

Success

...Everything you're living for.

Saladmaster
We Change Lives®

Issue I, 2007

ENTER THE WORLD



The *Saladmaster* lifestyle opens up a whole new world of possibilities...

Enter a career that puts the power in your hands - gives you the knowledge and the tools to determine your own time schedule, your own financial income, and your own destiny.

Create a life you will love – bursting with opportunity and filled with freedom, health, pride, teamwork, purpose, and wealth.

Develop a world where you can make a difference – be a leader in helping others while securing your own future.

This is the Saladmaster lifestyle of quality – a lifestyle where you change the lives of many people - and one of those lives you change is your own.

Isn't this everything you're living for?

OF *Saladmaster*[®]



Indulge your passions



You will have the time and freedom to make your life an adventure – allow your spirit to dance with the things that fill your days with joy and happiness.

Pamper your portfolio



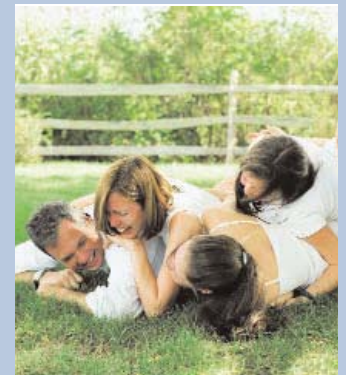
Life changes when financial security transports you into a healthier future - enjoy the benefits it brings today and the tranquility it brings for a secure tomorrow.

Vacation the world



Embark upon the journeys you've always wanted to pursue – you can explore the wonders of the world and do it in a style you only imagined.

Enjoy your family



With power over your time schedule and income, you are able to enhance the richness of your relationships – quality time with your family is life-changing.

...Everything you're living for.

Live Well

with *Saladmaster*



Keith Peterson
President

Happiness! Quality of Life! Security!

Our people featured in this magazine have all achieved their dreams for happiness, a fabulous quality of life, and security for themselves and their family.

Saladmaster is the world leader in teaching people how to prepare delicious healthy meals for themselves and their families using the right equipment and the right techniques. Saladmaster is also the world leader in designing the equipment and techniques for delicious, healthy food preparation and has been for more than 60 years. Those advantages provided the people you see in this magazine with the support to build successful businesses that earn six to

seven figure incomes plus award incentives, travel, and long term residual income benefits after they retire.

Saladmaster is an organization of Saladmaster dealership owners, managers and sales consultants. Saladmaster and our Saladmaster dealerships provide business training, support, and the opportunities for others to enjoy a wonderful career in teaching people how to enjoy a healthier life with delicious meals that are full of nutrition and flavor.

We love what we do and it shows! If you are looking for a part-time business opportunity or a full time career as a business owner, contact your local Saladmaster Dealer or visit www.saladmaster.com for more information. Success magazine features accounts of our people attaining remarkable achievements – perhaps in the future we will have the honor of presenting your story.

Live Well,

A handwritten signature in black ink, appearing to read 'K Peterson', written over a light-colored background.

Keith Peterson



I put my retail business for sale the day after I was introduced to Saladmaster. I realized my brain had been rusting and I wasn't living a balanced life - this was exactly the change I needed. I love the freedom and challenges constantly presented by my business and it's always mentally stimulating. I now live a very fulfilling life. My focus is to teach my people how to run a successful Saladmaster business and promote them so they too can enjoy the incredible advantages I've obtained.



Gigi & Ed Balido
Diners Choice, Inc.
Orlando, Florida



Saladmaster has given me the opportunity to associate with some of the most intelligent and intriguing people in the world and it has opened many new doors in my life. Every day this business presents interesting experiences and that has made me a stronger, confident, more mature and independent person prepared to meet life head-on.

Financial security has made a big difference. I have the income to do anything or buy anything I want, go places I never even dreamed about, and I'm in a position to help my children and grandchildren.

I used to feel stifled, trapped inside of a small box. I was like a fish confined in an aquarium suddenly being released into the fascinating ocean of Saladmaster. It was life-changing to be running my own business and having fun doing it - and fun is what keeps me young.





I am proud to be a part of the change happening in Korea, helping to develop more professional women in this country. As a Saladmaster business owner my management skills have been expanded and I'm in a position to act as a mentor and guide. I've become a business leader and this gives me the opportunity to change the lives of many women.

As a teacher and motivator I can assist more women experience the business side of their lives and the world around them - that is very rewarding. The personal relationships I have formed through running my own business are very valuable to me. I work hard but I do it because I believe in myself, Saladmaster, and the people I'm helping.

My entire family has benefited from the lifestyle changes Saladmaster brought into my life. I can now travel the world and I have many financial rewards. I've purchased a new car, and my family and I are now enjoying a larger, newer home. My family and I can also spend more time together and we travel often. Plus, cooking is my passion and I'm designing a new Cooking School facility that will open this year. It is a joy for me to share with others how to prepare healthy meals. Saladmaster is the business for anyone who wants real success in their lives.

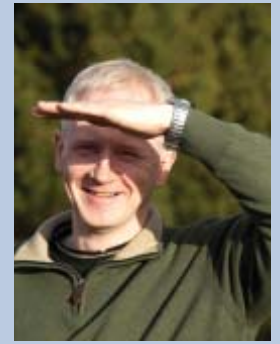


Park Young Suk
SM Sunpower
Busan, Korea





The Saladmaster business is all about quality – the quality of the product, the quality of the programs, the quality of the people; all of this translates to building a lifestyle of the highest quality. When I first joined Saladmaster, the quality of everything related to this company helped to take me from being nearly broke to, within one year, completely changing my life to one that included financial and personal independence. When you don't have financial problems many things in your life change. I can now live worry-free, provide for my family, and help fulfill all of our dreams. One of the most valuable things that I now am afforded is time – time that I can govern myself, time to travel, and most importantly, time to spend with my family.



Hilmar Jacobsen
H. Jacobsen ehf
Hafnafjordur, Iceland



I think the most exciting aspect of Saladmaster is that what you get out of it is totally up to you; it is the vehicle but you are the driver and you choose the road to take. And speaking of driving, that is another opportunity Saladmaster has given me – the ability to do what I love most – buy fantastic cars! My wife Elisabet tells me I have too many so for now instead of buying another new car we'll do more remodeling on our house. It goes to show you, Saladmaster fulfills everyone's dreams in so many different ways.







We immediately saw the big picture with Saladmaster – we recognized a true opportunity and instantly knew that with a little planning and a lot of work anything was possible. Saladmaster gave us a superior product, a vehicle to market the product, the help and wisdom from experienced dealers who had developed successful organizations, and ongoing support in implementing a plan. Saladmaster has been our lives now for over thirty years.

Bill was a high school teacher and I was a burgeoning electrical engineer when we were presented with Saladmaster and the idea of running our own business was very appealing. The biggest difference in our lives was having a future that included a career that gave us complete independence and the ability to determine our own destinies. It's a business that offers many choices. One can earn a good living and lead a lifestyle of ease on personal production alone. But one really begins to prosper and grow rich when the decision is made to pass along the knowledge, wisdom, and experience to others. Not only did we determine this was the path to material wealth but it became the greatest source of personal, internal wealth as well – to have the pleasure to help change other people's lives is a real privilege for us. How can your life not be elevated when you help to elevate someone else's?

We have manifested many possessions over the years, all a direct result of our Saladmaster business – new cars, new homes, good investments – and we enjoy a very comfortable lifestyle. More importantly we have been able to be there for family and friends, and we have helped countless people reach a more satisfying way of life. Real success is derived from the rich adventure of a life filled with the rewards of helping other people. Our philosophy is 'we are not measured by what we have, but rather by what we are'.

Bill Chatmon & Bob Rodriguez
Rodmon & Associates, Inc.
Atlanta, Georgia

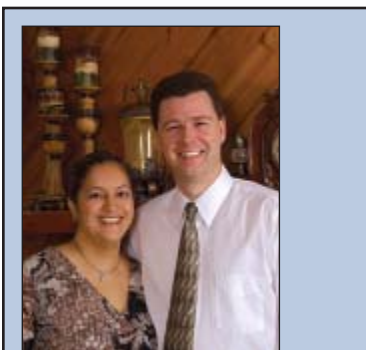




A lifestyle that is stress-free – it's fantastic! Saladmaster has brought to my life more freedom, more financial abundance, more confidence, more options, more fun, and more fulfillment in my job. I love what I'm doing and I'm working fewer hours with a more flexible schedule – to have these choices is wonderful.

I enjoy more free-time with my family and when we're playing I can actually relax. We have financial freedom which puts us in control of planning our future. And our income gives us more options in planning a better future for our children. I can also envision an earlier retirement that is secure. We have a lifestyle that is very rewarding in which we enjoy better health, financial security, and more time together.

One of our great pleasures as a family is to be able to help those who are less fortunate and Saladmaster has enabled us the opportunity to do that. One of the most important things in life to me is to be able to help our ministry. With the income I earn it's very uplifting and satisfying to be able to tithe to a greater extent than we ever imagined and expand the number of people we are reaching with our faith. Saladmaster has helped us create a lifestyle that encompasses all of the facets we consider to be important now and in the future.



Chris & Sunita D'Afflitto
Kitchen Nutrition
Staten Island, New York

VIPs

Saladmaster®

RUBY CHAVEZ San Leandro, California

Feeling comfortable speaking in front of people - I would never have believed that would be something I could do! Working with Saladmaster has taught me to be at ease communicating with many different types of people and that has helped to change my life. It's given me a necessary tool to be my own boss and control my own success. I can dictate the amount of money I earn and help others to do the same. I'm constantly acknowledged for doing a good job and that makes me so proud; the rings, pins, certificates, trophies, and especially the recognition given at the conventions is so valuable to me. Being a part of the Saladmaster team has created a quality life that includes spending quality time with my family. I love what I do and I have the confidence to do it from the front of the class.

SHARON RAHMAN & SATI LOTAY London, England

Sharon: As I approached my first presentation I was overwhelmed at how the voice rang so loudly in my ears. It was so powerful that I could not wait to make a difference in so many people's lives. I was truly in the right place at the right time. My motto has been 'Live and love life' and Saladmaster allows me to soar to heights that I never thought I could reach. Sati: As a person who enjoyed cooking and can now do it for a living Saladmaster has brought a new vibrancy and vitality into my life. The immense pleasure I derive from changing lives and assisting the well-being of my family and friends is the greatest possession that I could have. If I had a thousand tongues and every pore in my body could sing I still couldn't express my joy of working with our awesome team.

MARK GRIFFIN Portland, Oregon

Freedom, freedom, freedom! I have two college degrees but a 9 to 5 job was not for me. I'm in charge of my life now. I have the freedom to work when I want, how I want, and with whom I choose. Now my time is dedicated to my own business and the rewards come directly back to me. Financially, a tremendous weight has been lifted off my shoulders. I own a quality car and we are buying our first home. But more important, I have peace of mind. Anything is possible because with Saladmaster you are in control of it all. And if I can do it, anybody can do it. 'We change lives' is our mission statement because not only do our lives change when we come into this wonderful business but we make a difference in other people's lives as well. It's a total win-win.

INGVAR URSFJORD & HELLE RIDDERSETH HIND Tromsø, Norway

When Helle and I were introduced to Saladmaster I was a chef in a restaurant. I knew food and food preparation so was skeptical about a new way of cooking. But when I saw the presentation I was so impressed with the cookware and the taste of the food that within a month I was a fulltime 'chef' for Saladmaster.

My life became as fantastic as the food. We have stopped worrying about finances which is a remarkable feeling I've never had before. I think one of the greatest things that's changed is the traveling we get to do and the wonderful people we have gotten to know. To reach the top it takes a lot of work but we're willing to face every challenge with confidence. We tell ourselves 'Be a Tiger' and I have no doubt Helle and I will continue to enjoy the sweet taste of success.

Saladmaster
We Change Lives



ENJOY LIFE
MASTER DEALER CONFERENCE