



Delivering Economic Efficiency
& Financial Empowerment through H.E.E.P.

Hip-Hop Economic Empowerment Program (HEEP)

| HEEP Membership Clubs | SILVER | GOLD | PLATINUM | DIAMOND | BLACK DIAMOND | V.I.P BONUS |
|--|---|-------------|-------------|--------------|---------------|-----------------|
| HEEP Annual Membership | \$19.95 <i>one-time</i> \$12.00 /yr. | \$30.00/yr. | \$80.00/yr. | \$180.00/yr. | \$280.00/yr. | BD Members Only |
| Monthly Prize Drawings* | √ | √ | √ | √ | √ | √ |
| HEEP HHSYC Prepaid MasterCard®: | | | | | | |
| Card-2-Card Transfers...only \$1.00 per trans! | √ | √ | √ | √ | √ | √ |
| Unlimited FREE Shopping & Bill Payments | √ | √ | √ | √ | √ | √ |
| FREE Payroll Direct Deposit | √ | √ | √ | √ | √ | √ |
| FREE 24/7/365 Customer Service | √ | √ | √ | √ | √ | √ |
| Chances to Win Prizes | √ | √ | √ | √ | √ | √ |
| Hip-Hop Online Shopping Mall: | | | | | | |
| Cash-back @ 1,100 Brand-name Stores | √ | √ | √ | √ | √ | √ |
| Discounts @ 1,100 Brand-name Stores | √ | √ | √ | √ | √ | √ |
| FREE Membership | √ | √ | √ | √ | √ | √ |
| "FREE" HEEP Youth Summits & Activities | √ | √ | √ | √ | √ | √ |
| Financial Literacy Materials: DVDs, CDs & Books | √ | √ | √ | √ | √ | √ |
| "Power of the Dollar" Course - Financial Literacy, Jobs & Entrepreneurship (\$1,000 Value) | √ | √ | √ | √ | √ | √ |
| Business Advisor - Training Programs, Jobs, Internships, Investment Ops (50 Hrs-\$2,500 Value) | √ | √ | √ | √ | √ | √ |



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| Monthly Drawing Pools*: | | | | | | |
| Appearance in Music Video, TV or Film | N/A | √ | √ | √ | √ | √ |
| Day with a Celebrity | N/A | N/A | √ | √ | √ | √ |
| Grants & Scholarships | N/A | N/A | √ | √ | √ | √ |
| Internship & Employment Opportunities | N/A | N/A | N/A | √ | √ | √ |
| | | | | | | |
| Celebrity Prize Drawings*: | | | | | | |
| Passes to special Hip-Hop events | N/A | √ | √ | √ | √ | √ |
| Backstage passes to Celebrity Events | N/A | N/A | √ | √ | √ | √ |
| Tickets & Backstage passes to Award Shows & After-parties: (Grammy's; MTV, Soul Train, BET...) | N/A | N/A | √ | √ | √ | √ |
| School/Home visit by your favorite Rap Star | N/A | N/A | N/A | √ | √ | √ |
| Concerts, All-Star & Playoff Game Tickets | N/A | N/A | N/A | √ | √ | √ |
| Casting in Reality Shows | N/A | N/A | N/A | N/A | √ | √ |
| Other Prizes: Cars, Jewelry, Vacations! | N/A | N/A | N/A | N/A | √ | √ |

* Subject to availability. Some restrictions may apply.