krystal Planet is the **FIRST** company in the world to market clean power products & services using Referral Based Marketing (RBM) or any other form of Direct Selling. Being the 1st provides more opportunities to you. And, ours is the **ONLY** business opportunity in the energy industry using RBM.

First it is necessary to understand why this is an opportunity like no other. When considering the success and potential of any business opportunity, it is important to consider 3 things:

- Timing
- Product
- Cost

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[Opportunity](#) [The KP Advantage](#) [Why Referral Based Marketing](#) [Compensation](#) [How to Join](#) [Upcoming Events](#) [Global Business Center](#)

The Krystal Planet Advantage:

[Success Stories](#)

Why is the Krystal Planet (KP) business opportunity so exciting?

Because we are the FIRST.

KP is the 1st company to enter the energy industry using Referral Based Marketing (RBM). Never before has an individual, anywhere in the world, had the opportunity to start their own worldwide energy business. The 1st company to enter any new industry using RBM usually becomes one of the largest companies in that industry in short order. Examples: Primerica division of Citibank, Prepaid Legal, Excel, Mary Kay, Pampered Chef (bought by Warren Buffet). Krystal Planet is the 1st in the energy industry – we will quickly become a multi-billion-dollar company. YOU can become wealthy helping us get there and saving the planet at the same time.

Because we are the ONLY.

As of January 2005, there is not a single RBM company in the clean energy industry. That won't last forever as others begin to copy Krystal Planet, so get started today while we are still the only game in town!

Because it's GROUND FLOOR.

The energy industry is 10 times bigger than telecommunications & computers combined (\$10 Trillion worldwide). Shell Oil company states that by 2050 (45 years from now), 50% of all energy will come from renewable sources. A growing industry that is already the largest in the world by far – and being forced to switch to cleaner sources of power. Welcome to the beginnings of the largest shift of wealth the world has ever seen.

Because of the RESIDUAL INCOME potential.

Our Hybrid Bi-Matrix compensation plan contains the most secure and lucrative 'back-end' residual component we could create, based on the ongoing use of energy. With 1,000 Ecos on your team, you could earn \$6,000 to \$10,000 per month.

11

Because of the LOW START-UP COST.

Join for less than the cost of a good pair of shoes. Or, buy everything in our top GOLD enrollment package for less than \$1,200 – still far less than tuition for one semester at a public university.

Because of the LONG-TERM STABILITY.

Our wind projects produce power for 30-50 years and get paid by stable electric utilities. Demand for electricity should be around for a while.

Because it FEELS GOOD.

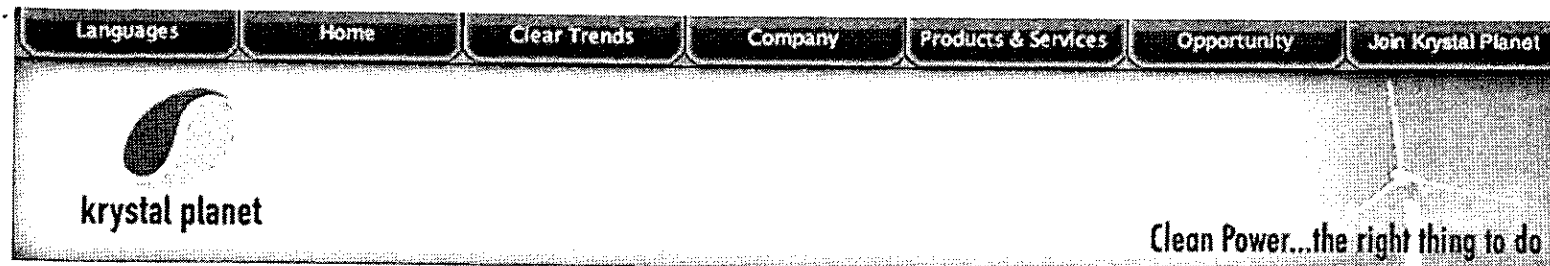
You are now in the planet-saving business. How does it feel reducing dependence on fossil fuels & foreign oil?

Because we have the BEST PRODUCTS in our industry:

FutureWind is the ONLY green tag product on the planet that is: tax deductible, monthly gift, referral program, 100% wind, directly contributes to building NEW wind turbines, and certified by a large 3rd party public accounting firm (Grant Thornton).

Green Machine is the ONLY Fuel Catalyst on the planet that is: certified by the EPA, tested by over 20 independent labs, endorsed by dozens of independent magazines and trade publications, includes a 10% written guarantee on fuel savings, has a 5-year warranty, is a one-time installed treatment (not an additive), and works on any engine ever built.

Because IT'S THE RIGHT THING TO DO.



[Opportunity](#) [The KP Advantage](#) [Why Referral Based Marketing](#) [Compensation](#) [How to Join](#) [Upcoming Events](#) [Global Business Center](#)

Why Referral-Based Marketing?

[Success Stories](#)

Why KP Uses Referral-Based Marketing:

The mission of KP is to convert America to Clean Power through the sale of Green Tags or TRC's. The federal law states that if a consumer chooses Clean Power by buying a green tag, the utility company closest to the wind farm has to buy the power first. So we will convert America from a consumer level. We need Consumers to demand Clean Power by purchasing Green Tags. That is why we have chosen grass roots marketing to sell our green tags. KP uses Referral Based Marketing to market our products. This has been proven to be the fastest way to get goods and services in the hands of people. Especially with a product like ours, people need to be educated on why they want to choose clean power. Also it empowers people along the way. Because people have a big financial incentive to encourage others to buy green tags.

Benefits to you of Referral-Based Marketing:

For those who want to be the Engineer of their own Destiny, KP can facilitate this.

How much money will you make next year? What about in 5 years or 10 years? How much control do you really have?

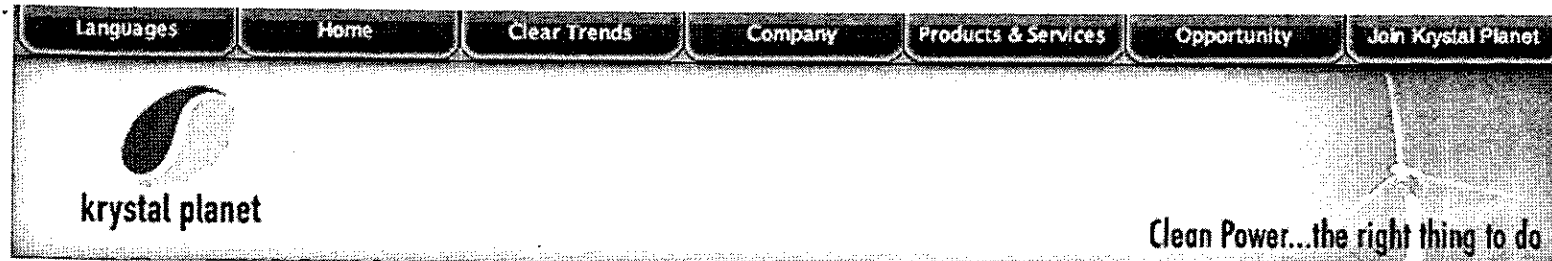
Imagine setting your own work schedule, your own vacation time. Imagine choosing your co-workers and choosing how much time you dedicate to your family. Imagine developing your own wealth model...all with a company that is at the forefront in the infancy of the energy industry. RBM offers the ability to make steady residual income. Very few professions allow you to make ongoing residual income. Think even Doctors, Lawyers, or other professions that offer lucrative incomes. If they do not go to work, they do not make any money. Well with RBM we get paid over and over for work that was done already. This is very attractive!

RBM has created more millionaires than any other profession. Krystal Planet will be creating more millionaires than any other Direct Selling Companies, In fact KP will create even Billionaires. Why not allow KP to help you with your financial goals and dreams!

Whether you're looking for a new career, help with the monthly car or house payment, or to save the planet one person at a time, our business opportunity is one of a kind.

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[Opportunity](#)
[The KP Advantage](#)
[Why Referral Based Marketing](#)
[Compensation](#)
[How to Join](#)
[Upcoming Events](#)
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Compensation:

- Krystal Planet pays Energy Consultants (Ecos) in several ways, including those shown below.
- Sell energy efficiency products: buy wholesale, sell at retail (inventory is not required). New Ecos can earn a check their 1st week!
- Sell FutureWind: every 3 customers = \$30 per month. Refer 3, yours is Free! Immediate income: paid weekly to qualified Ecos.
- Car Allowance: qualify for up to \$1200 per month (add \$100 if you drive a hybrid or 'Eco-friendly' car).
- Wealth-building income. Participate in bonus pools (override Krystal Planet's entire worldwide sales, including revenues from wind generated electricity earned from 20-year contracts)
- Krystal Energy has with utilities). Enrol 6 Ecos in any calendar month (even in your 1st month!) to qualify for a share of the Performance Pool (average '04 share was ~\$300; multiple shares are possible). SVP pool averaged ~\$2,100 per month in '04.
- Build a sales team: like a sales manager at a Fortune 500 company, you can earn overrides on the sales made by Ecos you recruit to your team. The better job you do of training & supporting your team, the more sales they make and the more money you make. The bigger your team, the more money you can make since products & services have Eco Points (EP). Once qualified, you're paid based on EP in a 2 x Infinity matrix, called a Hybrid Bi-Matrix compensation plan (EP accrue monthly on FutureWind & ongoing services, paid to infinite depth, EP do not 'flush'). This is Referral Based Marketing (RBM) and can create secure, residual income that can be passed on to future generations. This team-building income method is optional, but very lucrative.
- RBM example: if you enroll only one (1) new Eco each month, and 75% of your team also enrolls just one (1) Eco per month (the other 25% do nothing), here is your monthly income during year one:
 - Note: assumes all Ecos enroll at the Basic level (\$50), maintain a \$50 monthly Autoship (or have one retail FutureWind customer), and don't buy any other products. If any Ecos enroll at the Gold (\$1149), Silver (\$499), or Bronze (\$299) level your income can increase substantially due to much higher Eco Points. Product purchases and more retail customers will also increase your income. To calculate your own example, click on the button above.
 - There is no corporate profit-hoarding. Every time FutureWind is sold, at least \$5-10 goes into the escrow account to build wind turbines and \$15-20 in commissions goes to Ecos. Every time. With no exceptions. In fact, Krystal Planet pays out

Month	Monthly EP Income
1	\$0
2	\$0
3	\$100
4	\$100
5	\$200
6	\$300
7	\$600
8	\$1,000
9	\$1,800
10	\$3,100
11	\$5,500
12	\$9,600

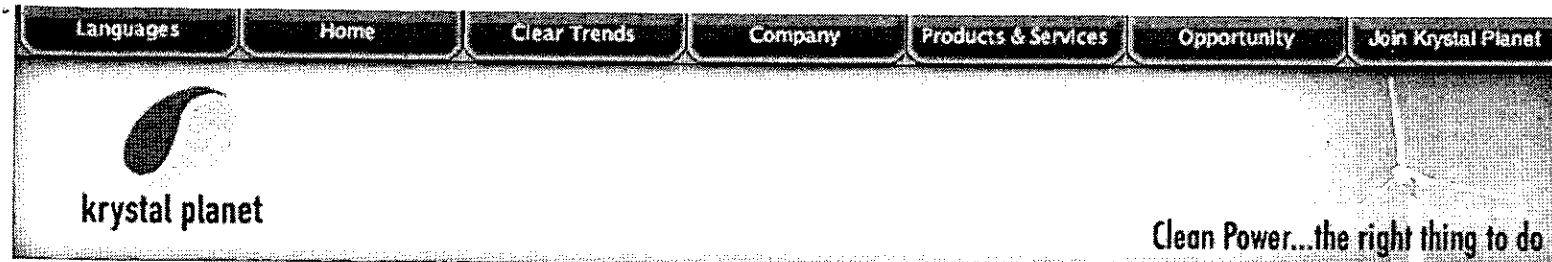
Calculate your own example

~60% of gross profits to Ecos every week.

- Lots of perks. Our Ecos earn lots of extras, including free trips to sustainable islands and resorts, convention giveaways (laptop computers, digital projectors, etc.), and big discounts on home wind/solar energy systems. The cost of these perks are paid by Krystal Planet and are over and above the 60% payout. Our distributors love our hybrid bi-matrix compensation plan because it's simple, lucrative, exciting, and reliable. And, you don't need an accounting degree to figure it out! The bottom line: the world is switching to clean power so there is a LOT of money to be made in the new energy industry and we'll teach you how to make it. The need for clean energy is not going away, so once you build your business you can count on a secure income stream from Krystal Planet for decades.

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[Opportunity](#)
[The KP Advantage](#)
[Why Referral Based Marketing](#)
[Compensation](#)
[How to Join](#)
[Upcoming Events](#)
[Global Business Center](#)

Recognition:

When you achieve results with Krystal Planet, the world will know about it! We acknowledge our performers online, in newsletters, and in the media with press releases in your home town. Results are measured by sales performance and the achievement of Ranks (obtain and review the KP Compensation Plan for details).

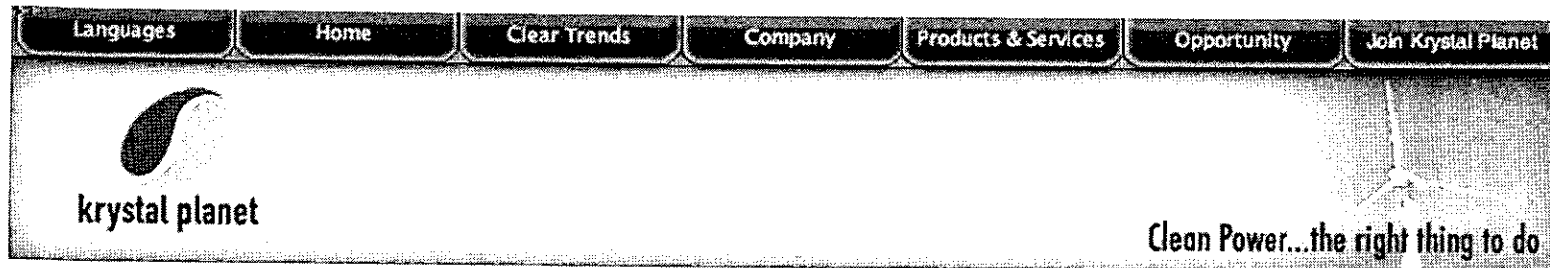
Ecos who qualify for the Performance Pool (see Compensation plan page) any 6 consecutive months and earn an all-expense paid week-long trip to your own private island in the Florida Keys! The East Sister Rock island is 100% sustainable (powered by wind & solar), has been featured on the travel channel, sleeps 8 people comfortably, has its own private beach, heliport, watercraft, more. Plus we include a \$1,000 cash travel bonus.

Krystal Planet protects its distributors (Energy Consultants, or Ecos) through a legal structure that forbids any change to the compensation plan without a majority approval of the Executive Leadership Council (ELC). The ELC is 100% comprised of field elected (or appointed) Ecos. Not a single member of the ELC is an employee or officer of Krystal Planet or our parent company Krystal Energy. The ELC also serves as the conduit between the field sales force and the corporate office for ideas, marketing tips, and product testing. ELC members are:

Director	3 Ecos on your team
Senior Director	6 Ecos on your team
Executive Director	4 Senior Directors on your team
Vice President (VP)	4 Executive Directors on your team
Senior VP (SVP)	4 VPs on your team
Executive VP (SVP)	6 SVPs on your team



Al Brown (MI)	Lana Kerr (FL)
James Bryja (MI)	Kim Nofsinger (KS)
Cary Drake (NJ)	Dan O'Boyle (KS)
Jean Eugene (FL)	Wayne Sessions (FL)



[Opportunity](#)
[The KP Advantage](#)
[Why Referral Based Marketing](#)
[Compensation](#)
[How to Join](#)
[Upcoming Events](#)
[Global Business Center](#)

How to Get Involved:

[Success Stories](#)

To become an Energy Consultant (or "Eco"), simply:

- Choose Clean Power by purchasing a Green Tag or Tradable Renewable Certificate (TRC) for \$30/month (Our TRC's represent 1000 kw hrs that will be injected into the grid.)
- Then purchase your Global Business Center for \$20/month. This is a total of \$50/ month. KP has arranged to have your TRC donated to a Not- for- Profit Organization that retires them, so your TRC is 100% tax deductible in the United States.
- This money will be automatically deducted from your credit card or checking account every month. Remember this is a month to month arrangement, so you are not locked into any long term contract.

Look how easy it can be:

- At KP we get paid a percentage of the products we sell to the people on our team, regardless of whether we directly promoted the product to them or someone else on our team invited them to the product.
- So come on board our Clean Energy Freedom Plan, promote the green tags to 6 People who want to do the same thing, which is to promote this to 6 people. Remember our goal is to get as many people on the green tag program. Every 2000-5000 people buying green tags, builds 1 wind turbine which will power approximately 800 homes.
- Now in this example we are assuming that Each Eco is simply getting 6 people to buy green tags. KP has other products, which we are not taking into consideration here. Ok, so if this happens, check out the income possibilities:
 - Month 1: You invite 6 people on your team to do just what you have done which is to become an Eco and look for 6 people who want to be Ecos. You will Earn \$60/ mth of ongoing Residual Income
 - Month 2: Those 6 people you brought on last month, do the same thing you did, which is to bring on 6 people each. You have not brought on any more Ecos. You will Earn approximately \$240/mth of ongoing residual Income
 - Month 3: Those 6 do the same thing, which is to bring on 6 Ecos each. You will earn approximately \$1400/mth of ongoing residual income

○ Month 4: Those 6 do the same thing and bring on 6 Ecos each. You will earn approximately \$7,800/mth of ongoing residual income

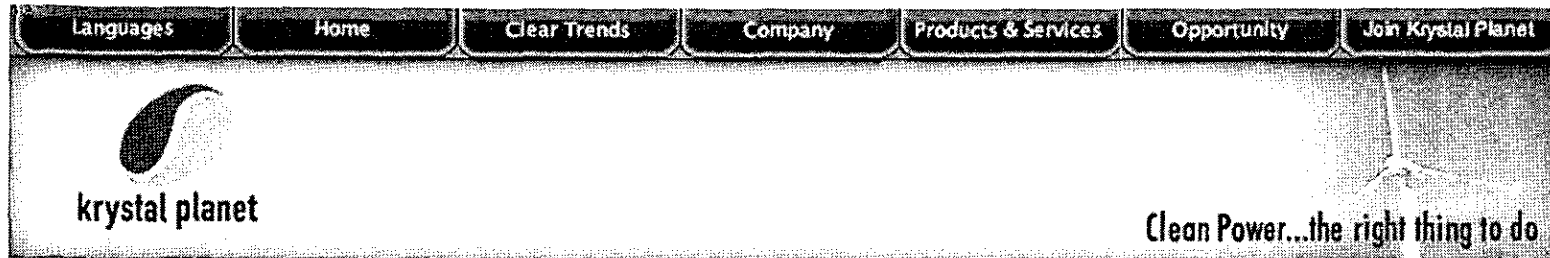
○ Month 5: The new Ecos bring on 6 Ecos each. You will earn approximately \$46,000/mth of ongoing residual income

- We will stop there but obviously you earn more the next month when the New Ecos bring on more Ecos. Seriously, if this took 6 months or 6 years for this to happen for you to earn \$46,000/ mth of ongoing residual income, it would be worth it! And really what would you have personally done? Invited 6 people to buy green tags and to do the same thing as you!
If 90% of the people on your team did nothing and only 10% of them did, you could still be potentially earning nearly \$5000/mth of ongoing monthly residual income in your 5th month of business!

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Upcoming Events:

Attend Krystal Planet Home Energy Review Training June 24th/25th in Miami Florida. Learn about our products and the Home Energy Review program! [Click here to find out more](#)

[ENROLL HERE for the Miami Home Energy Review Training](#)

Conference calls:

Join us on a live Conference Call:

Corporate Update Call: **Tuesday** 9 pm

This call is the best time to get current updates about Krystal Planet news and find out about new promotions. Awards and achievement recognition will also be announced on this call as well.

Q&A with a Corporate Representative: **Monday & Thursday** 9 pm or Saturday 1 pm

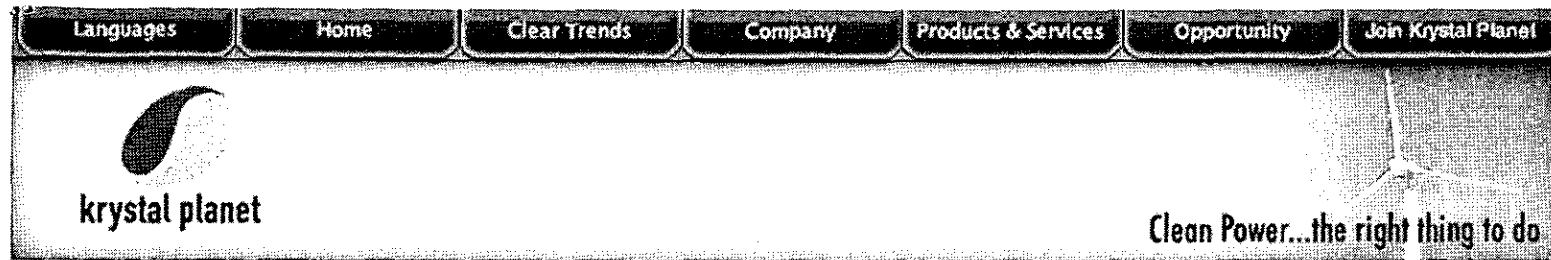
The Thursday call is an operated assist call where you can ask Krystal Planet's president and CEO Troy Helming your question personally.

All times are Central ~ For all conference calls, dial 1-507-726-3300, enter PIN 11437#

Use the following link for Scheduled Web Cast Services. You will just need to type in your name on the next screen.

[Join Meeting](#)

To view the calendar of events [Click Here](#)

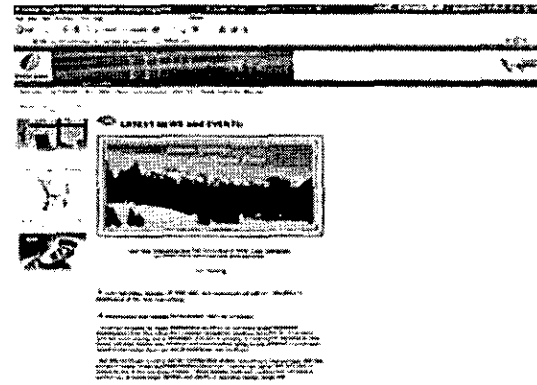


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Benefits of the Global Business Center:

When you join Krystal Planet as an Energy Consultant, you will receive monthly access to the Krystal Planet's Global Business Center (\$20 per month), a powerful tool to help you manage energy consultants that you recruit and customer sales. Benefits include:

- Comprehensive downloadable list of brochures, sales tools and marketing materials
- Company message board
- Ability to view monthly and weekly commissions statements online
- Ability to view invoices and monthly autoships online
- Collections management for your customers and recruited energy consultants
- Ability to view your customers and recruited energy consultants online
- Sign up for your own Krystal Planet email service
- Order Krystal Planet business cards, rolling billboards, apparel and sales tools
- Preferred links for special offers on residential mortgages, health insurance and other benefits
- Sign up for the virtual money card to receive your commissions electronically
- Regular email updates on system enhancements



NEW: Special Premium Service!
For \$10 per month, you can receive the following Premium services:

- Receive all correspondence via US Mail service and email (if you choose)
- Premium customer service access