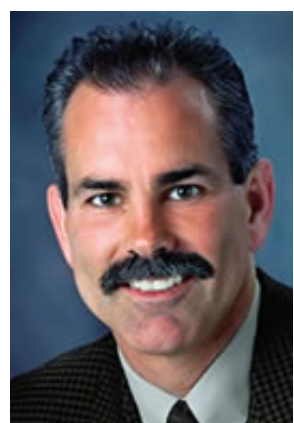


From: Ignatius Piazza newsletter@frontsight.com
Subject: Front Sight is RESTRUCTURING...
Date: January 22, 2022 at 1:14 AM
To:



Front Sight is RESTRUCTURING...



Dr. Ignatius Piazza

Front Sight is RESTRUCTURING Our Policies, Procedures, and Fees.

Here's WHY and HOW it Affects YOU...

**NOTE: Time Sensitive
Deadlines for Your Response and
Participation to Maintain Your Membership.**

READ AND RESPOND TODAY!

Saturday, January 22, 2022

Dear David,

Read this letter SLOWLY AND COMPLETELY. Then read it again. DO NOT skim through it. This is the MOST IMPORTANT letter I have written to members in the history of Front Sight. It is also, ultimately, the most positive letter I have ever written as it sets in motion the changes, through Front Sight restructuring our policies, procedures, and fees, that will ensure Front Sight's successful operation and expansion for generations to come, long after you and I are gone.

You may be a new member or you may have been with us for years, but I want to remind you that way back in August of 2018, I was forced to file a lawsuit to protect you and Front Sight when we were conned out of more than \$500,000 by an attorney who initially posed as a legitimate businessman in 2012, with experience in raising construction funds for established and rapidly-growing projects in rural areas. He represented that he was one of us, a pro-gun patriot who wanted to assist Front Sight in positively changing the image of gun ownership in our lifetimes by helping us complete the resort with low-interest money he would source from his vast pool of overseas investors. He promised he would raise all the funds needed to complete the resort and do it quickly if we covered all the administrative costs and some initial marketing costs. It turns out, he was not one of us. He was a lying, con man

con man.

It was not the fraudulent misrepresentation he made regarding his experience and network of investors, or his utter failure to deliver on his multiple promises of full funding for our project, or that he did not raise as promised, \$150 million, or \$75 million, or \$50 million, or \$25 million or even \$10 million in funds toward the completion of the Front Sight Resort that caused me to sue him. No, his biggest transgression against us and really his biggest sin against YOU is the fact that after we provided everything we agreed to provide and kept the resort project moving forward in spite of his fraudulent misrepresentation and failures, and having never failed to pay any of our financial obligations under his funding agreement, he deceitfully attempted to STEAL Front Sight away from us by fraudulently and fictitiously claiming we were in default of some weasel-worded and highly questionable language in our agreements with him. He claimed he had the right to sell Front Sight's land and water rights, **EVEN THOUGH WE HAD NEVER FAILED TO PAY ANY OF OUR FINANCIAL OBLIGATIONS UNDER HIS FUNDING AGREEMENT**, and had continued to move the project toward completion, despite his failing to deliver the promised funding!

I have been fighting this lawsuit for you for **NEARLY FOUR YEARS**. It feels like it's been 281713 years! The law is on our side in this case. We were never in default. We were fraudulently induced into the deal. We were lied to repeatedly. Our money was diverted and stolen. Depositions uncovered there was never any intent by the man who conned us into this deal to ever fully fund the project. This was a conspiracy from the start to steal Front Sight. When asked in testimony, what he would do if he was successful in foreclosing on Front Sight, he lied by responding he would get it funded and completed. When asked if that was the case, **WHY** didn't he get it funded and completed as he promised? To that question he had no answer, because evidence shows he never had the intention or the ability to fully fund it or complete the project, just foreclose on it.

We have proven all of this. We have proven he lied to us over 30 times to get us into the deal. We have proven he lied to us to get us to sign the construction loan agreement. We have proven he inappropriately diverted for his own use, over \$100,000 of the initial \$300,000 we paid him to start the funding process. We have proven he did not use the marketing money we gave him to market funding the project. We have proven he lied to the judge and the Court. We have proven he has flagrantly obstructed the discovery process. We have proven that he breached his contract with us, literally the day we signed it. We have also proven that we have never lied, we have never misappropriated any of the funds we received, and in fact have placed millions more into the project than he loaned. We have *repeatedly* placed case-winning motions in front of the judge, most recently a motion for case-ending sanctions against our enemies for all the court orders and rules of discovery they have egregiously ignored or violated.

Unfortunately, our motions for summary judgement and motions for partial summary judgement, have never produced the desired result of a case-winning decision in our favor with the judge in this case.

From the time I filed the lawsuit to protect Front Sight and your membership from being stolen in a fraudulent foreclosure attempt by unscrupulous, lying con men, I have encouraged EVERY member to step up and fight shoulder-to-shoulder with me by financially participating in special offers that provided a HUGE "Exchange in Abundance" for your participation. I repeatedly explained that if all members were to participate, even at the minimal level, we could defeat all of our enemies and complete the project.

I sent a post card to every member household, representing over 250,000 members, informing them of the lawsuit I filed and providing a website link for them to get all the details, and encouraged EVERY member to participate. I emailed our members, repeatedly, informing them of the lawsuit I filed and providing a website link for them to get all the details, and encouraged EVERY member to participate. I called the members, repeatedly, informing them of the lawsuit I filed and providing a website link for them to get all the details, and encouraged them to participate.

In August of 2021, I created the web page www.FrontSight.com/FinishTheFight and sent *hundreds* of emails to the members and made phone calls to the entire membership *dozens* of times, telling them in no uncertain terms that EVERY MEMBER needed to step up on

of times, telling them in no uncertain terms that EVERY MEMBER needed to step up and participate. I specifically stated on the FINISH THE FIGHT website the following:

With over 100,000 member households representing over 250,000 members, TOGETHER, we control our own destiny no matter what challenges, obstacles, or fights may ever be thrown at us, BUT ONLY WHEN WE ALL STAND TOGETHER AS ONE. And by TOGETHER, I mean ALL OF US. EACH and EVERY ONE OF US.

I'm not asking you to do anything heroic. I have always done that for you. I have always placed my life, my fortune and my sacred honor on the line for you and Front Sight. You know this to be true, and I will continue to do so.

I AM ASKING YOU TO STAND WITH ME AND YOUR FELLOW MEMBERS WHO ARE ALREADY SHOULDER-TO-SHOULDER WITH ME IN THIS FIGHT, SO WE ARE 100,000 HOUSEHOLDS STRONG AND IMMEDIATELY DEFEAT OUR ENEMIES WHO ARE TRYING TO CLOSE FRONT SIGHT, STEAL FRONT SIGHT, AND STEAL YOUR MEMBERSHIP.

What if you do nothing? Then there is a real chance due to the politics involved that we will lose and I will be forced to make decisions that will adversely affect your membership to protect the future of Front Sight. THIS SHOULD NEVER HAPPEN because we are 100,000 households strong, and TOGETHER can immediately control our destiny AND WIN, but ONLY if we ALL IMMEDIATELY STEP UP. Stepping up by your fellow members is in full swing. It is now up to you to join with us in the fight. No excuses.

Then, at Thanksgiving, I provided the GREATEST Year-End Holiday Gift I had ever provided in Front Sight's 25-Year History by consolidating the numerous Front Sight memberships we have offered over the years into four membership levels, and UPGRADING EVERY MEMBER into a much higher-level membership than they previously had paid for, and I even added extremely-valuable and repeatedly-requested courses to EVERY Membership level.

I then UPGRADED EVERY "To Be Determined" Membership available for sale or transfer in EVERY member's account to the higher membership level I had just upgraded their personal membership.

This represented tens of thousands of dollars, if not hundreds of thousands of dollars, in value provided free of charge for EVERY MEMBER, and was yet another amazing "Exchange in Abundance" as I have done SO MANY TIMES for our members during the first 25 years of Front Sight's operation.

I then sent out emails EVERY DAY counting down the LAST 10 DAYS for EVERY Member to participate in FINISHING THE FIGHT against our enemies, by participating in ONE of three options: A simple donation to the fight, OR joining the Front Sight Warrior group and receiving spectacular value and guns and gear bonuses for several levels of participation, OR upgrading to our highest-level membership, the Order of the Knights of Front Sight for literally 1/50th of the cost.

In every email in the LAST 10 DAY Countdown I reiterated, right in the subject line that EVERY Member must participate to Finish the Fight against our enemies.

In every email in the LAST 10 DAY Countdown, I reiterated the warning regarding the litigation if EVERY Member did not participate to Finish The Fight. I wrote: **What if you do nothing? Then there is a real chance due to the politics involved that we will lose, and I will be forced to make decisions that will adversely affect your membership to protect the future of Front Sight. THIS SHOULD NEVER HAPPEN because we are 100,000 households strong, and TOGETHER can immediately control our destiny AND WIN, but ONLY if we ALL IMMEDIATELY STEP UP. Stepping up by your fellow members is in full swing. It is now up to you to join with us in the fight. No excuses.**

I then set a MIDNIGHT December 31, 2021 DEADLINE for EVERY MEMBER to participate in one of three options, with the smallest participation being just \$50 to FINISH THE FIGHT and defeat our enemies attempting to fraudulently foreclose on Front Sight and steal everything from us.

I emailed EVERY MEMBER and called EVERY MEMBER informing them of the MIDNIGHT December 31, 2021 DEADLINE to participate to Finish The Fight against the enemies attempting to steal Front Sight.

So, what happened?

Well, after 25 years of providing our members with the greatest "Exchange in Abundance" that any company has ever provided its customers in ANY industry...

After building the greatest firearms training facility in the world, and creating the finest firearms training staff the industry has ever seen, and providing the hundreds of thousands of members with world class firearms training for literally pennies on the dollar...

After upgrading EVERY member to a much higher level of membership, and then upgrading all of their "To Be Determined" memberships that they can sell or transfer to a much higher level as well...

After adding additional classes to EVERY Member's membership...

And after sending every member household a postcard, hundreds of emails, dozens of phone calls, and counting down the days remaining for EVERY member to participate in Finishing The Fight against our enemies attempting to steal Front Sight...

And after setting a MIDNIGHT, December 31, 2021 DEADLINE for EVERY MEMBER TO PARTICIPATE to a level as LOW as \$50 to Finish The Fight against our enemies...

We DID NOT Have Enough Front Sight Members Participate to Finish The Fight.

To say I was disappointed, would be an understatement.

I wondered if those Front Sight members who did not participate, even at a level as low as \$50, DID NOT CARE ENOUGH about Front Sight or their own memberships to participate in Finishing The Fight against our enemies attempting to steal Front Sight from them? IF THEY DID NOT CARE, THEN WHY SHOULD I CARE?

Well, I DO CARE!

I care about each and every staff member and their families who count on the employment that Front Sight provides them.

I care about the Town of Pahrump and the millions of dollars in revenue the 30,000 to 50,000 students who attend our courses EACH YEAR bring to Nye County, Nevada.

I DEEPLY care about the Front Sight Members WHO DID step up and participate to the highest levels they could to Finish The Fight against the enemies attempting to steal Front Sight.

I DEEPLY care about the millions of students and members we will train in the future to positively change the image of gun ownership and protect the Second Amendment for generations to come.

I care about the 30 years I have dedicated to creating the greatest firearms training facility and firearms training staff the world has ever seen.

And I *STILL* sincerely care about the Front Sight members, who when repeatedly called upon to step up and fight shoulder-to-shoulder with me to Finish The Fight against our enemies attempting to steal Front Sight from us, DID NOTHING.

I DO CARE.

I REFUSE to allow our enemies to steal Front Sight. I gave EVERY MEMBER MULTIPLE OPPORTUNITIES to step up and participate to Finish The Fight against our enemies. Had every member participated as I requested, even at the lowest level of participation, we could have Finished The Fight and construction would be resuming on Front Sight's resort area as I write this. Unfortunately, too many of Front Sight's Members did not participate, even at the lowest level of \$50. THEY DID NOTHING. DID THEY NOT CARE?

I DO CARE.

And because I DO CARE, and because I meant what I said REPEATEDLY to members about what could happen if each and every member did not participate in Finishing the Fight against our enemies attempting to steal Front Sight, I have no choice but to make important and needed changes to Front Sight's policies, procedures and fees, to ensure Front Sight's successful operation for generations to come.

In essence, I have RESTRUCTURED Front Sight's policies, procedures, and fees.

You read that correctly. Front Sight is RESTRUCTURED.

Regardless of whether you think the changes Front Sight has made are needed and welcomed or not, REMEMBER THIS: Too many of the members, when repeatedly asked to participate to Finish The Fight, DID NOTHING to protect Front Sight against deceitful enemies attempting to steal Front Sight over a four year, fraudulent foreclosure action. This could have all been avoided, had all the members participated to a level as low as \$50. As a result, the proper and smart legal action to protect Front Sight for generations to come, is what I have done, namely RESTRUCTURE Front Sight's policies, procedures, benefits, services, and fees.

Before I get into the changes in Front Sight policies, procedures, services, benefits, and fees, you need to fully understand the Four Levels of Exchange. If you have previously attended the Order of the Knights of Front Sight Training or the Secrets of the Ultra Successful Events, then you have heard me describe these levels. It's critical that you understand the levels of exchange because they put into clear and proper perspective why we have made the necessary changes at Front Sight. The Four Levels of Exchange are:

- **"Criminal Exchange" is the lowest level of exchange. This is when you give something and you get nothing in return. Criminal Exchange is what happened to Front Sight when dealing with the lying con men who diverted the money we gave them to secure our funding, did not fulfill their promised funding, and when confronted, filed a fraudulent foreclosure action to try to steal the property.**
- **"Partial Exchange" is when you give something and get less in return.**
- **"Fair Exchange" is when you give something and get equal value in return. This is how 99% of successful businesses operate.**
- **"Exchange in Abundance" is the highest level of exchange. This is when you give something and receive MORE in return. Since the day I created Front Sight 25 years ago, I have always strived to Exchange in Abundance with our members. Unfortunately, I was forced into a change of operation at MIDNIGHT on December 31, 2021. As much as I believed and expected the members would reciprocate my 25 years of Exchanging in Abundance with them, and in return, step up and participate in finishing the fight against our enemies, not enough participated. As a result, and as part of normal business decisions, Front Sight must make important changes in our policies, procedures, services, benefits, and fees. We have RESTRUCTURED Front Sight's policies, procedures, services, benefits, and fees to ensure Front Sight's successful operations for generations to come, and to protect the organization, the property, and the members from enemies attempting to steal Front Sight.**

Even through restructuring our policies, procedures, services, benefits and fees, I believe you will see that I have continued to Exchange with you in Abundance wherever and whenever I possibly can. That's what Front Sight has done for 25 years and it will continue as much as possible in the future, as you will see below. However, in some areas of your membership, the difficult and challenging aspects of restructuring Front Sight has forced me to exchange with you in a Fair manner now, instead of in Abundance. Keep this in mind as I describe below the changes in our policies, procedures and fees.

As of today's date, these are the changes in Front Sight policies, procedures, and finances.

1. A new section is now on your Front Sight Account page labeled "F\$ Bucks." Each Front Sight Buck has the value of \$1 (one dollar). In the F\$ Bucks tab will be listed any non-refundable, non-transferable Front Sight Bucks that we place in your account that you can use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees, and other associated and approved Front Sight fees. These are NOT Front Sight Credits or Patronage Points. These are Front Sight Bucks. They are non-refundable, non-transferable, and not redeemable for cash. This is an Exchange in Abundance as you have never had F\$ Bucks in the past or been able to use F\$ Bucks for so many Front Sight services and products.
2. All Front Sight memberships are now willable. You can designate that your membership and any assets in your account be transferred on your passing to any individual you desire who qualifies for Front Sight Membership. This is an Exchange in Abundance as only the highest-level memberships had the benefit of being able to will a membership and all the assets in the membership to a deserving individual.
3. Front Sight memberships can now be sold or transferred to ANY individual, even existing members. The restriction of no advertising in any public media remains in effect, but you can now sell or transfer YOUR membership or any of your "To Be Determined" Memberships to anyone, including existing Front Sight Members. This is an Exchange in Abundance as you were never able to do this in the past.
4. All Front Sight memberships now have access to PRIVATE TRAINING. This is an Exchange in Abundance as Private Training was only available to the highest-level members in the past.
5. ALL Certificates, including, but not limited to Gun and Gear Rental Certificates; Pro Shop Certificates; Hotel Stay Certificates, Fun Gun Shoot Certificates, Private Training Certificates, Advanced Course Certificates are now converted to certificates good for the Two Day and Four Day Defensive Handgun, Tactical Shotgun, or Practical Rifle Courses that one person can use to attend a four-day course or two people can use to attend a two-day course. The certificates have no expiration date, are not redeemable for cash and are *valid for a student's first course only*. This is an Exchange in Abundance because the certificate for a Two Day or Four Day Defensive Handgun, Tactical Shotgun, or Practical Rifle course is a \$2,000 value, which exceeds the value of any of the other certificates it is replacing.
6. Front Sight refunded into your F\$ Bucks account any Front Sight Credit Multiplier purchases you made, without reducing the number of credits or patronage points you accumulated with those purchases, giving you all those credit multipliers FREE OF CHARGE. Remember, each "Front Sight Buck" has the value of \$1 (one dollar). F\$ Bucks are non-refundable, non-transferable and not redeemable for cash. We placed F\$ Bucks in your account, for you to use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees, and other associated and approved Front Sight fees.
7. Front Sight then determined what the Top 20 members with the most credits/patronage points had paid to accumulate the most credits. Taking the average amount paid by the top 20 members to accumulate their credits, Front Sight then

converted Front Sight Credits/Patronage Points into the new Front Sight Coin, replacing the Credits/Patronage Points of all Members with ONE Front Sight Coin for every \$100 they spent in accumulating their Front Sight Credits/Patronage Points. This places the value of a single Front Sight Coin at \$100 each. There are no longer any Front Sight Credits or Patronage Points. "FS Coin" (Front Sight Coin) is now listed in your Front Sight Account. This is a HUGE Exchange in Abundance because Front Sight first refunded into your F\$ Bucks account, your Front Sight Credits Multiplier purchases while allowing you to keep what you purchased. Then Front Sight converted what you had purchased into FS Coins and placed in your Front Sight Account, FREE of CHARGE, the new Front Sight Coin to the level of your past credit multiplier purchases.

8. As an ADDITIONAL Exchange in Abundance, Front Sight placed one additional *Front Sight Coin* in EVERY member's account, above and beyond what they may have paid. Front Sight Coins are good to redeem for special offers that Front Sight will create in the near future.
9. As I write this, Front Sight just completed delivering over 800 tactical shotguns, because they were FINALLY delivered to us from the manufacturer, as free bonuses to members who had purchased offers that included a free bonus shotgun. From this date forward, all guns that were offered as free bonuses as part of special offers and membership upgrades will NOT be delivered. Instead, the wholesale cost of the gun plus any shipping fee paid, was placed in your F\$ Bucks account to be used for services, products, or fees associated with your Front Sight purchases. These are NOT Credits or Patronage Points. They are Front Sight Bucks. They are non-refundable, non-transferable, and not redeemable for cash. These guns were free bonuses. So providing you with their wholesale cost, placed in your Front Sight Bucks account is better than Fair Exchange for those members who submitted their paperwork and have been waiting for guns that have been near impossible for us to secure in the latest gun buying frenzy. It is truly an Exchange in Abundance for members, who for whatever reason, have never sent in their paperwork for us to order the free gun that was bonused them. Those members will now have the wholesale value of the gun in their F\$ Bucks account to use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees, and other associated and approved Front Sight fees.
10. The Front Sight Members Co-Op is closed. Your purchase into the Front Sight Members Co-Op was refunded into your F\$ Bucks account to use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees and other associated Front Sight fees. Front Sight Bucks are NOT Front Sight Credits or Patronage Points. A Front Sight Buck has the value of \$1 (one dollar). Front Sight Bucks are non-refundable and not redeemable for cash. This is another Exchange in Abundance because even though your Co-Op purchase was refunded into your F\$ Bucks account, the benefits of your purchase remain in your account.
11. The Champion Club is closed. Members who participated in the Champion Club have received a full refund by Front Sight placing their refund in their F\$ Bucks account to use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees, and other associated Front Sight fees. Front Sight Bucks are NOT Front Sight Credits or Patronage Points. A Front Sight Buck has the value of \$1 (one dollar). Front Sight Bucks are non-refundable, non-transferable, and not redeemable for cash. This is another Exchange in Abundance because even though your Champion Club purchase was refunded into your F\$ Bucks account, all the benefits of your purchase remain in your account and the guns you received as free bonuses remain in your hands.
12. Private Training for non-members is now \$3,000 per day, per person. Private Training for Patriot Members is \$1,000 per day, per person. Private Training for Legacy

Members is \$800 per day, per person. Private Training for Founder Members is \$600 per day, per person. Private Training for Knights is \$400 per day, per person. Private Training is booked at least one month in advance, First Come-First Served, based on availability of staff and ranges. NOTE: Any private training previously booked prior to this date, will remain booked. Front Sight has never canceled a scheduled course in our 25-year history and do not plan to ever cancel a scheduled course for generations to come. Confirmed members and students prior to today's date do not pay the private training fee, BUT the private training fees apply immediately for any new bookings of private training. There is no longer any free private training in any membership level. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account, while allowing you to keep what you purchased, to pay for any private training you may want.

13. The Front Sight Alaska facility will no longer operate. Front Sight Alaska Supplements are no longer valid. Front Sight has refunded into the F\$ Bucks account, the amount of purchase of anyone who purchased a Front Sight Alaska Supplement. Front Sight will focus our training at the Pahrump location.
14. Due to the difficulty in scheduling and staffing them, and the increased potential liability of running them, the following courses will no longer be offered at Front Sight: Children and Youth (including 2-Day, 4-Day, and nighttime); Rope and Rappel (including Rope and Rappel Skill Builders); Empty Hand Defense; and Edged Weapons. We will focus on firearms training courses only. NOTE: Any of the above courses previously booked prior to this announcement will remain booked. Front Sight has never canceled a scheduled course in our 25-year history and do not plan to ever cancel a scheduled course for generations to come.
15. Due to the ongoing difficulty in securing guns at any price, Guns at Cost program is closed.
16. Ammo Club program is closed. All ammunition shot at Front Sight must now be purchased at Front Sight. This policy takes effect on February 1, 2022 even if you have enrolled in a course prior to this announcement. This change in policy will have a very positive effect in lowering the overall prices we charge for ammo for all members and students, as the increased volume will give us better purchasing power and reduce the overall price we must charge. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account, while allowing you to keep what you purchased, to help pay for the ammunition you shoot at Front Sight. This is another exchange in abundance because you can now use F\$ Bucks to purchase ammunition where previously you had to pay with either cash or a credit card.
17. The following Membership Benefits are no longer valid: Free Hotel Stays; First In-First Out Privileges; Membership Pro Shop Discounts; Annual Secrets of the Ultra Successful Seminar, and Annual Advisory Board Meeting and Training. These benefits may come back in the future as Front Sight continues its development. Until then, please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account, while allowing you to keep what you purchased, to pay for your pro shop purchases.
18. Due to the difficulty in securing the level of quality we required in some of these items, shields, swords, books, manuals, DVD's and guns offered as free bonuses through the Knights membership will not be delivered. Instead, the wholesale cost of those items have been placed in your F\$ Bucks account to use for services, products, or fees associated with Front Sight purchases. These include Pro Shop purchases, ammo purchases, food purchases, membership transfer fees, criminal background fees and other associated Front Sight fees. F\$ Bucks are NOT Front Sight Credits or Patronage Points. A Front Sight Buck has the value of \$1 (one dollar). Front Sight Bucks are non-refundable, non-transferable, and not redeemable for cash. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account to pay for your pro shop purchases.

19. The \$50 Annual Criminal Background Fee for the first course of the new year remains in effect. This fee is non-refundable. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account, while allowing you to keep what you purchased, to pay for your Annual Criminal Background check.
20. All membership transfers now require a one time, \$1,000 transfer fee paid in cash, check, credit card, or available F\$ Bucks in a member's account. If you choose to pay for a transfer fee of a new member you sell or transfer one of your "To Be Determined" memberships to, please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account, while allowing you to keep what you purchased, to pay the for any membership transfer fees. Otherwise, the new members you sell or transfer your "To Be Determined" to, must pay the \$1,000 transfer fee.

The following fees, that have always existed over the last 25 years in order to operate, grow and develop Front Sight, but were absorbed or paid by me, must now, be paid by members and students. As much as I would like to be able to continue to absorb them, I must make these changes so Front Sight will continue to operate, grow and develop for generations to come, long after you and I are gone. Although you will now be paying a fee to maintain your membership, the facilities, the staff, and insurance, I hope you recognized the amount paid, of approximately \$150 for a two day course or \$300 for a four day course, when compared to the firearms training industry as a whole is extremely fair and reasonable, especially when you consider the outstanding quality of Front Sight's curriculum, our world class facilities, our stellar instructional staff, and the Exchange in Abundance you have enjoyed over the years, PLUS the Exchange in Abundance I have created for you in refunding many of your past purchases into your F\$ Bucks account to use for some of these fees.

21. Starting JANUARY 1, 2022, in order to retain and maintain their membership and all assets in their membership, each member must pay a \$50 per month [Membership Maintenance Fee](#) that can be charged monthly via a credit card or made with a single, annual payment of \$500 to save to cost of two monthly payments. Payments must be made by cash, check or credit card. This fee is non-refundable. This fee cannot be paid from a member's F\$ Bucks account. **NOTE: If you respond immediately, meaning TODAY, and pay your [Membership Maintenance Fee](#) with a single payment, saving two months of payments, as an Exchange in Abundance for doing so, I will place 5 (five) Front Sight Coins in your Front Sight Account to make your first year's Membership Maintenance Fee essentially FREE.**
22. Starting February 15, 2022, every student or member attending a course, prior to enrollment acceptance must either show proof of a minimum of \$100,000 in personal liability insurance to cover them against damages they cause to other persons or property while engaged in the handling, carrying, and shooting of firearms, and training with firearms from the sling, holster and concealed holster while on Front Sight property, OR purchase said liability insurance covering Front Sight, and naming the student or member as an additional insured, from a vendor of Front Sight's choosing, at a cost of \$25 per day. This fee is non-refundable. This cannot be paid from a member's F\$ Bucks account.
23. Starting IMMEDIATELY, every student or member enrolling in a course, prior to enrollment acceptance must pay a \$25 per day Facility Fee for the number of days of their course. This fee applies to every course at Front Sight including Private Training. This fee is non-refundable. If the member has funds in their F\$ Bucks account, the fee can be paid from their F\$ Bucks account. Students and members already enrolled and confirmed for a course in 2022 do not have to pay the \$25 per day Facility Fee, but every student or member enrolling in a course from this date forward must pay the \$25 per day daily Facility Fee. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account to pay for the Facility Fee.
24. Starting IMMEDIATELY every student or member attending a course prior to

24. Starting **MARCH 1, 2022**, every student or member attending a course, prior to enrollment acceptance must pay a \$25 per day Staff Support Fee for the number of days of their course. This fee is non-refundable. If the member has funds in their F\$ Bucks account, the fee can be paid from their F\$ Bucks account. Students and members already enrolled and confirmed for a course in 2022 do not have to pay the \$25 per day Staff Support Fee, but every student or member enrolling in a course from this date forward must pay the \$25 per day daily Staff Support Fee. Please use the Exchange in Abundance that I have provided by refunding past purchases into your F\$ Bucks account to pay for the Staff Support Fee.
25. Although we will do our best to continue to place all members in their requested courses with two weeks advance notice, we now reserve the right to close off enrollments on specific courses and course dates based on facility and staff availability.
26. We reserve the right to make additional changes in policies, procedures, services, benefits and finances to ensure Front Sight continues to operate, grow, and develop for generations to come, long after you and I are gone.

Front Sight will continue our mission to complete the resort and positively change the image of gun ownership by providing you and your fellow responsible citizens with the comfort of skill at arms that far exceeds law enforcement and military standards, delivered in a safe and caring environment that is perfect for every member of your family.

For the last 25 years, the "Exchange in Abundance" I have provided for Front Sight students and members has been nothing short of spectacular and literally represents hundreds of millions of dollars in value provided to hundreds of thousands of members. I do not regret it in the least. Through these changes in our policies, procedures and fees, the Front Sight Experience will continue to be an amazing "Exchange in Abundance" although not to the unprecedented levels that over 261,000 members have enjoyed during the last 25 years. Even with the changes, Front Sight is **STILL** the **GREATEST** value, with the finest facilities, and most exceptional instructional staff in the entire firearms training industry. You should be very proud to be a Front Sight Member and you should continue to enjoy the benefits of your membership as we continue to operate, grow and develop Front Sight for generations to come.

WHAT SHOULD YOU DO NOW?

Participate! It's just that simple!

Participate in the remarkable and phenomenal success of Front Sight. Go to your Front Sight Account **TODAY** to continue your membership by paying your Monthly [Membership Maintenance Fee](#) or make a single, annual payment to save two months of payments. **NOTE: If you respond immediately, meaning TODAY, and pay your Membership Maintenance Fee with a single payment, saving two months of payments, as an Exchange in Abundance for doing so, I will place 5 (five) Front Sight Coins in your Front Sight Account to make your first year's Membership Maintenance Fee essentially FREE.** Members who **DO NOT** pay their monthly or annual Membership Maintenance Fee by **MIDNIGHT, February 28, 2022** will void their membership and lose any and all F\$ Bucks, FS Coins, TBD Memberships and Certificates in their account.

I realize you may have questions about the restructuring of Front Sight's policies, procedures and fees. **IF AFTER**, you have read this email entirely, thoroughly and repeatedly, you still have questions, we are happy to answer each and every one of your questions. Contact our Concierge staff at 702.837.7433 and they will be happy to talk with you. Just be polite and remember **WHY** these changes occurred, and how it **COULD HAVE** and **SHOULD HAVE** been avoided.

Here are the answers to a few questions I know many of are asking right now.

What do these changes mean for YOU in terms of costs?

- Go to this [Front Sight page NOW](#) and pay your monthly or annual [Membership Maintenance Fee](#). The cost is \$50 per month or an annual payment of \$500 per year. NOTE: If you respond immediately, meaning TODAY, and pay your [Membership Maintenance Fee](#) with a single payment, saving two months of payments, as an Exchange in Abundance for doing so, I will place 5 (five) Front Sight Coins in your Front Sight Account to make your first year's Membership Maintenance Fee essentially FREE. If you DO NOT pay your Membership Maintenance Fee by MIDNIGHT, February 28, 2022, your membership, and any and all F\$ Bucks, FS Coins, TBD Memberships and Certificates in your account will be forfeited.
- When you attend a course at Front Sight, enroll through your Front Sight account and pay your Criminal Background Check fee of \$50 for the first course of every New Year you attend; the Front Sight Facility Fee of \$25 per day for every course day you attend; Front Sight Staff Support Fee of \$25 per day for every course day you attend; and Front Sight Liability Insurance Fee of \$25 per day for every course day you attend. These total \$75 per day (\$150 for a 2-Day course or \$300 for a 4-Day course). Most of these fees can be paid with F\$ Bucks in your account that have been placed there through the Exchange in Abundance I created by refunding some of your past purchases, but allowing you to keep what you purchased.
- Contact our Ammo Bunker to pay for the ammunition for your course. Use any F\$ Bucks I have placed in your account through the refunds I have provided for you, to pay for your ammunition.

For the last 25 years, you have enjoyed such fabulous "Exchange in Abundance" that you were able to train without the above fees. Make no mistake, those costs are real and always existed at Front Sight, but I have always absorbed or paid them on your behalf. I really believed, and *expected* EVERY Member would reciprocate the "Exchange in Abundance" I have provided them over the last 25 years, by stepping up at my request to stand shoulder-to-shoulder with me to Finish The Fight against our enemies attempting to steal Front Sight. When what I expected did not happen, I had no choice but to make these changes to ensure Front Sight's successful operation for generations to come, and to protect the Front Sight organization and its members from unscrupulous people attempting to steal Front Sight.

You might not initially like the idea of paying a monthly membership maintenance fee or \$150 in fees for a Two Day Course or \$300 in fees for a Four Day Course, but a simple search of other firearms training facilities, not even close in comparison to the world-class facilities, course offerings, and stellar instructional staff you enjoy at Front Sight, reveals that Front Sight is still an unbelievable BARGAIN.

For those who did step up and cared enough about Front Sight to participate in helping fund the litigation costs and Finish The Fight against our enemies, YOU will forever be designated as Front Sight Warriors. **As an additional exchange in abundance, to show my appreciation for your willingness to stand shoulder-to-shoulder with me in the fight against our enemies, I am placing 5 (five) FS Coins and 500 F\$ Bucks into your account. Those FS Coins and F\$ Bucks will be added to your account this week.** Also, look for the announcement of a special, Front Sight Warrior hat I am creating to honor you. Wear it proudly when attending your Front Sight courses. YOU are among those Front Sight Warriors who cared and fought.

What if you want to sell or give some memberships to friends or family?

- Designate the recipient of the membership. Unless you want to pay the membership transfer fee for them with cash or your F\$ Bucks, the new member will be responsible for paying the \$1,000 membership transfer fee. The new member will create their own MyFrontSight.com account and pay the membership transfer fee, and then begin their own membership maintenance fee and daily training fees, just like every other member.

For the last 25 years, Front Sight has actively and aggressively sold memberships and upgrades. Front Sight will no longer be aggressively marketing memberships. The four levels of membership I consolidated, when I upgraded you through my Greatest Holiday Bonus in Front Sight's 25 Year History are listed on our website for anyone who wants to purchase directly from Front Sight, but you won't be receiving daily membership upgrade offers from me anymore. Yes, its true. No more multiple emails from me each day! You can now sell or transfer your memberships to anyone you want, including existing members. This means you will not be competing with me to sell all the "To Be Determined" memberships I have given you as "Exchange in Abundance" bonuses over the years.

Although the restriction of NO ADVERTISING OF MEMBERSHIPS IN ANY PUBLIC MEDIA remains in place, without much effort at all, you should be able to sell a membership or two every year to more than cover the costs associated with your own training at Front Sight. You don't need to be a master salesman; you just need to bring them to Front Sight using one of the free course certificates you likely have from the numerous "Exchange in Abundance" bonuses I have given members over the years, or simply explain to your friends, family, and co-workers the incredible training and outstanding training value that Front Sight offers. The memberships will quite literally sell themselves. I know, I have been doing it for 25 years.

What if you're already enrolled in a course?

- Relax, your enrollment is safe, even if you've enrolled in one of the courses we are removing (Empty Hand Defense, Edged Weapons, Child and Youth, and Rope & Rappel). If you have already enrolled, you will participate in the course. We have never canceled a scheduled course in Front Sight's 25 year history and we do not intend to ever cancel a scheduled course for generations to come. You will NOT need to pay the \$25 per day Facility Fee or Staff Support Fee or Insurance Fee either because you were confirmed for the course prior to this announcement. Any new courses you enroll in after today's date will require you to pay Facility Fees, Staff Support Fees, and Insurance Fees. These total \$75 per day (\$150 for a 2-Day Course or \$300 for a 4-Day Course).
- You will, however, need to immediately pay your Monthly Membership Fees. Go to [Membership Maintenance Fee](#) and Annual Criminal Background Check fee. **NOTE: If you respond immediately, meaning TODAY, and pay your [Membership Maintenance Fee](#) with a single payment, saving two months of payments, as an Exchange in Abundance for doing so, I will place 5 (five) Front Sight Coins in your Front Sight Account to make your first year's Membership Maintenance Fee essentially FREE.**
- For firearms courses, contact our Ammo Bunker to prepay your ammunition. Use any F\$ Bucks I have placed in your account through the refunds I have provided for you, to pay for your ammunition.

You want to keep your Membership in good standing. How long do you have to pay your fees?

- All members need to begin paying their monthly or annual membership maintenance IMMEDIATELY.
- Payment will keep your membership in good standing and allow you to attend courses under your membership.

NOTE: If you respond immediately, meaning TODAY, and pay your [Membership Maintenance Fee](#) with a single payment, saving two months of payments, as an Exchange in Abundance for doing so, I will place 5 (five) Front Sight Coins in your Front Sight Account to make your first year's Membership Maintenance Fee essentially FREE.

- If you do not begin paying your monthly for the month of January and February or annual membership maintenance fee by MIDNIGHT, February 28, 2022 your membership and all F\$ Bucks, FS Coins, TBD Memberships and Certificates in your membership will be forfeited.

What about your Front Sight Credits and/or Patronage Points?

- Go back and read points 6, 7, and 8 for the HUGE Exchange in Abundance I created for you in converting Credits and Patronage Points into *Front Sight Coins* for you to use on Special Offers Front Sight creates for you in the near future.

What if you choose not to participate with Front Sight any longer?

- There is nothing you need to do. You do not need to contact us. We will see that your membership maintenance fees were not paid by MIDNIGHT, February 28, 2022 and your membership and all F\$ Bucks, FS Coins, TBD Memberships and Certificates in your membership will be forfeited on March 1, 2022.

I sincerely hope you see I had no choice but to make the changes in Front Sight's policies, procedures, and fees to ensure Front Sight will operate, grow, and develop for generations to come, long after you and I are gone.

I sincerely, hope you see I had no choice but to RESTRUCTURE Front Sight's policies, procedures and fees to protect Front Sight from the unscrupulous people attempting to steal it.

I also sincerely hope you recognize that I have demonstrated how much I care for you in the levels of Fair Exchange, and Exchange in Abundance I have provided through the normal business changes needed in our policies, procedures, and fees.

I greatly appreciate you and want to see you and your entire family continue as a members of Front Sight for generations.

As members who have been with us for many years will tell you, Front Sight has overcome obstacles and challenges that have crushed lesser organizations, including Fortune 500 companies. We have grown and prevailed over the last 25 years through the Dot.com Crash, the Savings and Loan Crisis, 9/11, the Real Estate Crash, the Great Recession, lawsuits, and all the political upheaval of multiple administration changes in the White House. Through it all we have grown, developed, and kept our purpose to positively change the image of gun ownership and protect the Second Amendment by training hundreds of thousands of responsible citizens to a level of skill at arms that far exceeds law enforcement and military standards. We will continue our mission without interruption through restructuring Front Sight's policies, procedures, and fees to ensure we are here to serve you, your children and your grandchildren.

Come out to the world's greatest firearms training facility, and experience the world's finest firearms training, delivered by our stellar instructional staff, in the courses of your choice. Train regularly at Front Sight and bring your family and friends with you.

Sell and transfer your "To Be Determined" memberships to like-minded patriots to grow our membership and more than pay for your training.

Support our plans for today and the future. We will be here for you and your family for generations to come.

Thank you for your continued, loyal participation in Front Sight's phenomenal success!

Sincerely,

Sincerely,

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