

**Useful information for talks with  
the marketing managers or specialty leasing managers of malls  
when inquiring about renting space**

(Please pay special attention to points #5 and #11)

1. **Store name:** Maharishi Enlightenment Center
2. **Franchise?** No
3. **Parent Company:** Global Country of World Peace
4. **State of Incorporation:** Iowa
5. **Concept of stores**—programs for health, development of creativity and intelligence, and peace:

Offering health services, including a Spa, with the use of unique massage oils to balance, relax, and rejuvenate mind and body; health products and services for prevention of illness, removal of stress, and promotion of balance; healthy diet according to pulse diagnosis; programs to eliminate the negative influences of the stars, as determined by the birth chart—Vedic Jyotish (Astrology)

Educational programs for enhancement of mental potential, greater happiness, effectiveness in action, and fulfilling relationships; programs of Total Knowledge for the development of higher states of consciousness, with the ability to fulfill one's goals without strain or failures; programs to promote individual enlightenment, invincibility for the nation, and world peace.

Transcendental Meditation—a simple, effortless mental technique for enlivening creativity and one's full inner intelligence by developing coherent brain functioning; Advanced techniques of Transcendental Meditation

**BENEFITS:**

- Enlightenment, good health, peace
- Increased energy and intelligence for success in every profession
- Relaxed and creative life
- Stress-free individual and crime-free society
- Harmonious behavior and fulfilling relationships
- Techniques to fulfill desires and enjoy affluence

ALL THESE PROGRAMS ARE FOR EVERYONE—men and ladies, students, working adults, senior citizens

6. **Number of stores:** We intend to open 2400 stores in the U.S.
7. **Public Company?** No

8. **Ideal dimensions:** Size: 3000 sq ft      Frontage (window length facing the public): 24-50 ft

9. **Date required**—Starting as early as May 1, 2005

10. **Preferred size of shopping center**—Any size

11. **General company background:**

The Global Country of World Peace is a nonprofit educational organization doing business in every state in the U.S.; together with its affiliate entities, its products and services have been offered for 50 years worldwide. These include lectures on knowledge of different values of health, diet, and prevention of illness; spa programs; organic agriculture products; teaching of Transcendental Meditation, its advanced techniques, and the TM-Sidhi program with Yogic Flying to develop higher states of consciousness and coherence and positivity in society.

12. **Who is your major competition?** No one else offers these programs and products.

13. **Build-out cost:** We can start with available space; we need 10-12 rooms within the 3000 square feet.

14. **Length of time and cost:** At least one year, then extended, if successful. Rent: \$4000–\$5000 per month or less for 3,000 square feet.

15. **What affects your real estate decisions?** Our real estate decisions are based primarily on respectable location of the mall and its popularity in the city.

16. **Do you sell merchandise through the Internet?** Yes, as well as promote our programs: (Directors: please go to these sites, and be familiar with their contents.)

<http://www.theraj.com/>

<http://www.mapi.com/>

[www.tm.org/](http://www.tm.org/)

[www.cbeprograms.org/](http://www.cbeprograms.org/)

17. **Do you have overseas locations?** Our teaching centers are located in w08 countries; and we are now opening stores.

18. **Are these teaching centers company-owned?** Yes

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