



# *invest in moose river!*

DEAR BUSINESS OWNER;

Thank you for your interest in expanding your business's base through a partnership with a MOOSE RIVER based company. Now MOOSE RIVER may not be the world's largest city, but it does have the world's largest opportunity for business owners like yourself to grow and earn the success that you so richly deserve! As the second largest city in Tuolumne County, California, Moose River has a rich history of prosperity stemming all the way back to the California Gold Rush. Striking gold comes naturally for us, and we'd like for you to stake your own claim to your future!

The MOOSE RIVER CHAMBER OF COMMERCE would like to introduce to you four companies born out of Moose River which may lead you to the Gold Rush dream of your own. Triangle Gasoline, Durochi Systems, Red's Corporation and the Pencilball League: all are very successful companies who want to pass as much of their success onto you as you can handle.

**TRIANGLE GASOLINE:** Franchise owners are fired up over Triangle Gasoline; help bring everyone to the 21st Century by building the first green fuel station in your area, or simply provide the best and most inexpensive fuel around!

**DUROCHI SYSTEMS:** Durochi Systems is the leader in personal electronics with their hip new products like the durochiPOD and the SLZR Cellphone. Be a part of the new Gold Rush; the internet and computer technology!

**RED'S CORPORATION:** Red's Corporation as a store owner's best friend with their worldwide reach in imported goods; if it's the latest hot product from Japan, Iran or Ireland, Red's can help you bring it to your store at an extremely affordable cost!

**PENCILBALL LEAGUE:** What started as just a fun backyard game has become the newest, fastest growing sport in the nation! With everyone tuning their eyes and ears to the next Pencilball game, advertisers like yourself are being exposed more than ever before!

With so many people flocking to Moose River's many business opportunities, it's not hard at all to see that your own partnership with one of our businesses will take you somewhere big! And don't just take our word for it, we have put in a lot of research to help validate our claims; if you're convinced with what we have to say, then simply continue to read and see for yourself where you could be going. We thank you for your time and interest and look forward to working with you in the near future!

- THE MOOSE RIVER CHAMBER OF COMMERCE



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# *Triangle Gasoline*

## **THIS COMPANY'S GOAL:**

The three Scotts Brothers opened their first Triangle Gasoline refueling station in 1913 in Moose River once the production of oil in California started to become extremely lucrative. Since then over two hundred new stations were opened in California, Nevada and Arizona, with a majority of them in Tuolumne County. Triangle Gasoline's staying power has proven to be extremely strong; with their commitment to the best gasoline prices available and friendly customer service, no Triangle Gasoline station has ever been shut down in the ninety-five years Triangle Gasoline has been in operation.

And yet despite Triangle's strength in the region, times are changing. Peak oil had been reached a decade ago and so oil production has been decreasing each year. With the decreasing supply brings increasing gas prices, which in turn affects the prices of everything else around us. And as consciousness of global climate change is gaining a foothold in the public's mind, the fuel industry as we know it is on its way out. Fortunately Triangle Gasoline has recognized this inevitable future and is working towards providing the world with the alternative sources of power that it will eventually require. This does have the added benefit of putting Triangle Gasoline in the unique position to lead other gasoline companies, and with it may bring growth no gasoline company has seen in their own history.

Current owners of Triangle Gasoline refueling stations will play a strong part in this new future, and they know it. And right now is the perfect time for you to open up your own Triangle Gasoline station and help usher in a new era in your area!

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# *Triangle Gasoline*

## **WHY PARTNER WITH TRIANGLE GASOLINE?:**

Triangle Gasoline's strength is in their commitment to providing their customers with exactly what they want in regards to their fuel needs. The fact that they have been around since 1913 and haven't closed down a single station is testament to that fact. On top of that, they have shown time and time again that profit is not their focus and that customer satisfaction is their priority. The top chart on the next page shows the average price of gas Triangle has provided for the past ten years relative to the State and National averages; Triangle's interest in easing the pressures of car ownership for their customers can be seen in their lower-than-State-average gas prices.

So with customer satisfaction in mind, Triangle wishes to stay on top of consumer trends. The second graph on the next page shows the percentage of new cars being bought by consumers that run on alternative fuels versus new cars run on traditional gasoline. This can then be compared with the third chart that shows how many Triangle refueling stations provide alternative fuels relative to all other companies that Triangle competes with. As the number of alternative fuel cars being sold goes up, so does the number of Triangle's alternative refueling stations, which increases more than that of all other stations combined.

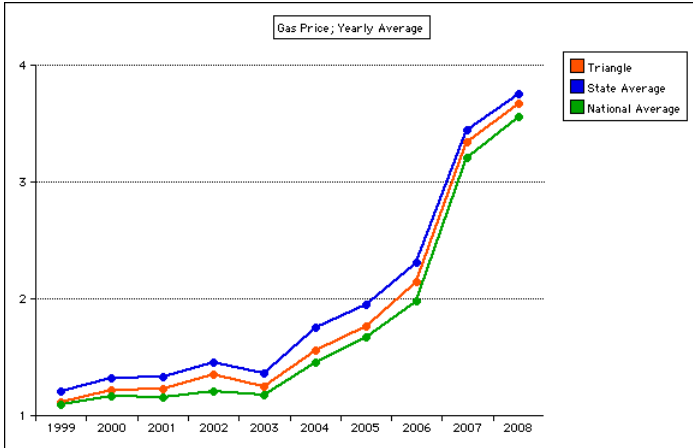
As a potential new franchise owner, it isn't hard to see how staying on top of market trends is the best way to make a profit and stay profitable. Triangle's commitment to providing alternative fuels in this changing market will guarantee growth and success while sticking with the old styles will eventually mean disaster.

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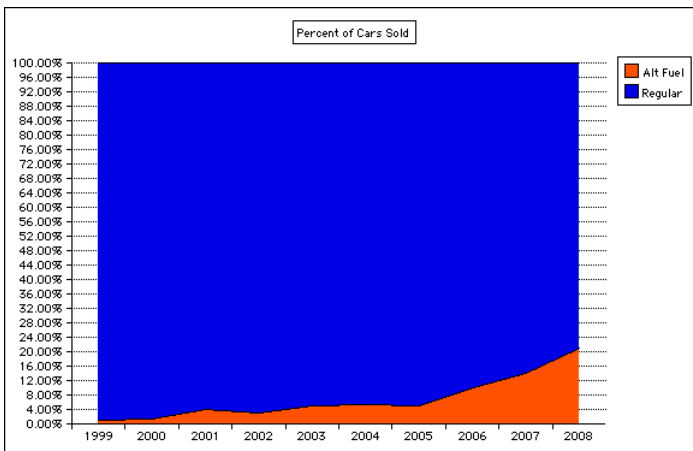
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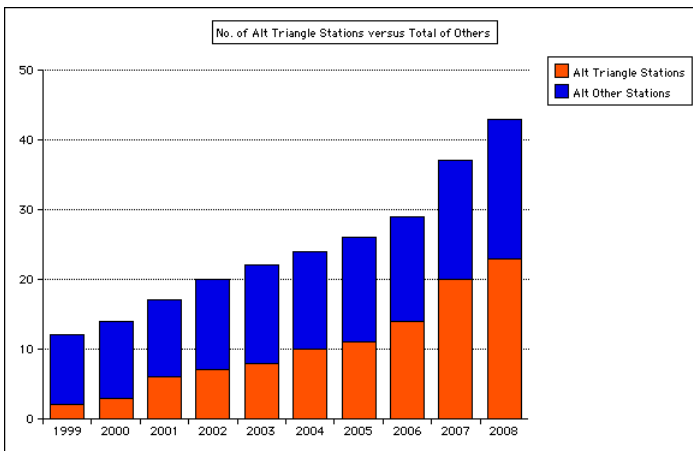
# Triangle Gasoline



TOP CHART: Gas prices for each year for State average, National average, and average of all Triangle Gasoline stations. Numbers are in Dollars.



MIDDLE CHART: Percentage of new cars bought which run on alternative fuels versus standard gasoline.



BOTTOM CHART: Number of re-fueling stations that provide alternative fuels, for both Triangle Gasoline and all their competitors combined.

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# *Durochi Systems*

## **THIS COMPANY'S GOAL:**

In 1961, friends Nicholas Kalulus and Jorge Wilkins converted Nicholas' garage into a makeshift electronic hobbist lab. One year later, the newly incorporated Durochi Systems released their first portable consumer electronic device: a relatively robust calculator device which weighed a mere two pounds and cost only \$1,200. While it didn't make that big of a splash back in 1962, it was a sign of things to come from Nick and Jorge's drawing boards. It wasn't until 1969 that Durochi Systems released their first ground-breaking product, the WMC-200 (or Wizard Mainframe Computer 200), their first of many Wizard-branded computers. The WMC-200 revolutionized corporate computing by making it extremely easy and accessible for its users to perform a myriad of operations, back in a time when computers were considered an opulent luxury.

Despite falling on some hard times during the 80's and 90's, Durochi Systems has become one of the most important developers of consumer electronic in the 21st Century. Half of their success comes from their award winning consumer electronics like their latest cellphone, the SLZR, as well as their wildly successful music device, the durochiPOD. The other half of their success actually comes from their distribution plan; Durochi Systems has allowed their products to be sold at all sorts of locations where consumer electronics aren't traditionally sold, which in turn has allowed for maximum product penetration. But while Durochi Systems products are sold in many places, there is still a large market for their products that is still virtually untapped which Durochi Systems is eagerly interested in breaking into. This creates the perfect opportunity for business owners to use Durochi System products to bolster their own business, something Durochi Systems is extremely open to helping out with!

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# *Durochi Systems*

## **WHY PARTNER WITH DUROCHI SYSTEMS?:**

Durochi System's products are extremely popular and show no signs of slowing. As evidenced by the top graph on the next page, Durochi System's profits have increased every year since 2001 and almost consistently as well. When in 2003 Durochi Systems introduced their partnering system where businesses not traditionally related to consumer electronics can purchase Durochi Systems products for resale and/or redistribution, the profits for Durochi's partner businesses have increased dramatically over a random selection of businesses that aren't partners with Durochi Systems. This goes to show that simply being around Durochi Systems can bring extra success over those who aren't willing to do business with Durochi.

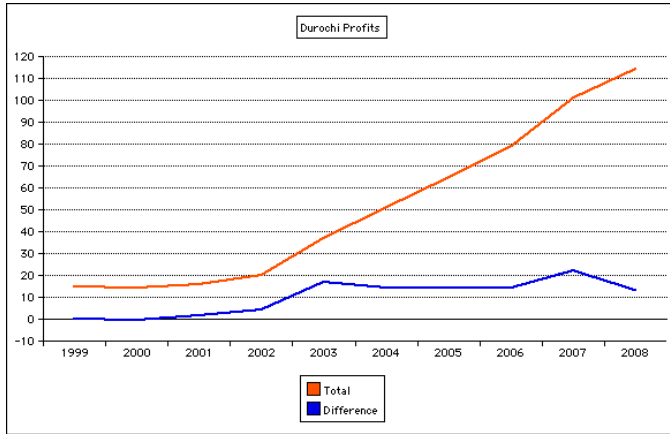
Once your business teams up with Durochi Systems, not only will knowledge that your business has Durochi System products available help bring in new customers and help you sell your own products and services, but Durochi Systems in turn will advertise your partnership to their consumers and new interest will be generated through them. This is a win-win situation for everyone involved!

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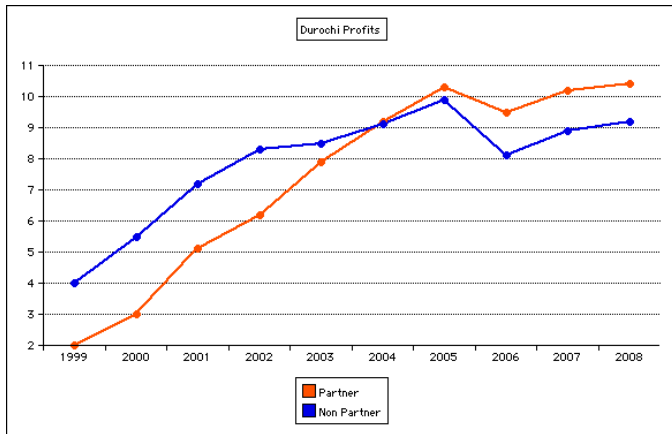
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# Durochi Systems



TOP CHART: Profit margins for Durochi Systems as well as the difference in profits made between years. Numbers shown in millions.



BOTTOM CHART: Profit margins for Durochi System's partners versus that of a random sampling of non-partners. Numbers shown in millions.

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# **RED'S** *Red's Corporation*

## **THIS COMPANY'S GOAL:**

Moose River was founded in 1851 by Theodore Red, a pioneer who came to California to strike it rich in the Gold Rush. Before founding Moose River, he played an important part in taming the California wilderness. Such was his importance to the life and times of Gold Rush era California that his memory still burns bright after over almost 130 years after his death. It most certainly was still burning bright in the 1950's when Theodore's great-grandson, Walter Red, laid the foundations for the Red's Corporation, starting with the first Red's Mart and Red's Diner, which are both located in Moose River.

During the 1960's and 70's, the Red's Corporation began to expand by leaps and bounds, staking their claim in various new markets much like its gold mining Fortyniner namesake. It was in 1968 when, during a business trip to Japan, that Walter Red discovered a wonderful new product being sold over there which had no American counterpart: a simple bamboo back scratcher. Walter bought up a sizable amount of back scratchers and brought them back to America which he sold at several of his Red's Marts. Within a week they were all sold out. Almost immediately thereafter Walter came up with an idea that has since serviced almost small businesses nationwide: the Red's Corporation will become the nation's number one importer of goods and products from around the world! Now while the Red's Corporation runs its own import store chain, it easily recognizes that 75% of their import sales come from small businesses and local ethnic shops from across the nation. In fact, many of these small businesses do considerably well through the Red's Corporation's reputation alone. Now given that and that many corners of the nation have ethnic populations that have yet to be touched by Red's imports, it sets up the perfect opportunity for other small business owners to open up shop and service those who miss that certain candy from their homeland or are having trouble finding upgrades to their favorite product which has no counterpart Stateside!

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# **RED'S** *Red's Corporation*

## **WHY PARTNER WITH RED'S CORPORATION?:**

The niche that the Red's Corporation fills is a big one. Because Red's sells imported products to many small businesses and ethnic shops across the nation and has the strength to keep going, new business owners won't need to ever worry about their supply line from disappearing out from under them. Not once in the past ten years have sales slipped in any significant way. In fact, over the past ten years, Red's sales have increased, as seen in the top chart on the next page.

You can also expect top quality imported products from Red's; in the past ten years the number of partnerships Red's has entered into with foreign manufacturers have tripled in that time. If you're a new business in an area with a large ethnic population and you're looking to fill your shelves with the best products, if it exists somewhere in the world, Red's can practically guarantee that they can get it; because of which Red's has rightly earned a reputation for providing the best imported goods.

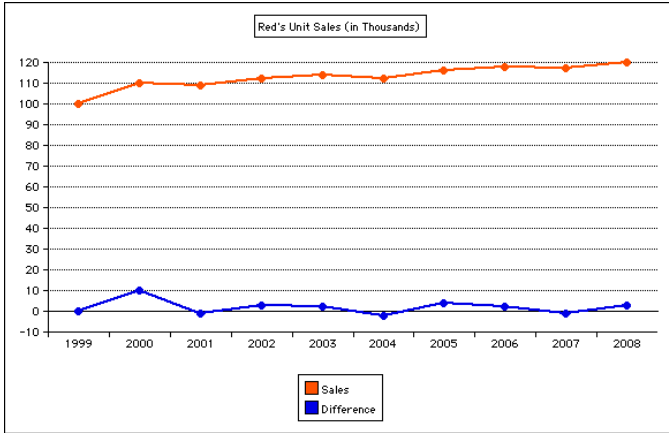
All this comes together in increased profits and success for the small businesses and ethnic shops that buy from Red's. The bottom chart on the next page shows how businesses that buy from Red's have constantly stayed on top above those who don't buy from Red's; Red's reputation for providing the best imported goods is the shot in the arm their buyers need.

In the end, Red's isn't just a middleman between you and foreign products, but is instead an important partner towards your success.

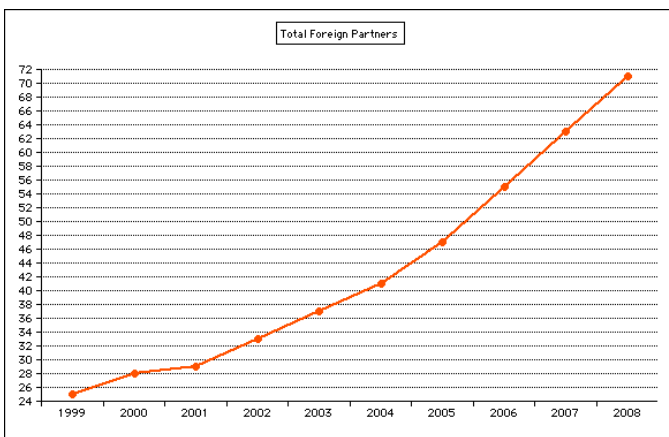
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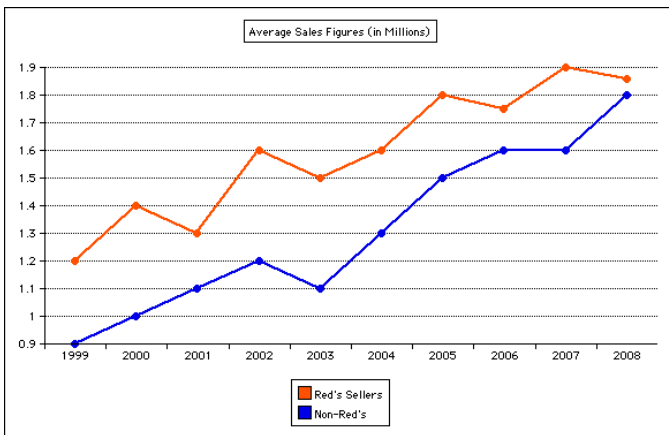
# RED'S Red's Corporation



TOP CHART: Number of products sold by Red's Corporation to businesses versus the difference of products sold per year. Numbers shown in thousands.



MIDDLE CHART: Number of partnerships Red's Corporation has made with foreign businesses and manufacturers, which provide Red's with imported goods.



BOTTOM CHART: Sales figures for businesses that buy from Red's versus a random sampling of businesses that don't buy products through Red's. Numbers shown in millions.

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# *Pencilball League*

## **THIS COMPANY'S GOAL:**

In the early 1980's, Mark Seav and Petre Downer, a couple elementary school students, created a little game they played with themselves by flicking a little marble around on a table, trying to hit it between each other's goal posts. This silly little idea for a game was eventually resurrected by Mark and Petre in 1991 while they were students at the University of California, Moose River, when the two were in a unique position to create a new sport for bored students hanging out in the quad; only this time the tiny marble was a soccer ball and the pencils were larger, makeshift "pencilball clubs". The new game proved to be an instant hit and within three years five Pencilball teams were organized by UCMR students. The appeal of the game spread far beyond the UCMR campus as Pencilball playing students graduated and took their game with them to where ever their careers lead them, and by 1999 Mark and Petre officially started the Pencilball League.

Over the past nine years the Pencilball League grew from a fledgling five teams from UCMR to a whopping fifteen teams covering six states along the Western United States. Tickets to Pencilball games are almost always sold out, with some of the best seats going for almost \$100 or more. Pencilball games which are broadcast over television and radio tend to have a higher-than-average viewership. Popularity for this simple game keep growing by leaps and bounds, with the best Pencilball games sometimes giving some MLB and NFL games a run for their money! But given how young Pencilball is, it's still not taken as seriously by many advertisers as baseball and football is, and so many businesses don't bother buying ad space at Pencilball games. This in turn creates the perfect situation for other businesses to advertise themselves with: viewership is high yet advertising competition is low. This just means that there is no better time than now to capture the hearts and minds of Pencilball game viewers!

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# *Pencilball League*

## **WHY PARTNER WITH THE PENCILBALL LEAGUE:**

Pencilball's popularity has been on the up-and-up over the past ten years. The top chart on the next page shows the average attendance of each game over that year for Pencilball (PBL), Baseball (MLB) and Football (NFL). While Pencilball has yet to catch up with either baseball and Football in terms of popularity, the rate it's popularity increased is much greater than that of either baseball or football. In due time it'll end up being a worthy competitor to those other two sports.

But more importantly are the advertising rates for Pencilball games versus their more popular sport competitors. The middle chart on the next page shows how much cheaper it is to run advertisements at Pencilball games, while the bottom chart shows how the per-person cost of advertising at Pencilball gamers is just as cheap! That means your dollar goes much farther at Pencilball games, and your advertisements can be seen by much more people for how much you spend on it.

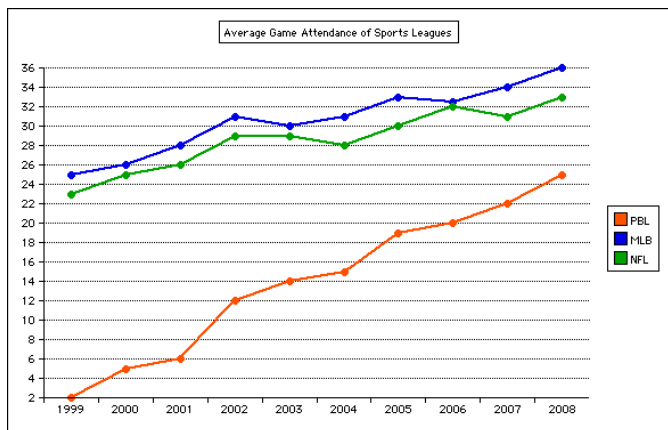
The other great advantage of advertising at Pencilball games is how local everything is. Since baseball and football is nationwide, local businesses don't benefit much from advertising through them. But since all Pencilball teams are located more locally relative to baseball and football teams, then local businesses--especially ones with less money to spend on advertising--will greatly benefit through advertising at Pencilball games since they know the people who see their advertisements will be the ones who will benefit from that knowledge.

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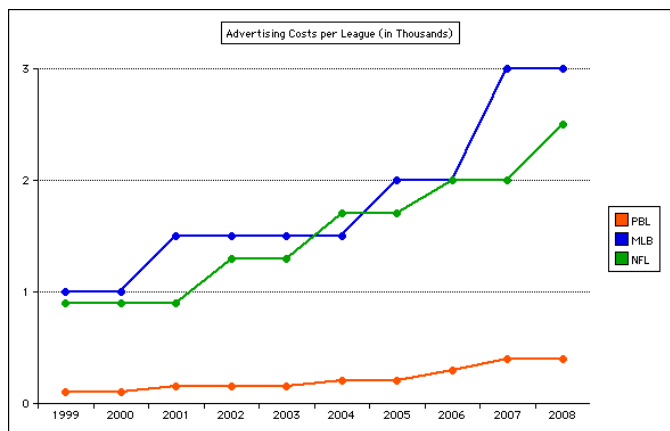
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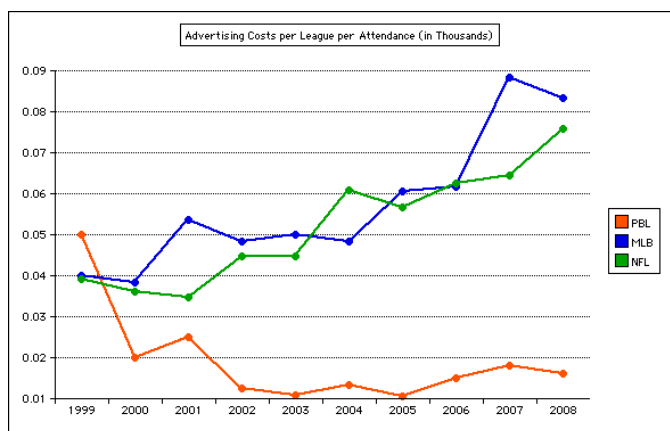
# Pencilball League



TOP CHART: Average attendance numbers for each Pencilball (PBL), Baseball (MLB) and Football (NFL) game over that year. Numbers are in thousands.



MIDDLE CHART: Average cost to advertise at Pencilball, Baseball and Football games. Numbers are in thousands.



BOTTOM CHART: Average cost to advertise per person at Pencilball, Baseball and Football games. Numbers are in thousands.

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