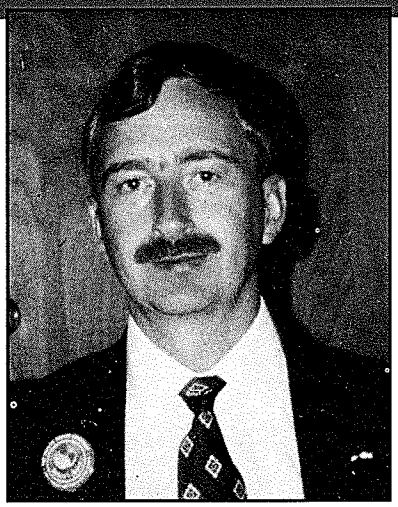
Rhoades and *DownEast Winning Team* are on Their Way Up



ROLAND RHODES, Maine, Director

Several years ago **Roland Rhoades** began a gradual process of creating a new, more positive work environment for himself. As an electrician at a naval shipyard in Portsmouth, New Hampshire, he enjoyed his work, but not the negative working environment. Rather than stand still and complain, Roland decided to take steps toward the positive.

His efforts led him from the shipyard full-time, to supplementing his earnings with part-time work in the network marketing industry. Eventually, he arrived where he is today: working full-time as a Fuller Brush Distributor.

Roland had been involved with another networking company for several years when Supervising Director Peter McCarthy recommended that he consider adding "product diversity" to his business. Roland responded that he didn't need "diversity," he needed products that worked and that would sell. "That's the definition of Fuller Brush products," Peter told him. And when he added that Fuller Brush had just made the transition to network marketing, Roland promptly decided to become the newest member of the highly successful *Winning Team* (led by National Director, John Linton).



Roland with Richard Wantock at the Hartford Regional Seminar.

It didn't take many side-by-side product comparisons for Roland to realize that Fuller Brush products simply worked better and were priced better than the products he had been promoting. "I know the other company's products well, and now I know Fuller Brush products, and Fuller's work better." Instead of adding diversity, Roland decided to change companies, and since then has never looked back.

The true advantages of his Fuller Brush business became clear to Roland as he began to prospect for new customers and Distributors. "The response I got to the Fuller Brush name was like a breath of fresh air," he said. "It was a real relief to have people respond to the name by telling stories about their favorite products, instead of making critical comments about your company."

With new-found confidence, Roland became a Fuller product expert, and encouraged the Distributors he sponsored to become one too. "I encourage the people I sponsor to use retailing as a way to offset some of the initial expenses of building a network marketing organization," Roland said. His own business is based in Maine, but he also sells through a Fuller Direct nationwide retail network, and recruits new Distributors from all parts of the country by mail and phone.

One of the benefits of working full-time on his networking business is that Roland now has more time to devote to his favorite hobby: genealogy. Over the past few years, he has collaborated with fellow members of the French Family Association in researching and writing a multi-volume family tree. Through his research, Roland learned that he had ancestors on *The Mayflower.*

Unlike his favorite hobby, Roland has not based his business on family connections. In fact, he has met every member of his Fuller Brush organization through networking.

When talking to prospects, Roland emphasizes the unique advantages of operating your own Fuller Brush business. "Name recognition is an important advantage when talking to middle-aged and older people," he said. "But just as important, among the younger crowd, the people who aren't as familiar with the Fuller Brush name, you can mention 'environmental products' and find a similar, warm response."

"The Fuller Brush name that has always opened doors, now opens minds to possibilities."

Besides prospecting everywhere he goes, Roland also works with his sponsor Peter McCarthy, and another of Peter's Distributors, Director Gary Linson, at weekend shows. Their organization has become known as the *DownEast Winning Team.*

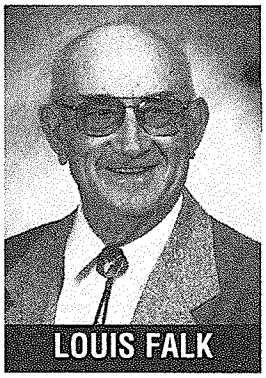
Besides freedom to do business his own way, on his own time, Roland says he appreciates the freedom that the Fuller name lends to his growing business. "It's good to know that there are virtually no barriers to achievement in this business except ones you place on yourself," he said. "I like knowing that if I needed to, I could go door-to-door to help establish my business and make good money. The Fuller Brush name that has always opened doors, now opens minds to possibilities."

FULLER TIMES

NEWSLETTER FOR THE FULLER BRUSH CONSUMER DIVISION

Volume II

LOUIS FALK, Oregon, earned the Title of Director in January 1999, after completing the Director qualification requirements. For three consecutive months, Louis had over $3,000 personal group volume. He had a minimum of five personally sponsored distributors and fifteen downline distributors in his personal group who each ordered at least $35 retail. He also placed his own order of more than $35 retail each month.



LOUIS FALK

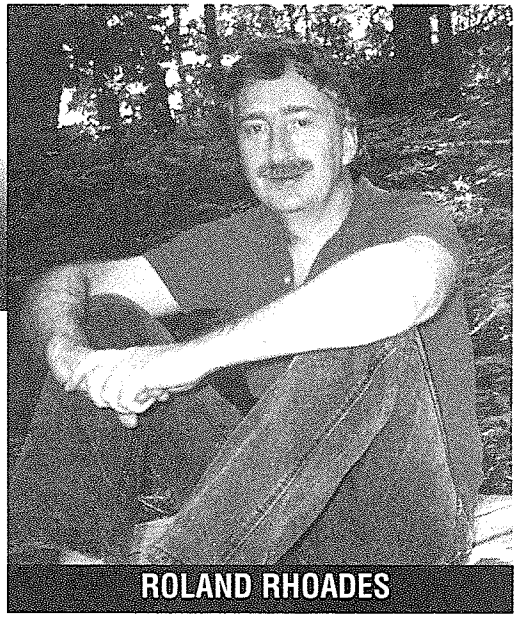
"Fuller Brush has been good to me, and I have carried on the business in my country store garage. Now people come and are able to buy the products immediately without having to wait for a shipment to come in. They like it that way," states Louis.

Louis' wife, Ina Falk, was a Fuller Brush Distributor until her death in 1995. Louis wrote the following in a letter to his upline sponsor, Executive Director, John Johnson, "She was a great woman, full of many abilities. She was a wonderful wife and mother. During my years with her, she succeeded to do everything well and one of those things was working for The Fuller Brush Company. We were grateful that God provided this opportunity for us. It not only fit our financial needs but it gave us a way to be in the community to meet others needs too."

"Fuller Brush fits perfectly into my life. I have farmed since I was a child. Now that I am retired, I enjoy this. How grateful I am to God and Fuller Brush."

Congratulations Louis on your achievement!

NEW DIRECTOR PROFILES



ROLAND RHOADES

Congratulations to Roland Rhoades, Maine, who earned the Title of Supervising Director in November 1998!

Roland gained experience in MLM through working with a couple of other network marketing companies. He says he was not making money in the other companies but did learn what to look for in a company. In February 1992, he joined Fuller Brush and began building an organization that he calls The Downeast Winning Team.

The flexibility of running his own business is important to Roland. "I'm too independent minded to work regular hours for a boss," he explains. "That's why I love Fuller Brush so much."

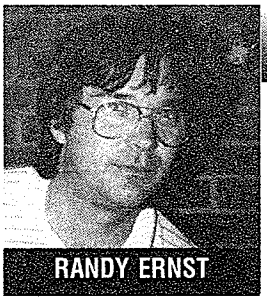
"Fuller Brush is not overnight riches, but overnight riches can disappear just as quickly as they came," says Roland. "I started off selling enough products to pay for a small inventory of my fastest selling products and to pay for national advertising looking for new dealers. Building a solid distributor base of other dealers making profit is the key. I've published a free newsletter for downline support since 1994. I now have distributors and/or mail-order customers in all 50 states. I also feel I've gotten to know as friends, many of my distributors and customers across the country, just by mail and telephone."

When he isn't working on his full-time Fuller Brush business, Roland enjoys writing, family tree research and is a spiritual seeker. He writes articles for a genealogy magazine and for his church newsletter. He is also involved in the leadership of his church. Roland says that it is important for him to be involved in other activities because it helps his productivity in Fuller Brush. "All work and no play...."

FULLER TIMES

NEWSLETTER FOR THE FULLER BRUSH CONSUMER DIVISION

Volume VI


RANDY ERNST

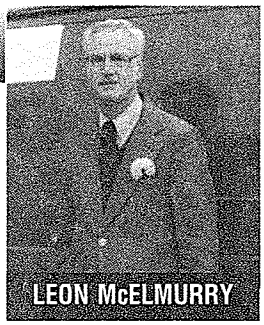
1999 TOP 10 RETAILER PROFILE

Randy Ernst from North Carolina, has been a Fuller Brush Distributor for more than 21 years.

Randy's hard work and dedication have helped make his business a success. Randy works 7400029 ten to twelve hours per day, five days a week during the Spring and Fall seasons. He has repeat customers in seven counties. Randy says, "I leave catalogs with customers to call their orders to me." Randy's most popular sellers are Germicidal Cleaner, Pre-Laundry Stain Spray, and Moth Deodorant Blocks.

Randy is 47 years old and enjoys going to sporting events, current movies and outdoor music festivals in his spare time. Randy says, "I am very personable, easy going and I have college related experience in radio broadcasting that makes it easy for me to communicate and relate with customers. I have been a bartender from time to time. I am currently employed part-time and plan on continuing my Fuller Brush career as long as possible."

1999 TOP 10 RETAILER PROFILE


LEON McELMURRY

Leon McElmurry from Indiana, has been selling Fuller Brush products door-to-door for 31 years.

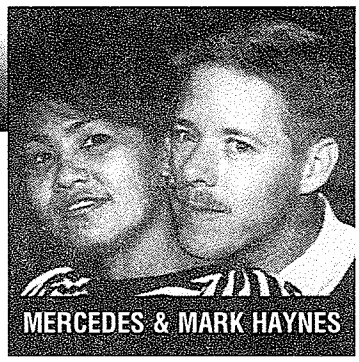
Leon knocks on the doors of his customers wearing his trademark brush boutonniere and a smile. He offers a free gift such as the handi-brush or spatula and says, "Hello, I'm the Fuller Brush man." According to Leon, it's pretty hard to slam the door in the face of a guy who's standing there smiling at you!

"When I was a kid, I was a peddler. I went door to door selling vegetables in third and fourth grades. I really found I enjoyed people. It's not so much door-to-door sales, it's more the one-on-one getting to know people."

It's important to Leon to make a friend behind each door he knocks on. He addresses women as Mrs. or Miss, not by their first names. He wishes each customer a good day or a 'Fuller day' when he leaves.

"If you give good service, if you are honest, not pushy, there is still a need for door-to-door salesmen. People still appreciate that guy who makes the effort to come to the door."

NEW DIRECTOR PROFILE


MERCEDES & MARK HAYNES

Our congratulations go to Mark Haynes from Nevada! He became a Director in April 2000.

Mark and his wife Mercedes discovered that what initially started as a way to buy their personal cleaning products at wholesale has turned into a successful business. "The first few products I ordered greatly exceeded my expectations, and a glance at the business manual got my attention so I thought I might try to make a little extra money by selling the products."

"My wife Mercedes, took a bottle of Jewelry Cleaner to work with her, and came back home with eight orders not only for Jewelry Cleaner but many other items as well." Meanwhile, Mark was slowly building a mail order business by using Fuller Direct. He also began recruiting new distributors from his customer list. Today, Mark has customers and distributors in almost every state.

Mark says that his wife has been able to quit working so she can be a stay-at-home grandma to their grandson. "Fuller Brush has given my family financial stability, and a much brighter future than we would ever have had without this fantastic business opportunity."

"I think that most people, even most distributors, don't realize the full potential of what can be done with a Fuller Brush home business. The income opportunities and personal rewards are limited only by the amount of enthusiasm and energy you put into your own business. After three years with Fuller Brush, I still work my business part time. That's the beauty of it all. I work part time, but I work consistently and never take my eye off 8000004 my goal -- Success! You don't have to devote eighty hours a week to Fuller Brush, just give it your best, and success and financial stability are right around the corner."