

Business Summary

Rapid Fire Marketing is a full service marketing company as of August 2011 with the acquisition of InBoundMarketingPR. The marketing company services as the corporate and marketing arm of the company.

Prior to August, 2011, Rapid Fire Marketing was essentially a holding company for two wholly owned subsidiary companies, [Medical Cannabis Management](#) (MCM) and [BionicCigs.com](#).

Marketing

There is a substantial opportunity in marketing in 2011 and beyond with the overwhelming acceptance of social media and Internet marketing which has essentially become mainstream. Rapid Fire's Marketing division sees a great deal of opportunity with [inbound marketing](#) (or search marketing) which is *attracting people to a brand* rather than outbound marketing which is pushing the message to the masses through email and advertising.

The acquired company, InBoundMarketingPR had revenues in excess of \$100,000 in 2010 and is expected to perform at an even higher level because the marketing division of RFMK will have the funding available to build the business and increase revenues for the remainder of 2011 and beyond. The marketing division expects much better results because the Company expects to attract larger companies as clients both publicly traded and privately owned.

Medical Cannabis Management (MCM)

The management of Rapid Fire Marketing as well as management of MCM feel that there is a tremendous opportunity in developing MCM because of the income potential. While some headway has been made, the legal issues surrounding the business has provided substantial obstacles for MCM in getting this business up and running to its full potential.

Over the last several months, MCM has met with legal counsel repeatedly to resolve all of the issues regarding this business. One of the biggest issues was that MCM cannot grow, cultivate and sell directly to medical cannabis dispensaries. However, just recently the Company has made headway into providing medical cannabis to non-profit organizations which can be done legally.

Currently, MCM is in process of engaging in the following businesses as it relates to medical cannabis:

Growing medical cannabis – MCM is in process of acquiring leases for land and facilities to grow medical cannabis. Once complete, which is expected in Sep, 2011, the Company will begin to see revenue in this part of the business.

Sales of grow systems – MCM is actively pursuing this business due to the demand for these systems and the substantive income stream this would provide for the Company.

Expertise – MCM is interviewing candidates that have significant experience with cash flow positive endeavors as it applies to medical cannabis. MCM expects to hire one or two individuals that will expedite the process of getting MCM into a strongly positive cash flow situation.

[BionicCigs.com](#)

Growth of the use of electronic cigarettes has been substantial. Sources have quoted that the number of new e-cigarette users annually have grown from thousands to tens of thousands and subsequently hundreds of thousands over the last 5-6 years. In one of the most substantive reports which can be found on the website of the [American Journal of Preventative Medicine](#), the following statistics are given:

The primary finding was that the 6-month point prevalence of smoking abstinence among the e-cigarette users in the sample was 31.0% (95% CI=24.8%, 37.2%).

A large percentage of respondents reported a reduction in the number of cigarettes they smoked (66.8%) and almost half reported abstinence from smoking for a period of time (48.8%).

Those respondents using e-cigarettes more than 20 times per day had a quit rate of 70.0%. Of respondents who were not smoking at 6 months, 34.3% were not using e-cigarettes or any nicotine-containing products at the time.

Conclusions

Findings suggest that e-cigarettes may hold promise as a smoking-cessation method and that they are worthy of further study using more-rigorous research designs.

Given the abundance of information on the Internet regarding e-cigarettes which is largely positive, BionicCigs.com management believes that the business of selling electronic cigarettes and accessories has the potential of achieving a substantial income for the Company.

Currently, BionicCigs is in business and is selling electronic cigarettes. The Company has a substantial marketing plan in place which has increased daily site visitors (unique) from 30-40 to 200 or more a day. The Company's is realizing revenues and those revenues are expected to climb steadily as the marketing program continues to unwind.

Stock and Contact Information

AUTHORIZED SHARES – 2,000,000,000
OUTSTANDING SHARES – 449,938,022
RESTRICTED SHARES – 265,085,212
52 Week Hi / Low .046- 0.0012As of 6/16/2011

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