

GENESIS CONSULTING

The Company & The People

Genesis Consulting offers a full array of consulting services along with products developed by Jerry Mattox and Dennis Ashe. These products and services are designed for the Network Marketing, Direct Sales, Mail Order and Fulfillment Industries.

From Startups to Established Companies, Genesis has the resources and experience to assist a company in becoming successful in almost every aspect of it's business. We have been in business since 1981.

With years of experience in the complex world of multi-level and direct marketing, Genesis has developed Products which speed order entry, enhance cash flow, improve customer service and increase profits. Our Products and services are designed to work over the Internet to allow true virtual office capabilities.

Thomas Edison once said that Genius is "2% inspiration and 98% perspiration." Inspiration requires a thorough knowledge of what needs to be done. We think these Products have that touch of Genius. We call it The Touch of Genesis.

Dennis R. Ashe is President/CEO of Genesis Consulting. Mr. Ashe has been in the Computer Software business since 1981. He has designed systems for both local and national companies. In 1983 he designed the Point-of-Sale System used by MAC Tools distributors worldwide. MAC Tools is the second largest manufacturer and distributor of automotive hand tools in the world and is a division of Stanley®. Mr. Ashe also designed the **ChecksOnLine™**, Genesis **Virtual Company & Virtual Office™**, and **EPS Switchboard™**, software currently being used by companies worldwide. He was also a highly successful Network Marketing distributor for many years before he started designing Network Marketing software.

Jerry Mattox is Manager of Product Development. Jerry completed college in 1984 with a B.A. in Computer Science, and minors in Math and Physics. His thesis in college was on Binary Tree Data Structures and he is probably the leading authority on Network Marketing Compensation Plans in the Industry.

In 1986 Jerry developed a software package for the Network Marketing Industry called **CCM Professional™**. He has developed and installed software for over 1800 different Network Marketing companies since the inception of **CCM Professional™**.

Jerry was a professional Motocross Racer from 1976-1987 for Team Honda, and was top ranked in the world winning over 2000 races in that sport. From 1993-1996 he was a Jet Ski Racer in the 785 Stand Up Ski Class and in 1995 he finished 2nd in the World, winning over 100 races during his Jet Ski career.

Genesis is experiencing steady and solid growth. The computer background of management and staff spans over 60 years. We have also designed, sold and implemented software and computer systems from mainframes to micros. Since we are familiar with numerous computer operating systems, we have the expertise to develop an integrated or custom installation. Genesis is a proud member of the NACHA, TACHA & the Microsoft Developer Network.

The Mission

From start-ups to established companies, Genesis has the resources and experience to assist a company in becoming successful in almost every aspect of its business. Genesis also works with other leading Industry Consulting Firms that specialize in offering many products and services to Network Marketing, Direct Sales, Mail Order and Fulfillment companies. Whether it's software to manage the business, marketing/compensation plan development, communications programs to recruit and inform distributors, or product development & procurement, we have the right solutions.

The Products

Genesis offers the widest assortment of services and products available anywhere. Our *Virtual Office™* products are designed as an ASP (Application Service Provider) Model to lower our customers cost of operations by outsourcing their IT Department to us. This is our Total E-Commerce Package see our brochure for details. We also provide Replicated Web Sites for Network Marketing Distributors and we host the entire Intranet and Extranet for your company. In addition to all of the above, as consultants, we can assist in the following areas; Credit Card/Merchant Services, Web Page Design Services and various marketing services.

Genesis Consulting, 5251-C Hwy. 153 #192, Hixson, TN 37343 -- (423) 876-8685, (423) 876-8656 Fax
Web Page www.genconsult.com or e-mail gmgr@genconsult.com