

**PRESS RELEASE:**



**M**LM Canada is proud to announce the opening of MultiSoft’s first international master dealership, MLM Canada (a Division of MLM-CA). MLM Canada is based in Mississauga, Ontario, just outside of Toronto.

John Frankum, CEO and President of MLM Canada, will lead a team of professionals dedicated to providing superlative products, resources and services for start-up to enterprise level direct sales, party plan and network marketing companies located in Canada. MLM Canada represents a tremendous opportunity for Canadian direct sales, party plan and network marketing companies – the opportunity to take advantage of the MultiSoft products and services that are leading the U.S. market.

Exclusively serving the direct sales, party plan and network marketing industries since 1987, MultiSoft provides a full range of proven solutions from consulting through product formulation, compensation plan design and software development. In addition to these core areas, a number of supporting tools ranging from recruiting engines through business card builders are available and tailored specifically to the direct sales, party plan and network marketing niches.

Beyond everything else, MultiSoft is well known as a “company of firsts” – first in the industry to transition from DOS to Microsoft Windows based software, first to introduce an online real time distributor management and commission calculation software solution, first with an industry specific Portal and first to introduce software that builds itself online in 10 minutes based off a simple questionnaire filled out by a prospective client ([www.mlmbuilder.com](http://www.mlmbuilder.com)).

## Canadian MLM Office

MLM Canada enthusiastically embraces this tradition of firsts and is proud to be the first and only place in Canada where the MultiSoft products and services are available.

Renowned consultant, author and MultiSoft CEO and President Peter Spary:

*“I could not be more elated at the prospects of MLM Canada. We have been intrigued about the opportunities available in Canada for many years, however, as is our tradition, we wanted to make sure that a fit was right before pursuing a relationship there to the fullest.*

*John Frankum, CEO and President of MLM Canada, greatly impressed me with his knowledge of direct sales and the top notch team he has assembled. I have little doubt that his infectious energy and tireless efforts are going to help many Canadian companies grow into household names.”*

MLM Canada welcomes the opportunity to work with you. MultiSoft’s partnership with MLM Canada represents more than just two software companies – together they form a collaborative powerhouse of people, technology and ideas ready to aid their clients in reaching unparalleled levels of success.

## The MultiSoft MLMCanada Partnership: The Canadian Perspective



**M**ultilevelMarketing (MLM) and Network marketing is described by some as nothing more than “micro-franchising” for product and service distribution. It has become an acceptable business model used worldwide and is now being taught in the Harvard Business School. Both Stanford Research and the Wall Street Journal have reported that approximately 60% of all goods and services are being sold through multilevel methods in the United States.

What is attractive about this model is that it has a very low cost of entry, with the potential for exceptional revenue. Network marketing/MLM is a great opportunity for people to have their first business and their first sales role, but it is still a business and requires good planning and hard work. At the top there needs to be real leaders who are concerned with more than just getting people into the company.

There are those just starting out who have never networked before. There are also those companies with an already existing distribution system that needs to be expanded. At the beginning there is a need to learn about how to do it from the MLM experts who are experienced and established. For any company to be sustainable a strong foundation is required.

As Canadians our low density population and culture has always led us to proceed with some caution. As independent business developers and entrepreneurs, the passion and drive for success is present, along with the presence of principles that we’re taught to meet within any industry.

Choosing your resources wisely is essential. In the world of computers, PDA’s, virtual offices and offshore servers, it sometimes is difficult to know with whom you are really doing business. While most vendors of software solutions will offer to provide the basics to start-up an MLM Company, they do not offer to be there with additional solutions when the business changes and grows.

MLMCanada has chosen to partner with a company that brings the necessary expertise to Canadians on their own turf. MultiSoft Corporation. has a 20 year history in the MLM business. We have done our research to make this partnership happen. I invite you to do your research and visit our corporate website at [www.mlmcanada.ca](http://www.mlmcanada.ca) and take a free trial and build your company real-time online in order to learn about the resources we have available that will help build a strong foundation for any MLM business.

Make sure you know who are going to be your partners in your MLM business.

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For additional information on MLM Canada, please visit us on the web at [www.mlmcanada.ca](http://www.mlmcanada.ca) or give us a call at: (905) 625-8760 – we would love to discuss your business opportunity with you!