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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, Australia, Asia and we're opening new market areas all the time.

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 and dealers since 2000 and we maintain an A+ rating with the Better Business Bureau:



<http://www.bbb.org/columbia/business-reviews/internet-shopping-services/kid-music-and-friendly-songs-divisions-of-km-consolidated-in-gilbert-sc-12003848>

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 are just starting a new business venture or expanding your current retail offerings, either way, Friendly Songs can significantly help your bottom line.

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](mailto:Admin@FriendlySongs.com).

And we encourage you to visit web site at [www.FriendlySongs.com](http://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 been listed with the Better Business Bureau since 2004 and carry an A+ rating.
  - Make sure you check the business rating of any company you plan to do business with.
  - Unfortunately in this age of the internet, a completely unknown or shady company can have a slick looking website. Don't be fooled when making a long term decision about your business future. Any wholesale company you do business with should have a long term track record that they, and you, should be proud of.
  - We are that type of company, a company that will be there to support you for years to come and a company that focuses on great customer service above all else.
- We've recorded over 3,500+ pronunciations in the current albums (this is over 12,500 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)
- And if we don't already have a name you need, you'll have the ability to order and deliver Custom Names to customers 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
  - Our exclusive Double Album technology for putting two different albums for two different children on the same CD – no more fighting over whose CD is played next.
  - 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 and reports
  - Support for multiple retail locations
  - Password security is configurable for System Admin Functions & Production Functions
  - Manual or Automatic System Updates – Get new names daily automatically if you wish
  - Music demonstration features for doing shows when the system is idle
  - Visual and Audio screen saver also for doing shows when the system is idle
  - We'll even help you install the software, help you set it up on your computer and then give you a full training session on how to use the Friendly Songs BOD software. It really couldn't be easier.

- If you've already got a web site you can add our powerful Music iFrame to it so your customers can listen to the child's name before they order from you.
  - The music iFrame can even pass to your web site order form the Child's name, Pronunciation and Album Selection based on what the customer liked making it easier for your customer to order.
- 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.
  - You select the domain name
  - You tell us how you want it to look
  - We set up everything necessary to be able to be selling on line
  - You have full control over adding or changing anything on your site
  - Excellent tutorials are included for training

### What do I do now?

1. For right now, read through the rest of the information in this package.
2. Go to the sample web site at [www.PersonalizedFriendlySongs.com](http://www.PersonalizedFriendlySongs.com) and check out the products that are available for you to sell.
3. Sign up for the e-mail newsletter on the "Contact Us" page:  
<http://www.friendlysongs.com/contact-us.html>
4. If you use Facebook follow us there by clicking on the "Like" button on the "Contact Us" page:  
<http://www.facebook.com/FriendlySongs>
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. Or you can scan and email it back to us if that is easier for you.

## Names Features

- You will get **ALL NAMES** we have recorded for the albums you obtain a license for, even the custom names we record for other dealers.
- We've recorded about 3,500+ 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 12,500 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 12,500 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.
- You will be able to add any or all of the 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.
- Professional and colorful 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.



**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**  
Personalized Music and Gifts  
Support 803-485-1544

[www.PersonalizedFriendlySongs.com](http://www.PersonalizedFriendlySongs.com)

SN: 00034D39F2BB

Common Names Extended Names

Name	Pronunciation
Aaditya	Ah-Dee-TEE-Uh
Aari	Are-Eee
Aaron	Air-Eee-Un
Aaron	Air-Ren
Aaryan	Are-Eee-En
Aasa	Aaa-Sah
Aavenley	Aaa-Ven-Lee
Abby	Abb-Bee
Abdiel	Ab-Deal
Abdil	Ab-Dill
Abdul	Ab-Dool
Abdullah	Abb-Do-Lah
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
Adan	Add-En
Addie	Add-Dee

**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 Hoker Pokey

ABBY  
HAPPY BIRTHDAY AARON!  
YOU ARE THE GREATEST KID!  
LOVE MOM AND DAD

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 Hoker Pokey

Print Lyrics Print Top Label Print Bottom Label

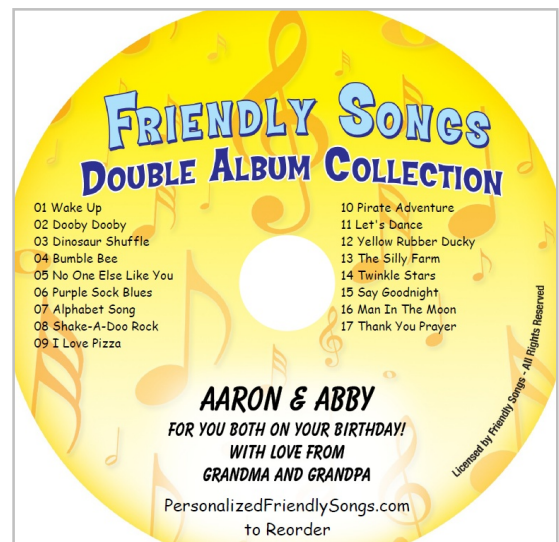
Make Double Album CD Launch Web Site To Order Custom Name

Status 73.5 Credits

Selected Album: Birthday Party Songs

## Double Album Features

- The BOD system will even allow you to make a Double Album for your customer.
  - Just select the first name and first album
  - Then select the second name and the second album
  - You can select the same name & two different albums
  - Or you can select two different names for the same album
- Select the track mixing method
  - Choose from either End-To-End which means the first album then the second album will play on the CD. This would be the preferred mixing method if you are doing one name but two different albums on the same CD.
  - Or you can select Interleave which means the first track from album 1, then the first track from album 2, then the second track from album 1, etc. This would be the





preferred mixing method if you are going to make a double album for two different children so that each child takes turns listening to one of their tracks.

- The Double Album Feature is a huge boost to your business by allowing mom's and grandparents with two kids make them both happy with Personalized Songs for them but not having the hassle for the parent of switching out the CD for each child.

### 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:
  - Pre-stuff them and sell in retail stores by making the sound module for the customer on the spot.
  - 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.
  - Birthday Parties, Special Events at Schools, Fundraising Parties at a Church or Day Care, the opportunities are endless.
  - 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 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 and 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. Some labels are included with your start-up kit.

## Lyrics Features

- While you're printing the CD label you can also print out the CD's song 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 still burning.
  - You don't have to be dead in the water waiting for a CD to finish burning and possibly losing an opportunity to demo the CDs for a new customer while you are waiting.
- CD burning is very efficient with CDs burning in 1 – 3 minutes each depending on your system hardware, the CD media type 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 4<sup>th</sup> 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 Windows XP or Vista 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 logs will be available to you to be able to see what activity has occurred on your system over any date range all the way back to the first day you installed the software.

### 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 or retail store, 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 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.
- Or you can even set it up so that when it goes into audio screen saver mode it also displays samples of the CDs bouncing around on the screen which will attract your customer's attention.
- These three 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 go up by 300%.
- You decide how it looks by selecting the colors 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 and stuffed animals 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).

**So what are you waiting for?**

**Let's get your Friendly Songs BOD Dealership Started NOW!**

**Just fill out the attached order form and fax it or scan/email it to us.**

**Dealer kits are in stock and will be shipped within 1 business day of your order.**

**And when you get your kit in the mail, just set up an appointment and we'll be glad to install the software for you and give you a personal training session so that you can be up and running right away.**

**So send us your order form NOW and get started!**