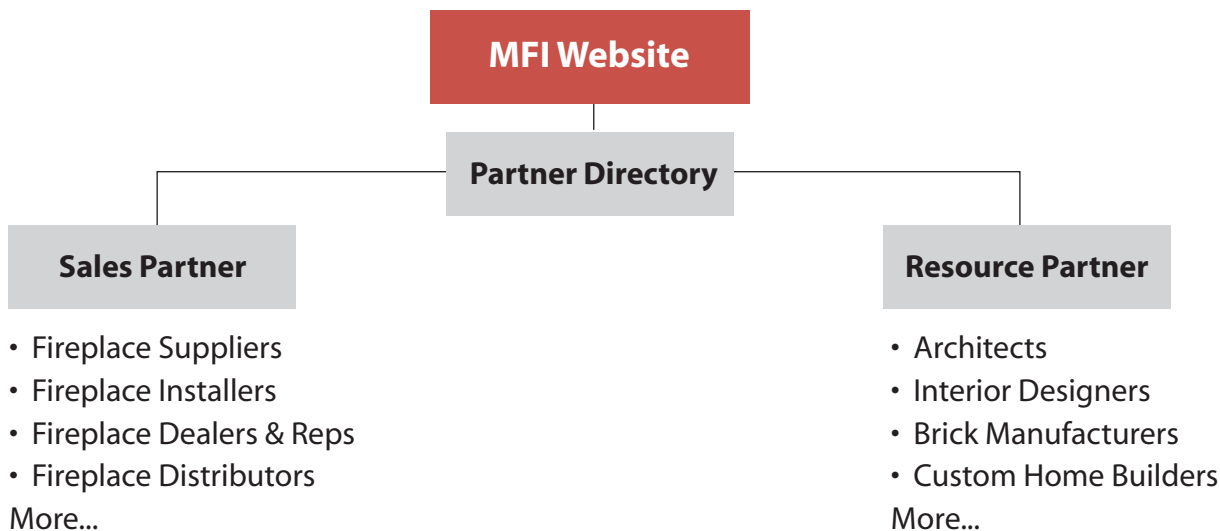


Sales Partner & Resource Partner Program

Our Mission

At Masonry Fireplace Industries, LLC (MFI) we are committed to helping architects, builders and designers add value to residential and commercial fireplace projects while keeping a tight rein on building materials and construction costs.

In addition to modular fireboxes for wood-burning and gas-log masonry fireplaces, MFI offers an array of components, including a line of factory-built brick panels. Because we are a component manufacturer, our channel program is critical to the success of our business. We have developed various partnerships programs for building professionals and vendors who specialize in constructing, designing, or selling fireplaces.



Benefits:

- Company listing in our Online Consumer Fireplace Shopping/Vendor Directory
- Sales partner profile on the "Partners" section of our Website with a link to your company Website
- Creating a landing page about our products on your Website
- Website co-linking to boost your Search Engine Ranking
- Search Engine Optimization of your company content on our site
- Access to MFI's Online Sales Partner Toolbox with CAD files, installation manuals, training videos, sales collateral, and much more

Benefits:

- Access to MFI's Online Resource Partner Toolbox for updated CAD Drawings and Specs.
- Company Listing in our Online Consumer Fireplace Shopping/Vendor Directory
- Featured Spotlight on our "Resources" section of our Website
- Co-promotions programs
- Website co-linking to boost your Search Engine Ranking
- Search Engine Optimization of your company's profile content on our site



If you would like to become an MFI Sales partner, please use our online inquiry form to register www.Mason-Lite.com/contact or give us a call at **(800) 345-7078**.

MFI CEO Letter

Santa Ana, CA – February 28, 2008 – Masonry Fireplace Industries, LLC, (MFI) would like to introduce our Web-centric Partner Marketing Program. The program is intended to produce higher Web site search rankings, generate brand awareness and attract more leads for those who sign up and qualify as our sales or resource partners.

Recent industry research shows that B2B and B2C buyers typically would begin shopping or sourcing using top search engines such as: Google, Yahoo, MSN, AOL and Ask.com.

The problem is, unless the buyers enter your company or product brands, most would end up with millions of result links every time they submit a search. With the average searcher scanning through only the first 3 pages, they tend to walk away disappointed, not being able to connect with the information they needed to help make a sound purchase decision.

This is where our program comes into play. The MFI Mason-Lite Partner Marketing Program deploys (SEO) Search Engine Optimization as one of the best practices aimed to help our partners achieve an online presence and higher search result rankings. We begin with a Web site co-linking program from our site to our partners', and to a proprietary list of synergistic third party Web sites with relevant content to what is being searched by the B2B and B2C buyers. (See examples at: <http://www.finddemobuy.com/mfi>)

An approved partner can also participate in our co-op marketing program, to include a multi media ad profile page on our Web site www.Mason-Lite.com, along with an array of direct marketing, advertising/PR promotion and online advertisement campaigns we conducted throughout the year.

In essence, the program is productive as to generating brand awareness and leads because once your site is ranked higher, more qualified visitors, thus sale leads would follow. The more co-linking between sales and resource partners' sites, the more likely it is for the buyers to find the information they need.

Please feel free the contact me directly for more detailed information about our program.

I am looking forward to your participation,

Sincerely,

Bill Harris, Managing Partner/Co-Founder
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