

SWYRICH CORPORATION

Hall of Names License Information

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INTRODUCTION

Back in 1971, our founder, David Richardson and his family began the laborious task of manually cataloguing their research about different surnames. Since 1987 and the advent of the microcomputer, our exclusive Computer Research Network and our ever-growing professional team of researchers continue our tradition of authentic quality research. Only accurate texts and registers from all over the world have been collected to make up the source library. Now, professional historians, many accredited in their field, research from these sources at our Canadian headquarters in Kingston, Ontario.

Today, our exclusive products can be found in many locations worldwide. In Britain our histories or Parchment Scrolls have been sold in Westminster Abbey, Sherwood Forest, The British Royal Museum, Harrods, Debenhams, Selfridges, Blarney Woolen Mills, Balmoral Castle, Jenner's, York Minister Cathedral and fifty or so other prestigious locations. In North America we have sold our products at such locations as DisneyWorld, Busch Gardens Williamsburg, Notre Dame University, The Queen Mary, Upper Canada Village and many more. Many department stores have had our displays from time to time including: Sears Roebuck, Sears Canada, The Bay, and many more.

Our clients and patrons include: Prime Ministers, Cabinet Ministers, Clan Societies, judges, archbishops, professionals, entertainers and many leading historians and genealogists. Authenticity is our namesake with research continuing all the time. Our research is done at our head office in Canada and focuses on the major ethnic backgrounds. More nationalities are covered as our database of surnames continues to expand.

SURNAME HISTORIES

Ever since the public premiere of our Parchment Scrolls at the Toronto Eaton's Centre store in Christmas 1987 with the introduction of only 35,000 surname histories, research on more and more surnames has been our primary goal. We quickly realized that despite the \$36,000 in sales in the 11 days before Christmas from

our 40 square foot display, we still had to increase the number of surnames available. Today, we have over 1,000,000 surname histories for people with English, Welsh, Irish, Scottish, French, German, Scandinavian, Spanish, Italian, Polish, Ukrainian, Jewish and Chinese origins. Our French data base of over 30,000 French Canadian and Cajun surnames is the only data base available that permits each history to be printed in either French or English. Spanish names can be in Spanish as well. Such is our commitment to surname research!

Each surname history includes: the place of origin for the surname, variations in spelling, early movement of the surname throughout the Middle Ages, famous and infamous people from all periods of history, titles such as Knight, Baron, Earl, and Duke held by family members, movement to other countries, early settlers to the New World and a description of the ancient Coat of Arms, Crest and Motto. Some family histories cover as much as 1,100 years.

Each surname history is over 1,800 words long.

The 11"x17" parchment scroll was beautifully illustrated by a noted artist with a particular concern for heraldic detail. It highlights many appropriate heraldic symbols making it informative as well as decorative.

Each Parchment Scroll includes our Bibliography, which many people believe is the strongest benefit of our product. Simply stated, it is a list of the credible reference materials used in the histories and is an excellent source for customers to do more research. We are the only company providing such information, perhaps because our histories are so authentic.

FAMILY COATS OF ARMS

Extensive research of the ancient armorials has resulted in our collection of over **1,000,000 Family Coat of Arms** in our computer from most European nationalities. Highly skilled artists have used the most up-to-date computer technology to create these Arms which produce the highest quality **full-color** printed arms available anywhere. Colors are vibrant and true to ancient heraldic standards.

In 1990 we introduced the **world's first on-site computer generated Coat of Arms**. This in itself was a monumental task. Our proprietary

database is the only one of its kind and allows the customer to view or order a Family Coat of Arms in seconds.

Our software release in April 1999 introduced **400,000 full-color** Coats of Arms, which were printed as a stand-alone product or in combination with a surname history. As with all of our other fine products, they can be printed on an inexpensive inkjet printer.

Incredibly, research doesn't stop here as more Coats of Arms for surnames are added daily.

This industry exclusive is a good reason why we have sold thousands of Computer Generated Coats of Arms. Our Licensees who re-book locations are confident that their customers are happy to see them instead of facing continual complaints from location management and from people who haven't received their Coats of Arms order that was placed 4-6 months earlier with a competitor.

FIRST NAME HISTORIES

All **Swyrich** licensees have the option of access to over **50,000 first name histories** at each of their locations. This unique software is built right into our system, so no extra hardware is needed. This product is admittedly more of a novelty item, but is a great add-on product for people who have already bought one of our histories and for those people that have surnames that aren't in our database. This first name base is the largest in the world and by itself is a wonderful product! Some licensees will undoubtedly have sites where this product is featured. The dbase covers a wide ethnic background of personal names from North American Indian to Arabic. The histories are shorter than our Surname scrolls, but display nicely on many pre-printed stock 8 ½ x 11 or A4 papers. Each print is available in seconds and each can be edited to add a special comment about the recipient. Unique variants can be added right away so the working size of the dbase of available names is limitless.

Previously this package sold separately for **\$1,995**. We are now including this dbase with every license at **no extra cost**.

SCOTTISH CLAN HISTORIES

In 1998, we introduced our collection of 35,000 Scottish Clan Histories. These highly accurate and readable histories have been

paired with a full color rendition of the clan's or family's traditional crest and laid out on an attractive 11x17 sheet of parchment paper. All clan histories bear a gold seal and a specific certificate number ensuring authenticity. In addition to the history and colorful Clan Crest or Badge, each scroll includes a detailed and entertaining summary of the clans' early origins, pre-Anglicized name, and coat of arms at the bottom of the page.

IRISH SEPT HISTORIES

Our release of 24,000 Irish Sept Histories complete with a full color rendition of the Coat of Arms was the beginning of a completely new format that included the Surname History and Coat of Arms in one attractive product. These Irish products also offer the option of printing either the history or the COA as a stand-alone product. This product added a whole new number of choices for the customer.

ARMORIAL HISTORIES

In 1999, we released our database of Surname Histories matched with a Coat of Arms our "Armorial History". The Coat of Arms is 'supported' on either side by origin specific border graphics. All the graphics are printed by your ink-jet or color laser printer...use any paper you want!!

Of course the Coat of Arms can also be sold as an individual product in an 8 ½ x 11 or A4 format. Now you can print a full color Coat of Arms in less time than it takes to collect the money. Instant print. Instant cash.

T Shirt, Key chain or Coffee Mug? No problem, we support the most current dye sublimation technology devices.

PRODUCT APPEAL

Wherever our products are displayed, crowds tend to gather. **The interest in one's family tree is universal** and while our products don't provide a personal genealogy, they do give a "thumbnail sketch" of their surname that sometimes assists people tracing their family. We have often been told that our product was someone's first step into the exciting world of genealogy.

Our products appeal to all ages for gifts at all times of the year. True, our products are especially appealing to the over 50 crowd and with

the very reasonable pricing of our products, they are perfect for the pensioner who has limited purchasing power but would like to give a very special, yet personal gift.

PRODUCT ACCEPTANCE

Traditionally personalized products suffer the highest returns and this causes great concerns for most retailers. Not so with our products. In fact, many times the returns are so low that they are difficult to calculate. **Our returns are typically less than .08% for all our products.** For the Coats of Arms industry, this is simply unheard of. Industry refunds are usually in the 20-30% range because artwork is so inconsistent particularly at Christmas time. We know of no other products that have such a low return rate, so low that one major retailer has waived their holdback clause for anticipated refunds.

HIGHLIGHTS

- **The Hall of Names offers the most comprehensive computer database of Instant Access family Surname Histories and Coats of Arms in the World!**
- **Millions of Surname Histories sold worldwide.**
- **Authentic and accurate research done from our Canadian office.**
- **All products are backed by our money back guarantee. We are proud of our products and our customers are too!**
- **More than 1,000,000 Surname Histories and our library of over 1,000,000 Family Coats of Arms from around the World are available!**
- **NO Backorders! Instant CASH BUSINESS!**

THE HALL OF NAMES CONCEPT

Our concept is really quite simple: *provide the best possible software and dbase to our licensees at the best possible price.*

We are a product fee driven company. When licensees don't make sales, we don't get sales. It's a simple as that. Obviously, every effort is made by us to assist licensees to make sales and profit with our products. And our product fee is the lowest in the industry!

NO INVENTORY

One of the best-liked features of our systems is that there is no inventory. Your inventory is in the computer waiting to be sold. The inventory doesn't get damaged or broken, obsolete or defective. It's not bulky or heavy.

NO QUOTAS

Our licensees have no contractual quotas to meet. We believe that most entrepreneurs seek freedom above all else. Most licensees have personal quotas or goals as many are competitive, but they are personal only.

NO HIDDEN COSTS

Our Licensees pay a **onetime only** license fee. Licensees may purchase their supplies from us or they have complete freedom to purchase from whoever they wish. We are not in the "supply business". Product fees are incurred for each print.

VIRTUALLY UNLIMITED SALES POTENTIAL

That's right. As fast as you can take the customer's money, the system can handle the sales. Coats of Arms and histories are retrieved and previewed instantly; and depending on the printer, usually take less than one minute to print.

NON COMPETITIVE PRODUCT

Site managers welcome our products. If located in a regional shopping mall, store managers are happy to see our products, as

they don't compete with any of their products sold. In fact, our displays draw customers to locations because of their popularity.

CUSTOMIZED TO YOUR PERSONAL NEEDS

Want to add that famous relative from Milwaukee? Just key in his/her name and information and the system automatically inserts that data into the history.

Now, you have:

- Use of any Windows font and printer
- FREE Previews of any product

But you want more. Most licensees use our custom footer option to show their company name, toll free number and web site (if applicable). Your logo and company name can appear on the software's main screen – this is just the start so check with our licensing people if you are interested in more custom features.

AUTO FIND SEARCH

All of our products offer our unique AutoFind search engine. If an exact match of the requested name is not found in the database, our system provides the capability of doing an Auto Find search. This allows for the name to be matched **phonetically**. This powerful and unique tool (nobody else has it) offers a virtually unlimited match potential - nobody should be turned away!

NO SPECIAL HARDWARE

Again, for the first time, this is the first product of its type that doesn't require a special devoted computer. Yes, previously you had to have a computer that did nothing but produce this type of product. You couldn't do your accounting, word processing, spread sheets, play games, and access the web – NOTHING ELSE! When not in use, you had thousands of dollars of equipment just sitting there. If you wanted to write a letter to someone, sorry you needed another computer!

***Exclusive:* you can now use your computer for whatever other programs you want!**

SOFTWARE SECURITY

One of the reasons that our licensees have been around for so long is that we take security so seriously. Every day each licensee invests his or her time and energy to this product and the last thing they want to find out is that someone has hacked into their investment.

Without going into confidential security details, we are prepared to tell you that there are many, many levels of security and encryption that wrap our software and dbase. We are serious - even our office is a secure facility!

Software Security is hidden from the user, but is always protecting our mutual investments by utilizing today's most advanced security tools.

LICENSEE SUPPORT

Research and software development is all done under one roof. This ensures total support of every licensee whether the location is at Sauchiehall Street in Edinburgh, Scotland or in Sydney Australia.

With over 325 outlets up and running worldwide, support can quickly become a major issue if the Support Team and Software Specialists are not the best.

Experience has shown that throughout the world we have the most reliable systems. For example, in Canada last year we had only two calls on our **24-hour Support Line**. Problems were fixed either on the phone or within one business day.

SALES TRAINING MANUAL

Sales training manuals are provided for each new licensee. These guides take you step by step through your new license - from recruiting staff to annual plans. These guides include management guidelines, **sales tips** from our successful licensees, suggested scripts, booking management and much more. There are pages of comfortable well-organized tutorials designed for the beginner, site manager, and licensee.

This eManual will assist everyone from novice trainee to expert operator. **“We can never stop learning.”**

TRAINING - HELP GUIDE

Most first-time licensees can print their first product in minutes. The software is designed for ease of use and fast access. But all systems come complete with our eHelp Guide that takes the user through each step of the program showing in most cases, a picture of the screen for each step. What could be easier for the first time user and expert alike?

EMAIL – OUR STRONGEST LINK

If you are one of the few people who don't have an email address, you better get one. We email our licensees continuously to provide bulletins, sales tips, invoices, shipping details and just to see how

they are doing. And because of the numerous time zones, most licensees communicate by email with us too. But it's always nice to hear people's voice every now and again – call us whenever you want.

MARKETING SUPPORT

Each licensee receives our **Swyrich News** with each update. Sales tools, product information, update notes, sales contests, sales reviews, Quest for Knowledge (historical information to help sales), and much more is included with each Swyrich News.

Signs, marketing aids and all other materials are provided on a cost plus basis and all licensees are welcome to source advertising materials or any supplies locally.

MYACCOUNT.SWYRICH.COM

All licensees are assigned a login for this secure site. If you are getting low and want to refresh your system with more credits, just log into this site to refresh your systems 24 hours a day. This site also provides a wide variety of reports and performance graphs. Over 90% of our licensees refresh their systems themselves using this site.

SUPPORT.SWYRICH.COM

Got a question about the software? Check out our searchable online knowledge base. Want to get ideas from other licensees? Check out our support forum with quick links to our support forum, with links to known issues and hardware questions.

Please visit:

<http://support.swyrich.com> to view our support site and

<http://support.swyrich.com/partner/forums/default.asp> to view our support forum.

FREE WEB STORE

Our job is always to provide the most cost effective tools to enable the Licensee to maximize sales of our licensed products. Today, the Internet must be an integral part of all businesses. Customers demand the highest possible Internet service and as you the Licensee are selling our products, we believe that all our Internet

services should be provided at no charge. Some licensees require access only to our web search engine while others use our customized web store. The free web store allows you to upload your own products, set your own pricing, take and retrieve orders, ship orders with customer notification and much more.

Interested in our web services? Please visit [Swyrich Web Store Details](#)

UPDATES

All licensees automatically receive updates periodically. Major updates usually occur once a year. These updates include more histories, corrections or additions to existing histories and improvements to the computer software. Updates are easy to install and usually take minutes to complete. They are available in CD or DVD format.

Our goal is to provide our partners with the widest and most flexible range of services possible. This will be an ever continuing and ever changing range of services, thanks in part to the innovative ideas forwarded by our Licensees.

CONTINUING RESEARCH

Despite the incredible size of our surname database and the increases in surnames and nationalities, there are still names that we don't have on file. This is the result of true surname research. Some names no one can find. We don't know where they come from - nobody does but we think that we have the best chance of finding a surname through our extensive research library.

North American demographics have changed drastically over the past 25 years. Hence our introduction of Spanish, Jewish, Chinese, Ukrainian, German, Scandinavian, Polish and Italian surname. This commitment to research is critical for our licensees to be able to continue with strong sales.

NEW PRODUCT DEVELOPMENT

In the 1980's we were the first to pioneer surname histories by computer. In 1990 we introduced the world's first Coat of Arms by computer. Arguably, we still have the **largest databases** of both products and the **fastest throughput**. This commitment to new

products speaks for itself, but apart from our pioneering approach, our systems are clearly the most reliable in the field, whether the systems are located in a hot dusty Highland Games running from a portable gas generator or in a pristine department store.

We are the leaders in the industry and as any leader will attest, you can't stop pushing ahead.

OUR TEAM OF LICENSEES

One licensee has just celebrated their first 20 years with us. They were one of the first licensees that we signed up. Not bad for a product that started to be licensed in North America 21 years ago. That's why we call them a team of licensees. All of our licensees work together, whether they are from Maine or California, everybody works as a team not because they have to, but because they realizes that team-work helps everybody find new and better ways of marketing the product. Check out our online forum for many new ideas. We encourage teamwork: all licensees are treated fairly and equally. No special deals.

Please visit: [Jackie and Gord Passmore celebrate 20 years...](#)

SUPPLIES

All licensees have a list of our current suppliers. Many licensees buy direct from them. For the most part, these suppliers have been with us for years. If a licensee wishes to source materials locally, they are free to do so. **We are not in the supply business.** You don't have to buy our parchments. We don't gouge our licensees by charging them for each parchment. In fact, we encourage our licensees to print as many, free demonstration products as they wish – it attracts customers!

RESEARCH SUPPORT

As with any product, occasionally customers have questions that the licensee or his/her employees can't answer. Our research staff can either answer these questions directly by email or on the telephone. This personal and thoughtful service is another reason why we have the long-standing credibility in our field.

RECOMMENDED HARDWARE

Today, it seems that computer specifications change on a daily basis, so be sure to check with our staff before buying the latest expensive computers that are really too overpowered except for your kids who want to play the latest games. We generally recommend almost any printer that can print on 11" x 17" or A3 paper, but we have our favorites so be sure to check our support forum.

However, if you plan on using your computer as a serious production machine, we do recommend that you install our software, your necessary print drivers and nothing else. Don't let your kids install the latest games from the internet complete with viruses that destroy everything!

OUR LICENSE PROGRAM

We are proud to offer what we think is the most comprehensive package to allow entrepreneurs to get involved with our products at different levels of sales participation and activity.

Essentially, people can get involved with our products on a full-time or part-time basis depending on their level of commitment.

Ours is a onetime only license fee with a very low per product fee, and there are no protected territories. This allows the licensee with initiative to capitalize on opportunities, which might otherwise be missed. No quotas!

The sales level and therefore the income of the licensee will be determined by the ambition of the individual

OUR PACKAGE

Onetime fee licensing fee which includes:

- The rights to use our databases to sell various name histories and associated products.
- Surname Histories – Over 1,000,000
- First-name Histories – Over 50,000
- Coats of Arms – Over 1,000,000
- Scottish Clan Histories – Over 35,000.
- Irish Sept Histories with Coat of Arms- Over 24,000.
- Free Licensee Support
- Free Web Store
- **Complete Starter Kit - (worth \$1,000) which includes:**
 - All necessary software, with manuals and indexes.
 - Users Guide
 - Training Guide and Sales Manual. (\$100. Value)

- Preferred service-7days a week. Hot line support (\$300).
- 250 sheets –Parchment (\$100)
- Program upgrades, for duration of license agreement.
- **\$100. Credit towards printing of Scrolls. (Retail \$500.)**

PROFIT PICTURE

FEES AND GROSS PROFITS*

Product	Fee	Retail	Profit	%
Surname History	3.00	14.95	11.95	80%
Armorial History	3.00	24.95	21.95	85%
Coat of Arms print	3.00	24.95	19.95	85%
Coat of Arms (other)	1-3.00			
Scottish Clan History	3.00	24.95	21.95	85%
Irish Sept + COA	3.00	24.95	21.95	85%
First name print	1.00	6.95	5.95	85%

SALES POTENTIAL*

Avg Scrolls per hour		Gross	Profit @ 85%
5	5 x 24.95 =	124.95	998.00
10	10 x 24.95 =	249.50	1,996.00
20	20 x 24.95 =	499.00	3,992.00

*PROFITS ARE GROSS FIGURES - NO ALLOWANCE HAS BEEN MADE FOR OTHER COSTS SUCH AS STAFF, LOCATION RENT ETC.

As you can see with sales of only **20 Scrolls** per hour, the profit potential is phenomenal. These figures are easily obtained with our Windows system in a high traffic area, such as a shopping mall or any gathering of people, like **bus tours** or of course **Highland Games** or **County fairs** etc. Our license provides an unparalleled opportunity for the entrepreneur to profit from part time or full time involvement.

COMPETITIVE CONVERSION

We are proud of the fact that we have pulled far ahead of all of our competition.

In the last couple of years we have had several licensees of our competitors become licensees of **Swyrich Corporation**.

We are also proud of the fact that we have never had one of our licensees leave us to go to a competitor.

These licensees (long-term, newly signed, and converts) will all state that they are with **Swyrich Corporation** for these reasons:

- **SUPERIOR PRODUCTS**
- **COMPLETE SUPPORT**
- **SERVICE, SERVICE, SERVICE.**

EXTENSIVE PRODUCT LINE

- Over 1,000,000 Surname Histories
- 1,000,000 Coats of Arms
- 50,000 First Name Histories
- 35,000 Scottish Clan Histories
- 24,000 Irish Sept Histories
- No Inventory
- No Quotas
- No Hidden costs
- Low overhead
- High Profit Margins
- No Confined Territories
- Unlimited Sales Potential
- Complete Sales and Training Guides
- 7 days a week Support Service
- Ongoing Research and Product Development.

SUMMARY

Whatever your level of commitment, the **Hall of Names by Swyrich** can be the product for you. Our track record around the world is second to none.

Support, support and more support is our best service to our licensees because if they don't make sales, we don't.

Call or write to us today if you wish to join our successful team of licensees.