

EXECUTIVE SUMMARY

Personal presentation:

My name is Etiene B. Ferreira Rosa, 46. I was born in the countryside, Pantanal Sul Matogrossense.

I began to work since I was seven years of age and I acquired vast **experience** in the administrative segments where I acted for first time as **manager** of a drugstore when I was thirteen. I also have been working in companies like a drugstore chain **Drogasil/Farmasil**, Consórcio Garavelo, Coca Cola, Vepesa Motorauto and as the President/founder of Unicons/MS.

I acted as representative in the segments of jewelry, clothing, shoes, perishables and non-perishables, traveling across Brazilian states of São Paulo, Minas Gerais, Parana, Santa Catarina, Mato Grosso do Sul, Mato Grosso and Goiás.

I also was the owner of XR3 Comércio and Representações Ltda. – the first sales company of heavy equipments at the north region of Brazil - Bangalô Restaurant, snack bar and pizzeria and House of shows Paradise.

In addition, in the last 4 years I have been dedicating myself obstinately to work and to study the preparation of the project below, contemplating the protection and environmental recovery combining leisure, tourism and businesses ventures.

2008. International year of the planet earth.

The Meeting-general of the United Nations proclaimed 2008 as Planet Earth's International Year. The activities will last from 2007 to 2009.

Objective

To present a brief explanation of the project below (for further information please check www.fazendahumaita.com & www.amazongreenclub.com and the need of angel investment capital or partnership with investors who are willing to bring partial or total capital.

The total amount necessary is a maximum R\$ 3,000,000.00 (three million Brazilian Reais) or around US\$ 1,700,000.00 (One million and seven hundred thousand dollars).

Amazon Green Club

The **Amazon Green Club** project still in development phase and needs the above capital for incorporation fees, implementation and operations.

The Brazilian Constitution has serious laws to support the project. One of them is the RPRN or SNUC (described at the Appendix).

At present, there are no companies in Brazil investing in this segment with the ecologic and environmental vision. Only a few hotel chains in urban areas offer advantages to companies who are partners to their networks: Candeias Club (Brazil): they sell membership offering affordable hotel fees. Club Quarters (USA and United Kingdom), Montechoro Sports & Leisure (Europe), the Coast Leisure Centre (Ireland) and Iglu Holiday.

Nowadays, there is a great pressure from international organizations over local and international enterprises with commercial and industrial activities (even over services based companies) in order to reduce their CO₂ footprint. This is a world problem, not only in Brazil. This project could potentially be a great investment alternative to environmentally oriented companies and individuals.

Lack of capital is the biggest challenge for organizations (government or private), despite of the solution presented by them, in order to solve some of environmental issues in Brazil. Once established, the **Amazon Green Club project** will address the environmental challenges by offering a “Green Marketing Certificate” for corporations.

Initially the market niches are the companies with more than 1,000 employees and gradually scaling down to smaller companies with more than 50 employees. The market potential is more than 400 million clients initially: 2% are the adult population with the highest income of the planet and 8% serve the first ones. **They represent 6% of the world's population.** Some potential companies could be listed as clients of this project: Bank of America, HSBC, Citibank, Ford, Chevrolet, Chrysler, Kia Motors, Toyota, Intel, Microsoft, Hoechst, Bayer, and Basf...

Thematic parks, beachfront hotels, jungle/farm and exotic hotels are been offered worldwide for the tourism and leisure industry. The **Amazon Green Club project** would also offer the same quality services, with high security and the prices would be 40% less than the competitors in some segments.

The main goal is to initially sell 10 to 20 thousand titles in order to preserve 25,000 ha (61, 776.34 acres) of the rain forest. The land is backed by the Federal Law N° 9,985 from July 18 2000 that established the National System of Conservation Units of the Nature _ SNUC or RPPNs. (described at the Appendix).

With the **income from the “Green Marketing Certificates” sales**, six units of a thematic **hotel** would be built with a capacity of 5,000 guests per month. The project also includes **a fish farm, biological research, rain forest juice industries** etc., and offering a great deal of returns for the investors. A percentage would be also invested in **social and health programs, employment and small businesses** initiatives at local communities using **sustainable** and organized strategies without harnessing the **environment**.

The **“Green Marketing Certificates”** service would be duplicated at the second year and beyond. This Summary just show the “tip of the iceberg” on what this project can achieve after its implementation.

Due to the dimension and importance of this project, absolute secrecy is necessary for its integrity

I am available for further detailed information.

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Appendix:

LAW N° 9,985, OF 18 OF JULY OF 2000.

Here it is below the relevant articles and paragraphs to this project:

Art. 1o This Law institutes the National System of Units of Conservation of the Nature – SNUC, establishes criteria and norms for the creation, implementation, and management of the units of conservation.

Art. 2o For the ends foreseen in this Law is understood:

I - Unit of conservation: Territorial space and its environmental resources, including territorial waters, with relevant natural characteristics, legally instituted for the Public Power, with objectives of conservation and defined limits, under special regime of administration, which if apply adequate guarantees of protection.

II - Conservation of the nature: The handling of the human uses of the nature, understanding the preservation, the maintenance, the sustainable use. The restoration and the recovery of the natural environment, so that it can produce the biggest benefit, in sustainable bases, to the current generations, keeping its potential to satisfy the necessities and aspirations of the future generations, and guaranteeing the survival of the livings beings in general.

XI - Sustainable use: exploitation of the environment in such way in order to guarantee the environmental resources, renewable and the ecological processes, keeping ecological biodiversity and other ecological attributes, in a viable socially and economically way.

Art. 15 The Environmental Protection area is in general very extensive, with certain degree of human occupation, endowed with biotic, biotical, esthetic or cultural attributes especially important for the quality of life and well-being of the populations, and has as basic objective to protect the biological diversity, to discipline the occupation process and to assure the support of the use of the natural resources.

§ 1o The Environmental Protection area is constituted by public or private land.

§ 2o Respected the constitutional limits, norms and restrictions can be established for the use of a private property located in an Environmental Protection area.

§ 3o The conditions for scientific research and public visitation at public domain areas will be established by request observing legal restrictions.

§ 4o In the areas under private property, it is up to the owner to establish the conditions for research and visitation, observing the legal requirements and restrictions.

Art. 21o The Particular Reserve of the Natural Patrimony is a private, permanent protect area, with the objective to conserve the biological diversity.

DECREE Nº 5,746, OF 5 OF APRIL OF 2006.

RPPN's

Art. 1o the **Particular Reserve of the Natural Patrimony** - RPPN is unit of conservation of private domain, with the objective to conserve the biological, taxed diversity with perpetuity, for intermediary of Term of Commitment registered to the edge of the registration in the Public Property Deed Records.

§ Only. The RPPNs will only be created in areas of private ownership and domain.

Art. 3o the owner interested in having its property, integral or partially, transformed into RPPN, will have, in the federal scope, to direct petition to the IBAMA, being requested the creation of the RPPN, in the totality or part of its property.

Art. 14o the RPPN must only be used for the development of scientific research and visitation with tourist, recreations, and educational objectives foreseen in the term of Commitment and its plan of handling.

Art. 18o the scientific research in RPPN will have to be stimulated and will depend on previous authorization of the owner.

§ 1o the accomplishment of scientific research independent of the handling existence immediate.

Art. 31o To the RPPN proprietor is authorized the use of the logo of the IBAMA in the indicative plates and at the marketing and information material concerning the conservation unit, as well the integrant agencies of the SNUC, if properly authorized.