

MARKETING MATERIALS

Karate America and Krav Maga yard signs—place at busy intersections on weekends

Business cards (Karate and Krav)—have on you at all times and leave with any one you meet (ex. with your tip at a restaurant, the check out clerk at a store, doctor’s waiting room, gas pump, etc)

Show and Tell—Poster—for teacher to hang in classroom before the visit
—“Warning” flyer—hand out to students when you ask them to invite you for a show and tell
—30 day class card—give to teacher to hand out to any student who shows the attitude you taught them during the lesson

“Class with Me” cards—give to students to use as invitations to bring friends
VIP/rack card and “Challenge Everything” Krav cards—general marketing—business to business, person to person, apartment move-in packets, pizza boxes, doctor’s offices, etc

The Last Airbender and The Karate Kid—brochures and cards—hand one out on their way in to the theater and the other on their way out

Kung Fu Panda—card—hand out to everyone at the theater
—give headband to kids who spin the wheel

Japan Relief—email campaign

Camp Brochure—give to non LP students to invite to camp (and mention LP gets camp for free or with discount), business to business (as alternative to VIP), show and tells, birthday parties, any group of parents

Sticky VIPs—cars, mailboxes, your storefront, pizza boxes, apartment doors

KRAV MAGA

Fitness - Self Defense

**\$59 Karate
Trial Program**

KARATE **AMERICA**®

Amber Smith – Instructor

asmith@karateamerica.info

770-569-5560

11765 Jones Bridge Rd. • Alpharetta, GA 30005



www.KarateAmerica.info

**STAND-UP for Yourself,
STAND-UP for Others,
STAND-UP to Life!**

STAND UP



\$99

Complete 30-Day Program

Now's your chance to try Martial Arts for one low introductory fee. Just use this card to get a \$99 Complete 30-Day Program at any Karate America location.

CALL TODAY TO SET UP YOUR FIRST CLASS!

*This special offer may not be combined with any other offer, and is for new members only.

**We Can Help Develop The Skills
And Character It Takes To
Stand-Up To The Challenges
That Life Creates Every Day!**

www.KidznPower.net



Our Programs Help With...

- Physical & Emotional Well-Being
- Positive Behavioral Changes
- Productivity & Self-Confidence
- Developing Courtesy & Manners
- Focus & Concentration

www.KarateAmerica.info

**KARATE
AMERICA**

Stand Up ★ Stand Proud ★ Stand Out

ACCREDITED BY



Taking Fitness to a
whole New Dimension!

KARATE AMERICA



\$99

30 Day Intro Offer!

**Complete Adult Programs
Including Taekwondo and...**



An exciting new martial arts based fitness program, **Warrior X-Fit** is the most effective means to transform your body, fitness level, and frame of mind.

START AT HOME: [WWW.WARRIORXFIT.COM](http://www.WARRIORXFIT.COM)

*Straight from Europe,
a radical & dynamic
Urban/Street
Fighting Application*



START AT HOME: [WWW.KEYSIKFM.COM](http://www.KEYSIKFM.COM)



KRAV MAGA Self-Defence Programs



Krav Maga, the Israeli Defense Forces program, is a complete head-to-toe, full-body workout that combines kicking and punching.

It emphasizes simple movements, allowing people of all ages and fitness levels to get in shape and learn real self-defense.

*Your Convenient
Neighborhood
Location...*

Baymeadows

9802 Baymeadows Rd. • 904-620-9884

Over 30 Locations in Florida

Log on to our website at www.KarateAmerica.info
or call 1-877-466-8320 to find a location nearest you.

To Learn More Log On To...
www.KarateAmerica.info

ATA's #1-Ranked School in the US for over 35 years!



CHALLENGE EVERYTHING

USE FOR ONE FREE CLASS!

Take KravMaga for
Self-Defense & Fitness!

**FLORIDA
KRAVMAGA**

FLORIDAKRAVMAGA.COM
at KarateAmerica • 1-866-306-5425



FLORIDAKRAVMAGA

A Division of Karate America • Over 25 Florida Locations



Arpak Mafie • 904-662-4660

1400 Millcoe Road, Jacksonville, FL 32225
AMafie@FloridaKravMaga.com

Get in shape. Go home safe.



**KRAV MAGA
WORLDWIDE**
SELF-DEFENSE • FITNESS • FITNESS

A woman with dark hair is shown from the chest up, wearing a red KravMaga glove on her right hand. She is looking towards the camera with a serious expression. The background is dark and textured.

CHALLENGE EVERYTHING

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**Take KravMaga for
Self-Defense & Fitness!**

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KRAVMAGA**

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at KarateAmerica • 1-866-306-5425



FREE Class With ME!

FROM:

Take A FREE, Fun-Filled Class With Me!
My School Location Is On The Back...

KARATE AMERICA[®]

www.KarateAmerica.info • 1-877-466-9756



Class Date: _____ Time: _____

KARATE AMERICA

WARNING!

**Exposure To
Your Students
Could Improve
The Behavior
Of Your Class!**

**KARATE
AMERICA**

A show and tell presentation by **Karate America** for your class is a very entertaining presentation and can do wonders to improve the behavior of your students.

It Can Also Help You With Your Class Supplies Funding!



Stand Up ★ Stand Proud ★ Stand Out

www.KarateAmerica.info

KARATE AMERICA®



To My Teacher,

I am a member of an exciting martial arts school called Karate America. For 35 years they have been helping all kinds of kids and adults improve their lives. My parents and I realize how much the martial arts has helped me and I want to show you and my classmates how much fun this program is.

In a special "Show & Tell" demonstration presented by my instructor, you and my classmates will have a chance to see and hear how Karate America's programs can help us. Not only is martial arts a fun activity and good for fitness, but we also learn self-defense and the Life-Skills that you see here on the left of this page. I've learned a lot more than just punching and kicking in my martial arts classes.

If you would like to schedule a time for a presentation, please fill out the information below and I will give it to my instructors and they will contact you to confirm the details of the event.

As a bonus for scheduling this "Show & Tell" demonstration, you will receive Free-Trial passes to give to everyone in the class. Also, as a special added bonus, for every student that decides to enroll in a program at Karate America, you will receive a \$50 Donation to your classroom supply fund.

Thank you! I will return this letter to my instructor at my next class.

Your Dedicated Student,

Would like a presentation for your class? Yes: _____ No: _____

School: _____ Class Grade: _____

Best Date: _____ Time: _____ # of Students: _____

Teacher Name: _____ Contact #: _____

At **Karate America** we believe that everyone has the capacity to develop the characteristics necessary to **Stand-Up** to the physical and mental challenges that life holds in store for you.

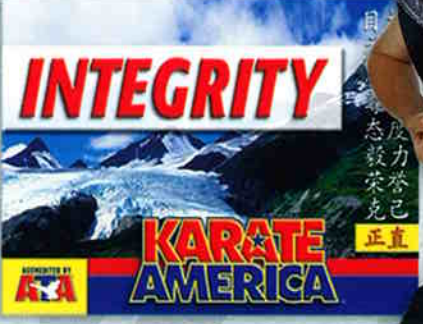
No matter what a student's age, with our proven Martial Arts programs and methods of instruction, we can help develop the confidence, strength, character and interactive skills necessary to **Stand-Up** to Life every day!

OUR PROGRAMS HELP WITH...

- **Physical & Emotional Well-Being** •
- **Positive Behavioral Changes** •
- **Developing Courtesy & Manners** •
- **Improved Self-Confidence & Productivity** •

www.KarateAmerica.info

目标
礼貌
忠诚
尊敬
态度
毅力
荣誉
克己
正直



STAND UP

STAND-UP For Yourself



STAND-UP For Others



STAND-UP To School Challenges!

目标 礼貌 忠诚 敬度 毅力 荣誉 克己 正直



Learn About Martial Arts In A Class Presentation
Date & Time

www.KarateAmerica.info



KARATE AMERICA

Stand Up ★ Stand Proud ★ Stand Out



KARATE AMERICA™

"I received this 30-Day Free membership pass for showing respect today at school."

FREE 30 DAY TRIAL PASS!



Student: _____

Teacher: _____

School: _____

Stand Up ★ Stand Proud ★ Stand Out



Your Neighborhood **Karate America** Academy



www.KarateAmerica.info



\$59

Complete 4-Week Program

HELP YOUR KIDS
BUILD CONFIDENCE TO
STAND-UP
ON THEIR OWN!

**OUR PROGRAMS
HELP WITH...**

Physical & Emotional
Well-Being

Positive
Behavioral Changes

Developing
Courtesy & Manners

Self-Confidence
& Productivity

Taekwondo develops the whole person. Children and Adults find that our martial arts training teaches them important life skills – a new sense of empowerment that extends past the physical maneuvers. Our students develop the confidence and self-esteem it takes to

“Stand-Up”

and face life head on, seeking new challenges and persevering when times get tough.

Join The Confidence Team!



STAND UP

KARATE AMERICA

Stand Up ★ Stand Proud ★ Stand Out

www.KarateAmerica.info



Guaranteed!

4 WEEKS FOR \$59*

If your child doesn't make an incredible leap in just 4 weeks, you get 100% of your money back!

FREE Uniform For Every New Student!

*For New Students Only • All Classes Must Be Attended For The Guarantee To Be Valid

Karate America ensures your child's future by teaching more than just self-defense.

In just a few weeks your child will learn to be Disciplined, Respectful, More Focused & Confident!

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Baymeadows • (904) 620-9884
Julington Creek • (904) 230-2791
Mandarin • (904) 268-4424
Monument • (904) 996-8111
Blanding at College • (904) 276-2344

Hodges at JTB • (904) 223-7079
Neptune Beach • (904) 241-0100
Ponte Vedra • (904) 285-4031
Eagle Harbor • (904) 264-9111
Wells Road • (904) 264-7555
Call Today To Enroll Your Child!



**Join The
Confidence Team!**

KARATE AMERICA

*Karate America ensures your child's future
by teaching more than just self-defense.*

*In just a few weeks your child will learn to be
Disciplined, Respectful, More Focused & Confident!*

Guaranteed!
4 WEEKS
FOR \$59*

**If your child doesn't make an incredible leap in just
4 weeks, you get 100% of your money back!**

FREE Uniform For Every New Student!

*For New Students Only • All Classes Must Be Attended For The Guarantee To Be Valid

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www.KarateAmerica.info

MARTIAL ARTS SUMMER CAMP

**One Camp
Every Week!**

**Each Martial Arts Camp
Lasts One Week:**

- **Spring Break Camp
March 28th - April 1st**
- **Summer Camps Start
June 13th and run through
August 19th, one each week.**

• • • • •
*All camp participants should
arrive in workout clothes
with tennis shoes and socks.
A packed lunch is required
Monday through Friday.*

• • • • •
**Water and snacks will be
provided daily to all campers!**

• • • • •
**Drop Off As Early As 7am ~
Pickup As Late As 5:30 pm**

• • • • •
**Non-Karate America Students
are welcome, and must be
3+ years of age!**

Fitness & Fun!

- **Ground Defense:**
Stay Safe, Get Up, Get Away!
- **Stand Up Defense:**
*Traditional Taekwondo Punching
& Kicking*
- **Safe Weapons:**
Learn Focus and Coordination
- **Sparring:**
*Use Timing, Distance, Control,
plus Some Really Cool Gear*
- **Board Breaking:**
*Did You Ever Just Want To Break
Something? We Do It Safely (And
Without Getting In Trouble!)*
- **Xtreme Martial Arts:**
*The Flash And Flare Of The
Movies*
And Speaking Of Movies...
- **Karate Movies:**
We Do Have To Sit Sometimes
- **Karate Games:**
*Bet You Never Played Baseball
Without A Bat.*
- **Did We Mention Snacks?**
Mmmm...Snacks.

KARATE AMERICA

Stand Up ☆ Stand Proud ☆ Stand Out



Summer Camp Fees:

- Sign Up For One Camp: \$175 ea.
- Sign Up For 2-3 Camps: \$160 ea.
- Sign Up For 4-5 Camps: \$150 ea.
- Sign Up For 6+ Camps: \$140 ea.

Add 2nd Child \$100 per camp
Add 3rd+ Child \$50 per child per camp

**Space Is Limited!
Sign Up Today!**

**Contact Our Windsor Commons
School Location:**

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4792 Windsor Commons Ct., Jacksonville, FL 32224





A Fun-Filled Summer Camp Kids Will Love!

Your Child Will Learn:

**Confidence • Respect
Discipline • Leadership
Focus • Integrity**

**Karate
America
Martial Arts**

**It's More
Than Just
Cool Moves!**



Summer Camp Registration Form:

Child's Name _____ Age _____

Child's Name _____ Age _____

Child's Name _____ Age _____

Child's Name _____ Age _____

Week Of: _____ \$ _____

Week Of: _____ \$ _____

Week Of: _____ \$ _____

Sub-Total \$ _____

Less Discounts \$ _____

Total Amount Due \$ _____

Parent _____

Phone _____

KARATE AMERICA

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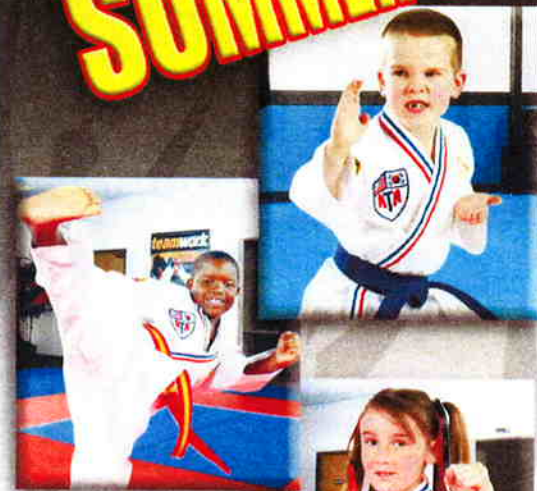
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School Location:

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4792 Windsor Commons Ct., Jacksonville, FL 32224

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MARTIAL ARTS SUMMER CAMP



**One Week
Camps In
June, July
& August!**

**Accelerate Your Training
Enhance Your Skills
Have LOTS of FUN!**

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KARATE AMERICA

4 Great Reasons

Parents Love To Bring Their Kids To Karate America For Martial Arts Classes!

For Over 35 Years We've Been Helping Boys & Girls...

- 1 Get Physically Fit
- 2 Achieve Self-Confidence
- 3 Improve Social Skills
- 4 Learn How To Be Safe!

ONLINE SPECIAL \$59 4-Week Intro!

Sign Up Now By
Calling Or Go Online!

* New Students Only



Kids Can
Get Fit &
Go Home Safe!

At Karate America our martial arts program for kids involves instruction that teaches the basic fundamentals of self-defense along with building personal development in such areas of integrity, self-control, confidence, perseverance, respect, loyalty and self-esteem. All classes are taught using the most safe, fun and exciting instruction methods available. Your child will actively participate in every class to obtain their goals. This is a great way for your kids to get exercise, learn to succeed, improve their social skills, and have fun!

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 Orange Park • (904) 276-2344 / Wells Road • (904) 264-7555

BROWARD COUNTY - Cooper City • (954) 252-2821 / Miramar East • (954) 436-5535
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YOU COULD BE

\$59 4-Week Intro!

the next KARARATE KID!

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Stand Up ★ Stand Proud ★ Stand Out

Lots of TV & Movie Stars Got Their Start With ATA Martial Arts!

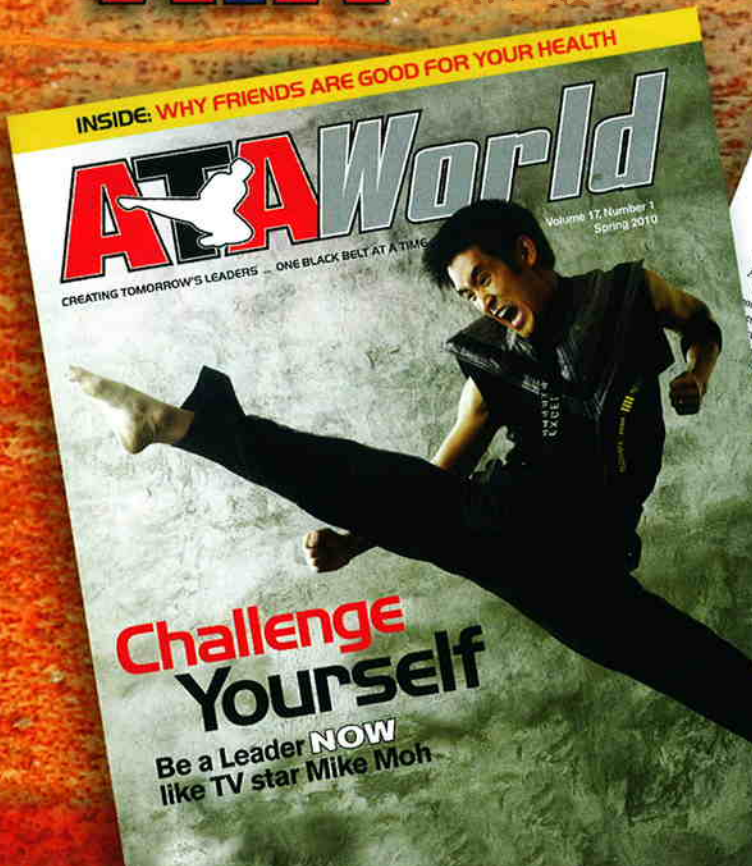


Putting his martial arts skills to the test, ATA leader Noah Ringer landed a coveted role in a major movie release this summer.

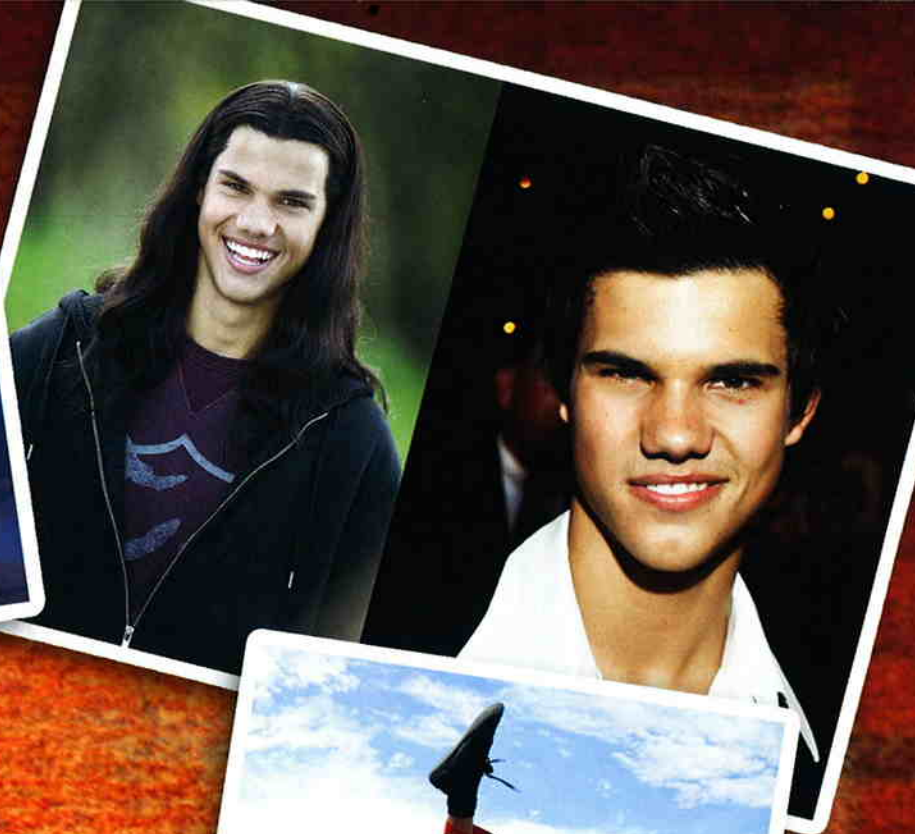
How do you go from a regular kid with no acting experience to the star of a major movie? For Noah Ringer, the answer is ATA. Noah, a 10-year-old ATA member from the Dallas area, landed a role in the movie "The Last Airbender" after being discovered by a casting director. Noah's journey from a martial arts student to a Hollywood star is a testament to the discipline and focus he learned at ATA. He has trained in ATA for several years and has been a member since he was 7 years old. Noah's role in "The Last Airbender" was a significant milestone in his life, and he credits his training at ATA for his success. He has also been featured in several other magazines and has a growing fan base. Noah's story is an inspiration for many young people who are interested in martial arts and acting.



Plus Special Abilities Athletes Say "Yes We Can!"



\$59
4-Week
Intro!



ATA/XMA Martial Arts Training Helped Actors Like These Prepare For Their Entertainment Careers You Can Learn Martial Arts And Succeed In Life Just Like Them!

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KARATE
KID!**

Use This
Card
For One
**FREE
CLASS**
At Any Of
Our Schools!



While In Class You Can Collect The
Other 3 Karate Kid Collector's Cards!

KARATE AMERICA

Find A School Near You At...
www.KarateAmerica.info
Or Call 1-866-306-KICK

YOU COULD BE

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KARATE
KID!**

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KARATE AMERICA

4 Great Reasons

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- 4 Learn How To Be Safe!

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Sign Up Now By
Calling Or Go Online!



Kids Can
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Go Home Safe!

At Karate America our martial arts program for kids involves instruction that teaches the basic fundamentals of self-defense along with building personal development in such areas of integrity, self-control, confidence, perseverance, respect, loyalty and self-esteem. All classes are taught using the most safe, fun and exciting instruction methods available. Your child will actively participate in every class to obtain their goals. This is a great way for your kids to get exercise, learn to succeed, improve their social skills, and have fun!

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M. NIGHT SHYAMALAN THE LAST AIRBENDER

Start Your
Martial Arts Journey
Today!

\$59 4-Week Intro!

Join The Many TV & Movie Stars
That Got Their Start Through
Martial Arts Training!

KARATE AMERICA

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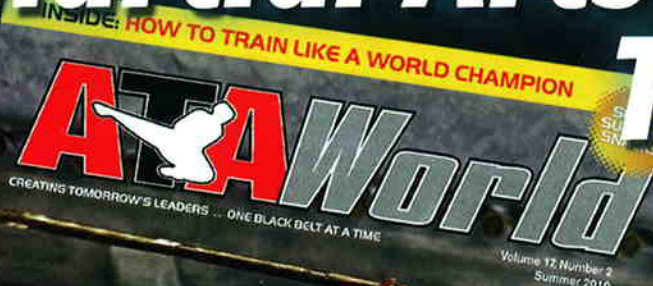
Or Call 1-866-306-KICK

Start Your Martial Arts Journey Today!

Putting his martial arts skills to the test, ATA leader Noah Ringer landed a coveted role in a major movie release this summer.



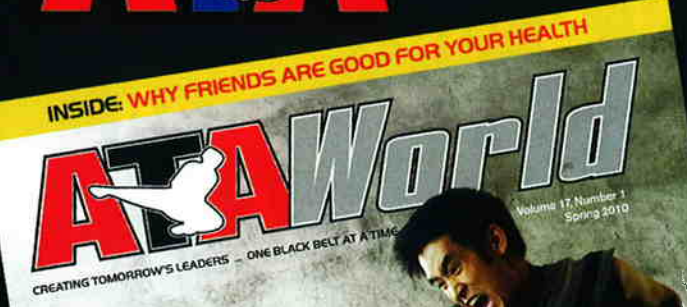
How do you get from a timid kid... with no acting experience... to the star of a major movie? For Noah Ringer, the answer is ATA. Ringer, a 17-year-old ATA leader from the Dallas area, landed the role of Aang in the animated film *The Last Airbender*. "I was a martial arts student for a long time," says Ringer. "I knew a lot of people in the martial arts community, and I was a fan of the ATA. When I saw the movie, I knew I had to try." Ringer's journey from a martial arts student to a Hollywood star is a testament to the power of ATA training. "I was a martial arts student for a long time," says Ringer. "I knew a lot of people in the martial arts community, and I was a fan of the ATA. When I saw the movie, I knew I had to try." Ringer's journey from a martial arts student to a Hollywood star is a testament to the power of ATA training.



The Last Airbender

ATA's Noah Ringer is in the Hollywood spotlight this summer

Plus: Special Abilities Athletes Say "Yes We Can!"



Challenge Yourself

Be a Leader NOW like TV star Mike Moh

TV Star MIKE MOH

It was the Ninja Turtles—specifically the character Michelangelo—that inspired Mike Moh to train in Taekwondo. "I was a fan of the Ninja Turtles, and I wanted to be like them," says Moh. "I was a martial arts student for a long time, and I was a fan of the ATA. When I saw the movie, I knew I had to try." Moh's journey from a martial arts student to a Hollywood star is a testament to the power of ATA training.



FROM MARTIAL ARTS TO ACTING



Mike Chat is the founder of Xtreme Martial Arts (XMA), headquartered in North Hollywood, Calif. and a martial arts mentor who has worked with celebrities such as actor Taylor Lautner, the musician Usher, and Jaden Smith.

GET IN THE ACT

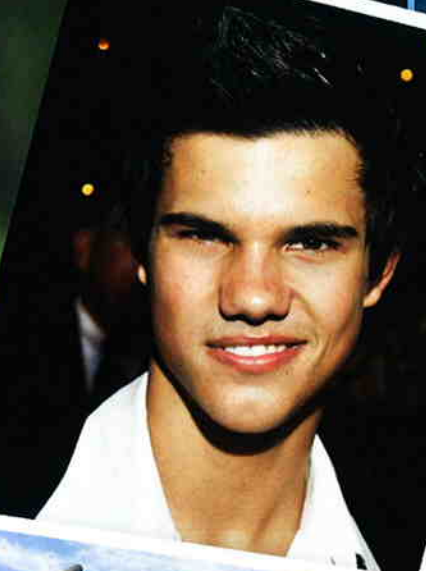
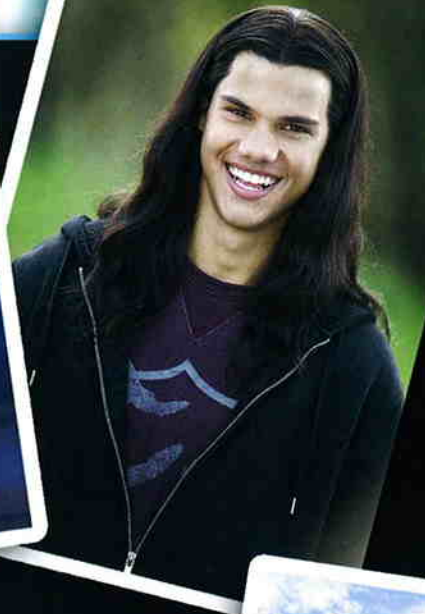
Want practice performing in front of others? Compete in an ATA tournament like Noah did! Check ataonline.com for a complete tournament schedule.

ATA/XMA Martial Arts Training Helped Actors Like These Prepare For Their Entertainment Careers. You Can Learn Martial Arts And Succeed In Life Just Like Them!

Check Out How You Can Start Your Martial Arts Training At www.KarateAmerica.info or Call One of Our Schools Listed On The Back!



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M. NIGHT SHYAMALAN
THE LAST AIRBENDER

*Start Your
Martial Arts Journey
Today!*

**Join The Many TV & Movie Stars
That Got Their Start Through
Martial Arts Training!**

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Or Call 1-866-306-KICK

M. NIGHT SHYAMALAN
THE LAST AIRBENDER

*Start Your
Martial Arts Journey
Today!*

**With
This Card:**

\$59

**4-Week
Intro!**

**While In Class You Can Collect The
Other 3 Last Airbender Collector's Cards!**

KARATE AMERICA

Find A School Near You At

www.KarateAmerica.info

Or Call 1-866-306-KICK



Collector's
CARD



Start Your Martial Arts Journey Today!

\$59 **4-Week Intro!**

Present this card at any of the locations listed below.

Join The Many TV & Movie Stars That Got Their Start Through Martial Arts Training!

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Neptune Beach • (904) 241-0100

Ponte Vedra • (904) 285-4031

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Wells Road • (904) 264-7555

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4 Week Intro

only \$59

KARATE
AMERICA

Furious Five
Kung Fu Warrior

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AMERICA

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Coral Springs 954-757-2821

Ft. Lauderdale 954-567-5686

Plantation 954-424-2337



Coming



• Sapporo

TOGETHER as a COMMUNITY

ATA Martial Arts program is not only about improving school work, self discipline, self confidence, and goal setting skills. We believe in community and helping the greater cause. In a time of crisis, even in other countries, ATA brings people and resources together to give help where it's needed, while providing a living example of leadership and compassion to our children.

WE NEED YOUR HELP

Donate a minimum of \$59 to the American Red Cross Japan Relief and Receive:

One Month FREE plus a Martial Arts Uniform*

100% of funds raised will go to the American Red Cross for relief efforts.



Donate Today & Get 1 Month Free!

866-306-KICK

Visit Us Online!

www.KARATEAMERICA.info

Report from the American Red Cross

Saturday, March 12, 2011 — The American Red Cross is offering assistance to the Japanese Red Cross following March 11th's magnitude 8.9 earthquake and resulting tsunami that left towns and villages in Japan devastated.

The earthquake triggered fires and caused severe damage to buildings, leaving five million households without electricity and 1 million without water. Early assessments indicate that more than 2,500 houses have collapsed completely, with 2,500 more damaged.

In the first 24 hours, the Japanese Red Cross dispatched 62 response teams. These medical relief teams – made up of about 400 doctors, nurses and support staff – are already providing assistance in affected areas through mobile medical clinics, as well as assessing the damage and needs of the communities affected.

Reaction from ATA Martial Arts

In a response to this tragic natural disaster, ATA Martial Arts will be a fundraiser and collector of donations payable to the American Red Cross.

Donations of \$59 or more received by April 30, 2011, will be rewarded with one free month of training plus a new uniform!

Our goal is to raise \$5000 to present to the Red Cross to help provide urgent relief.

JAPAN RELIEF!

Help Us Help Those Affected By The Biggest Earthquake Disaster In History!

The American Red Cross is offering assistance to the Japanese Red Cross following March 11th's magnitude 8.9 earthquake and resulting tsunami that left towns and villages in Japan devastated. By making a financial gift to the American Red Cross, you can provide shelter, food, counseling, and other assistance to those in need.

Our Goal:

ATA Martial Arts to Raise
\$5000
for the Japan Relief!

How to Help:

1. *Donate a minimum of \$59 to the American Red Cross
2. **Receive 1 Month Free Plus A Uniform

*Receive a tax deduction for bringing a donation of ATA Martial Arts made out to the American Red Cross.
**Offer Good For New Members Only



Help The American Red Cross
And Receive The Matching
Amount In Upgrades!



Karate America 1-866-306-KICK

*Offer Expires April 30, 2011