

New Perspectives & Opportunities In Health Care

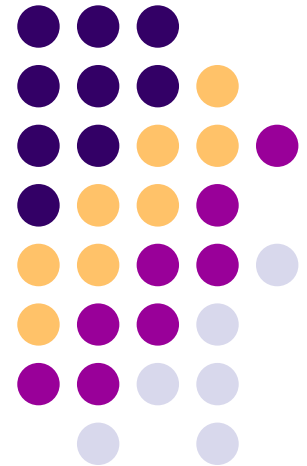
Heart



Obesity



Diabetes



Confidential



Oxford Capital Group, Inc. Request for Confidentiality and Notice of Disclosure

This statement sets forth our request for confidentiality of the attached information we have provided to you and any subsequent interaction with Oxford Capital Group, Inc. By accepting the attached information we have provided, we ask that you respect our interests in preserving our competitive advantages and maintain confidentiality of our trade secrets during and after your review of our proposal. In addition, you should have signed a confidentiality agreement and the terms of that agreement cover this information presented to you.

Our information may be shared freely with your counsel, auditors and the Internal Revenue Service (IRS), but we ask that you refrain from sharing it with our competitors. This is not intended to be a legal proscription of your rights, but a reminder of the competitive nature of our industry and a statement of our efforts to protect our valuable ideas. We have not and do not intend to ask for information about our competitors.

This report contains references to concepts which have significant medical, legal, and financial implications. Our comments are intended to convey our general understanding of applicable principles and are not intended as a medical or legal opinion or advice. We recommend you consult appropriate medical professionals, legal counsel and your tax advisor for specific advice.

The advice in this document was written to support the promotion or marketing of the transactions or matters addressed by the written advice, and, based on the particular circumstances, you should seek advice from independent advisors.

We look forward to building a long-term relationship with you.

Purpose



To demonstrate that following old roads of traditional paths and thought processes leads to the same “old” place and same “old” results with the same “old” talk.

But if you take a new perspective, using the known facts and ask why to the old ways, you now can reconstruct market boundaries and achieve the desired goals with great success.

The goal is that upon reviewing our proposal, you will invest in a Unicity Bios Life Franchise and invest an amount mutually agreed upon in Oxford Capital Group, Inc.’s marketing plan.

The Facts:



Heart/Cardiovascular Disease

- Is the leading cause of death for both women and men in the United States.
- In 2006, heart disease was projected to cost more than \$258 billion including health care services, medications, and lost productivity.

(Heart Disease and Stroke Statistics – 2006 Update American Heart Association)

- The leading cause of cardiovascular disease is high cholesterol.
- Life threatening complications of heart/cardiovascular disease are:
 - Acute Coronary Syndrome
 - Arrhythmias
 - Cardiomyopathy
 - Heart Failure
 - Rheumatic Heart Disease
 - Heart Attack
 - Angina
 - Congenital Heart Disease
 - Peripheral Arterial Disease

The Facts Continued:

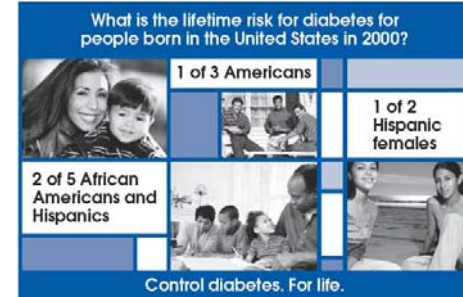


Obesity

- Is one of the leading preventable causes of death.
- 25+% of adults are obese in the United States.
(Behavioral Risk Factor Surveillance System – 2007)
- On average reduces life expectancy by 6-7 years.
 - In some cases for men, severe obesity reduces life expectancy by 20 years
- Excessive body weight is associated with:
 - Cardiovascular Disease
 - Diabetes Mellitus Type 2
 - Obstructive Sleep Apnea
 - Certain types of Cancer
 - Osteoarthritis

The Facts Continued:

Diabetes



- Over 23 million children and adults in the United States have diabetes.
- The total prevalence of diabetes increased 13.5% from 2005-2007.
- Diabetes is the fifth-deadliest disease in the United States.
- Life-threatening complications of diabetes are:
 - Heart Disease and Stroke
 - High Blood Pressure
 - Blindness
 - Kidney Disease
 - Nervous System Damage
 - Amputations
 - Dental Disease
 - Pregnancy Complications

The Facts Continued:

Prevention

- Prevent and control high blood cholesterol
- Prevent and control high blood pressure
- Prevent and control diabetes
- No tobacco
- Moderate alcohol use
- Maintain a healthy weight
- Regular physical activity
- Diet and nutrition

(Sources: Centers for Disease Control and Prevention, American Diabetes Association, The Obesity Society)



Who is Unicity?



1904 – Louis Ligget founds Rexall, which becomes the first and one of the largest franchise companies in American History



1985 – Carl DeSantis, founder of Sundown Vitamins, buys Rexall and goes public in 1993



2000 – Numico buys GNC and Rexall Sundown



2003 – Management group buys Unicity from Numico

ABOUT Unicity



Unicity International is a global health and wellness company pursuing the advancement of nutritional science. Through a commitment to research, education, and the development of new formulations that meet current and growing health concerns, Unicity improves the quality of people's lives by helping them to feel better, look better and live better.



Unicity International Corporate Headquarters in Orem, Utah, USA.

ABOUT Unicity – continued



Unicity gains credibility and respect in the nutritional marketplace by partnering with medical professionals, nutritional scientists, researchers, and experts around the world. Unicity's true difference becomes apparent in its commitment to research, as evidenced by relationships with some of the world's leading research institutes and universities, including:

Angeles University Foundation Medical Center

University of Nevada Las Vegas

The Cleveland Clinic

University of Texas

Stanford University

University of Washington

Stillwater Heart Center

Vanderbilt University

ABOUT Unicity - continued



Philosophy

Unicity's philosophy for good health is based on a balanced lifestyle approach to diet, exercise, and nutrition. Unicity results-based program includes 5 basic steps: Hydrate, Walk, Cleanse, Nourish, and Target. Unicity products offer natural alternatives to cleanse, nourish, and target the body's systems.

Products

Unicity International is dedicated to the continued development of the highest quality nutritional and personal care products. Unicity comprehensive approach to product development guarantees that our formulas are effective, complete, balanced, and safe. All of Unicity products are based on solid scientific research with ingredients that have been clinically tested and proven effective. Several of Unicity products have been listed in the prestigious Physician's Desk Reference.

Leadership

Unicity's strength is derived from a team of executives with many years experience in the nutritional and direct selling industries. This strategic business team includes Stewart Hughes, Chairman & CEO; Curt Hedges, President; and Paulo Bangerter, General Counsel.

ABOUT Unicity - continued



Operations

Unicity International has offices in Canada, Columbia, Europe, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, United States and Venezuela. Unicity currently does business in more than 20 countries located throughout Europe, North America, and Southeast Asia.



ABOUT Unicity - continued



Business Model

Unicity's unique and patented products are distributed through a network of Franchise Owners. As a global company with more than 150 products for wellness and prevention, Unicity supports Franchised Owners in building and growing profitable, successful businesses.

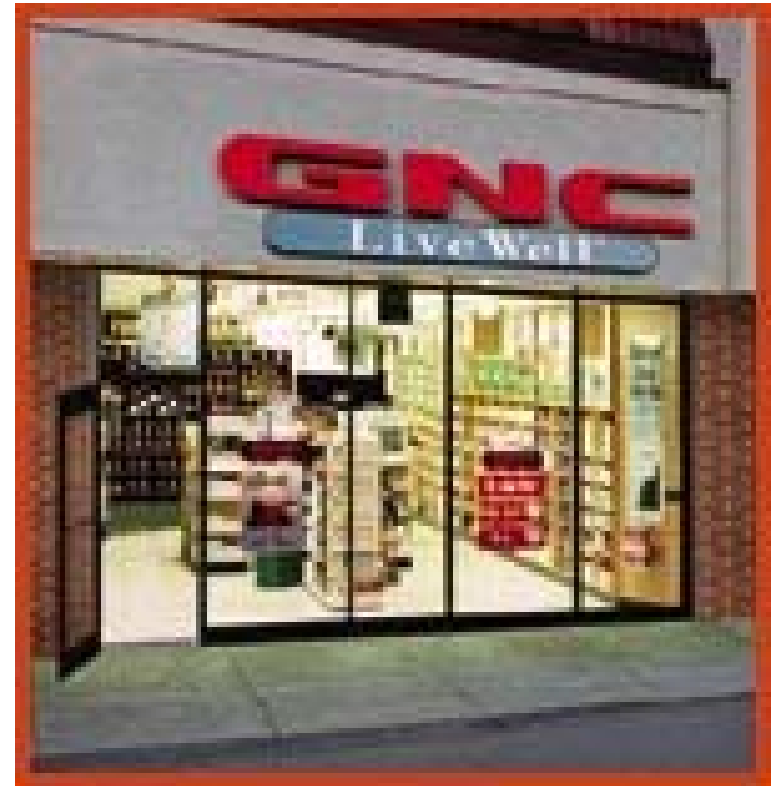
Website

Learn more about Unicity's products and the business opportunity at www.makelifebetter.com

Typical Franchise



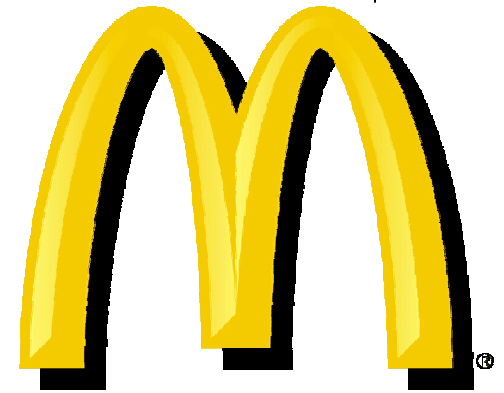
- Brand Name
- System/Training
- Product
- Exclusive Territory
- Huge Start Up Costs
- Giant Overhead Costs



McDonalds



- Total Investment
\$506K-1.6M
- Franchise fee: \$45K
- Ongoing royalty Fee: 12.5%+
- Term of agreement: 20 years, renewable
- Renewal fee: \$45K
- Cash liquidity requirement: \$100K



Bios Life Franchise



Typical Franchise

- Brand Name
- System/Training
- Product
- Exclusive Territory
- Huge Start Up Costs
- Giant Overhead Costs

Bios Life Franchise

- Brand Name
- System/Training
- Product
- Exclusive Relationship
- Start for a few hundred \$
- Almost no Overhead

Bios Life Franchise



A Franchise Business Created by the
Capital Investment of Time, Not by
the Capital Investment of Money

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Today's *Health Reality*



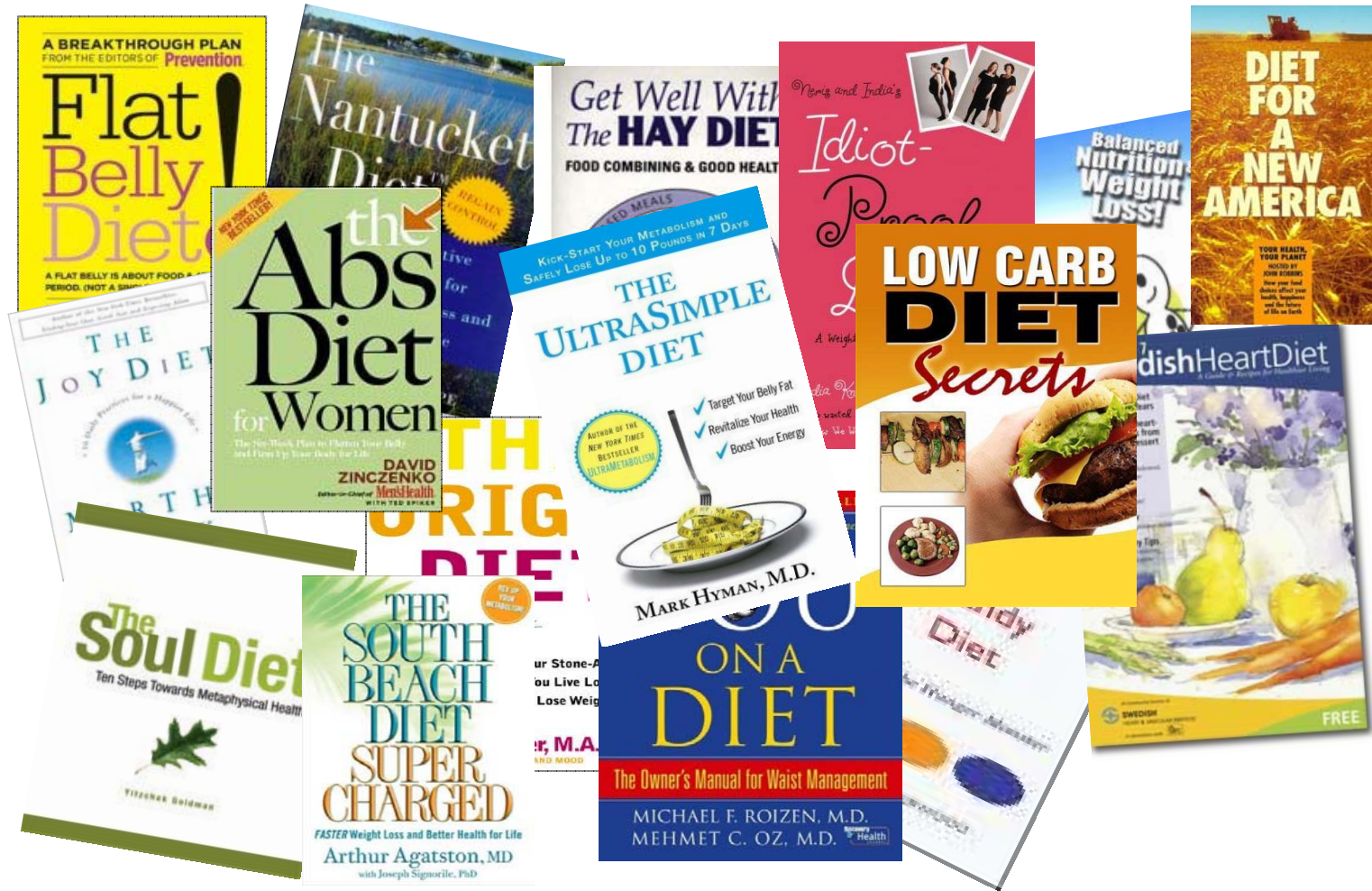
- 130 million U.S. adults are overweight or clinically obese
- Over 50 million Americans are on a diet
- Over \$60 billion is spent annually on weight loss



People are obsessed with losing fat



Almost more diets than people!



The problem is getting worse!



The Solution.



The First Scientific
Breakthrough in Fat-Loss
In Over 30 Years.



slim™ Benefits



Burns Fat

Reduces Appetite and Cravings

Increases Energy

Improves Cholesterol Levels

Balances Blood Sugar

Improves Lipid Profiles

Regulates Bowel Function

Reduces the Glycemic Index of Foods You Eat



How Does SLIM Work?

Stabilizes Leptin Levels.

Leptin Signals to the Brain That the Body has had Enough to Eat.

Helps the Body Store Less Fat.



Success Story

4 Months – 16.5 Inches



Success Story

6 Weeks



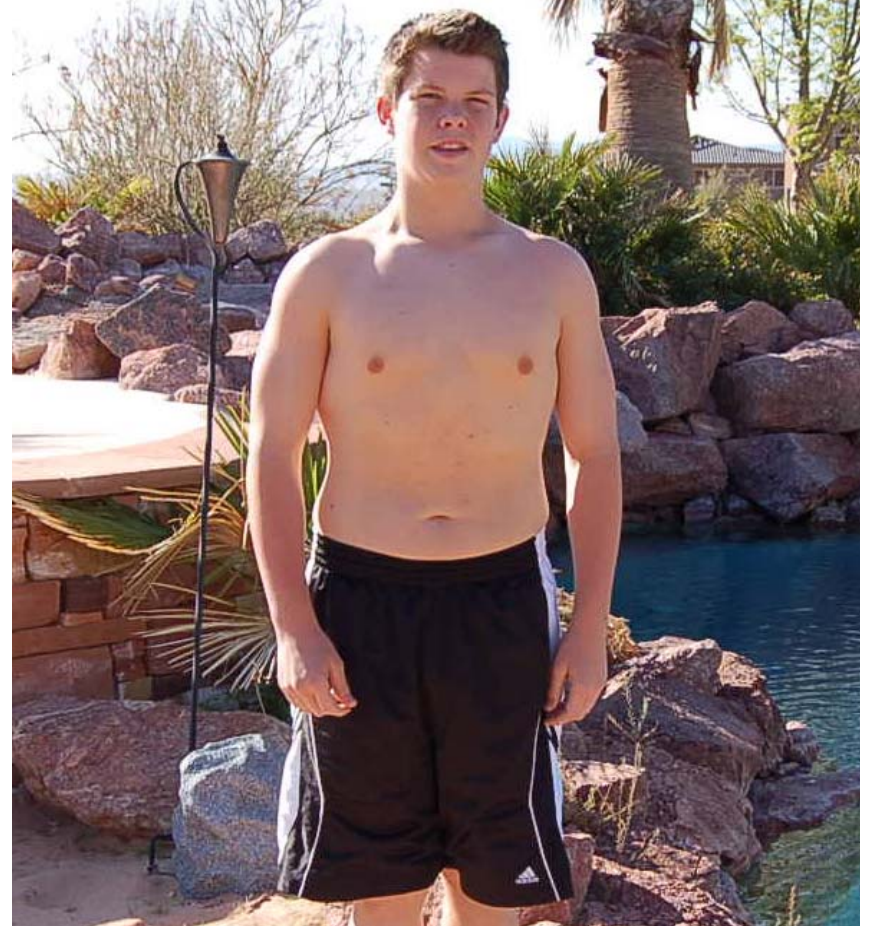
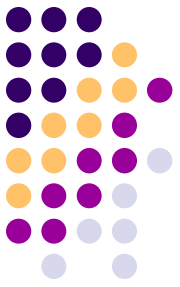
Success Story

4 Weeks – 4 Inches on Waist & 16 LBS



Success Story

50% Body Fat Loss, 34 Inches, 40+ LBS



The COMPLETE Solution to Manage Cholesterol Levels and Fight Cardiovascular Disease



Bios Life™ Complete Clinical Results

AFTER ONLY EIGHT WEEKS

LDL Cholesterol



31%

29%



HDL Cholesterol

Bios Life – External Validation



- Bios Life has Been Tested in Numerous Clinical Studies

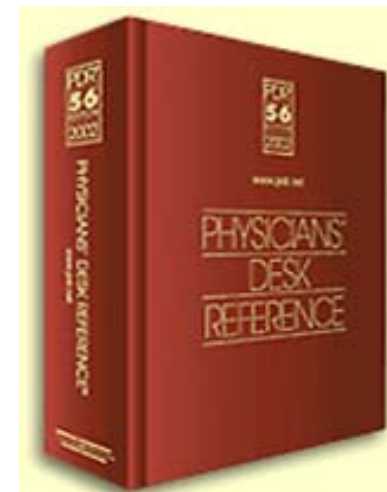
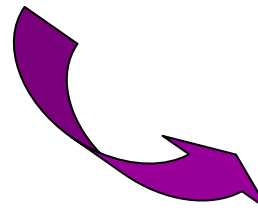
Cleveland Clinic

Stanford University

Stillwater Heart Center



- Bios Life is Listed in the Prestigious **Physicians Desk Reference**



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Today's *Financial Reality*



- Total credit card debt grew to \$802* billion from \$237* billion between 1990 and 2005¹
- Most people are living paycheck to paycheck
- Many people work four to six months a year just to pay taxes

¹ Government Accountability Office, Sept. 2006.

* U.S. Dollars

What Is Your Financial Reality?



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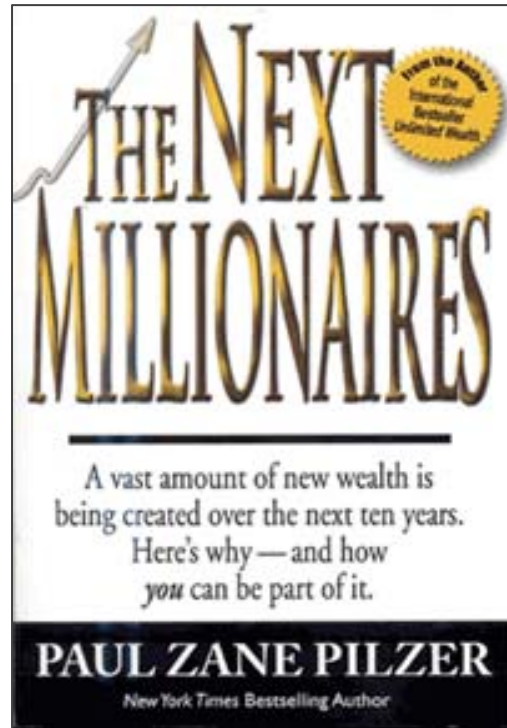
Today's *Financial* Reality



What Is Your Financial Reality?

Network Marketing Has Come of Age

Are these guys wrong?



Between 2006-2010, Ten Million new millionaires



The Power of a Unicity Home-Based Business Franchise

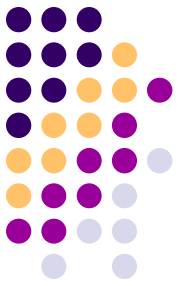


- A Proven Franchise Model, but **Without** the High Franchise Fees
- No Employees, No Boss, No Set Hours, No Set Workplace
- High Income Potential
- Time-Leveraged, Residual Income
- Tax Advantages



“Half of all businesses are home based.”-U.S. Census Bureau

A Proven Business Model



Imagine Running a Global Business...From Home

- Earn Income on the Consumption of Thousands of Consumers
- Earn Income by Building a Team of Like Minded Entrepreneurs

Complete Training & Support



Work with the Top
Performing Team

- Comprehensive Training Manual
- Weekly online training, webinars, regional training, & international training events
- Exceptional Customer Service, Order Entry, Shipping
- Multi-Media presentation Websites
- Lead Support

Oxford Capital Group, Inc.

Rewriting the Book on Healthcare



Mission Statement

Our mission is to improve the quality of health and longevity of each individual we work with. We will achieve our mission by partnering with physicians, medical providers, employers, and associations to organize and promote a culture of prevention resulting in more good years for all.

Our secondary mission is to provide a financial opportunity for physicians, medical providers, and individuals to work part-time or full-time owning their own franchise.

It can be said OCG is offering **a gift of life and a gift of finances.**

Oxford Capital Group, Inc.

- continued



OCG is taking a new perspective to be proactive and not reactionary. OCG believes that with the increase in knowledge, technology, and continuous research we know more about our bodies and their make-up. OCG will provide education about dietary guidelines, nutritional supplements, and exercise to encourage life changes.

- The Physician and association partnerships provide broad and comprehensive benefits to all.
- Establishing a system for easy integration of new technology, techniques, products and services.
- Developing a comprehensive medical network of patented high quality products with clinic studies to substantiate the products effectiveness.
- In the business of enhancing the growth and market share of individual doctors and association partnerships.
- Creating the ideal environment where:

The associations, doctors and patients are happy with the quality and affordability of a complete patented system that works for everyone.

Oxford Capital Group, Inc.

Target Markets



- **Associations & Infinity Groups**

American Osteopathic Association – 61,000+ members

The American Chiropractic Association – 15,000 members

American Podiatric Medical Association – 15,000 members

Independent Insurance Agents & Brokers of America – 35,000 members

- **Insurance Companies & Medical Groups**

- **Employers**

- **Traditional Network Marketing**

Oxford Capital Group, Inc.

Sales Support



The frontline investment provides the following sales support tools.



OCG Website and Educational Materials



Educational Conferences
Certificate Programs



Bios Life Slim™
Marketing Tools
Plus



Communication and Marketing Resources



Radio Talk Show



OCG Webinars



3-way Calls