



DIGITAL



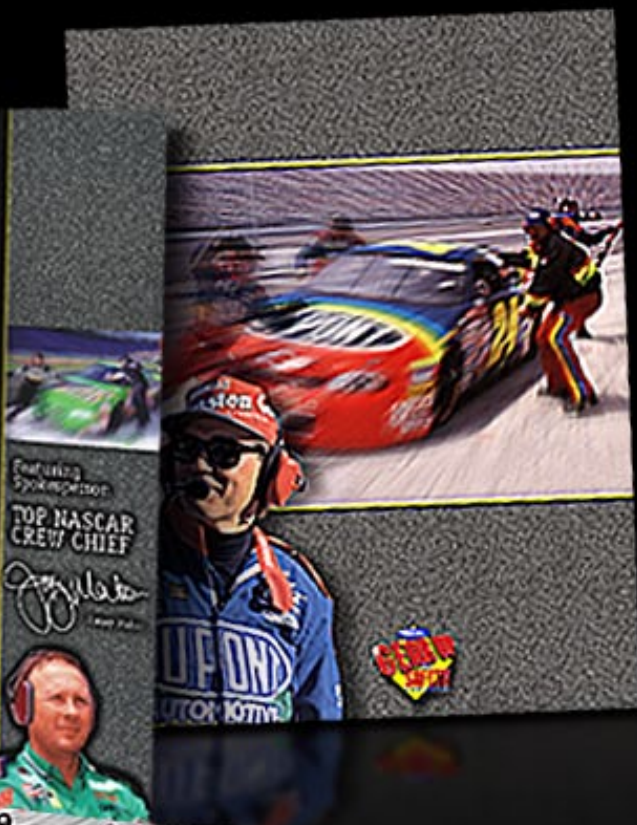
GEAR UP FOR SAFETY PROGRAM

E·A·R

AOSafety
HARDWARE HANDOUT
Rebate

Producing...
GEAR UP
FOR
SAFETY
PROGRAM
from
E·A·R

An innovative program to
increase knowledge on hearing
conservation and promote
employee participation



Aearo CHALLENGE PROGRAM

Promotional Campaign and Logo Design

BEST BUY ForBusiness

Together We Make It Great

BEST BUY ForBusiness

Best Buy For Business Direct
PARTNER GUIDE
2006

BEST BUY ForBusiness

Best Buy For Business Direct: The Year In Review

The last year has been a banner year for Best Buy's Business Direct and the rest of Building a Better Business. From the start of our year in 2005, we focused on three primary goals: to help our customers, to help our employees, and to help our shareholders. We've made significant progress in all three areas, and we're excited to share our success with you.

Year-End Marketing

Our year-end marketing efforts were a tremendous success, driving record sales and helping us reach our goal of becoming the most trusted technology retailer in the world. We achieved this through a combination of our marketing mix, our customer service, and our product offerings.

Best Buy For Business Direct

Best Buy For Business Direct is a leading provider of technology solutions for small and medium-sized businesses. We offer a wide range of products and services, including hardware, software, and consulting. Our goal is to help our customers succeed in their businesses.

Best Buy For Business Direct Call Center

Our Best Buy For Business Direct Call Center is a leading provider of customer support for our business customers. We offer a wide range of services, including technical support, sales support, and account management. Our goal is to help our customers solve their problems and get the most out of their technology investments.

100th Anniversary

Best Buy is celebrating its 100th anniversary in 2006. We've been a part of the American story for over a century, and we're proud to continue to lead the way in technology retailing.

BEST BUY ForBusiness

Revolutionize Your Business

with a Flexible, User-Friendly POS Solution Designed Specifically for Independent Retailers.

CASIO **Microsoft Dynamics**

BEST BUY ForBusiness

Mobile Computing:
Working Outside the "Box"

Portability
Security
Connectivity

10... 5 Reasons to Check Out a Tablet PC
16... Solve Your Top 5 Travel Nightmares
20... Take Your Network Virtually Anywhere with VPNs
24... Wireless Gets a Boost
38... Survival Tip from Veteran Road Warriors

Special Offer for New Customers:
10% OFF Accessories

with purchase of Desktop, Laptop, or Tablet PC. Offer valid on orders placed by 12/31/05. See store for details. *Excludes all accessories. Offer ends 12/31/05. © 2005 Best Buy Co., Inc.

1-800-373-3050
BestBuyForBusiness.com

B to B Direct Marketing



Packaging Design

TWO DOOR COLD SNACK/REFRIGERATOR - CSD COLAS & FLAVORS



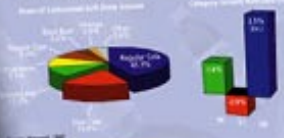
Note: Brick and Aquafina should be incorporated into the brand sequence and if a separate tea door does not exist.



DIET COLA: PEPSI ONE

DIET COLA: CATEGORY INSIGHTS

- The #2 soft drink segment with annual retail sales of \$10 billion and 1.7 billion 16oz cases.
- Primary Consumer: Adults 30+, strong category loyalty with 70% of all Diet Cola users accounting for nearly half of the volume.
- Annual Per Capita Consumption (total population): 480 16oz servings per year.
- Seasonality: Peak season is late spring through fall summer.



PEPSI ONE: BRAND INSIGHTS

- Selling Highlights** -
 - A break-through taste experience in a one-calorie cola.
 - Substantive innovation.
 - Competition can't match its originality or taste.
- Consumer Profile** - Adults, ages 18-49.
- Bullseye Target** - Young adults, ages 18-23.
- Brand Positioning** - Finally, with Pepsi ONE you can have it all.
- Competitive Advantage** - Great cola taste with only one calorie.

VENDING: PUBLIC ACCESS



SNACK MERCHANDISING





B to B Identity and Marketing



Package Design and Promotion



Product Photography and Imagery



3D Product Comp

Vanity Fair
Elegance for your Holiday table.



TRY THIS

With An Ordinary Napkin!

New Quilted Northern Napkins are specially quilted so they won't shred or tear. When wet, they are **400% stronger** than the leading single-ply brand!



SAVE \$1.00
On any one (1) package of Quilted Northern Napkins

SAVE 30¢
On any one (1) package of Quilted Northern Napkins

Strong never looked so good!

Complimentary 25¢ SAVINGS
on the purchase of any one (1) package of Vanity Fair napkins

SAVE 30¢
On any one (1) roll or (3) 1-roll packages or more of Mardi Gras paper towels

circles of smiles for Jerry's Kids

make it...and TAKE IT!

NEW! Dixie PerfectTouch TO GO
The Perfect Hot & Cold

Enjoy your home brewed coffee on the road!

- Specialty is sealed to keep beverages hot
- Easy grip surface
- Ergo-fitting lid
- And they're dishwasher!

SAVE 35¢
On any one (1) package of Quilted Northern

QUILTED NORTHERN
4 DOUBLE ROLLS
SAME AS 8 REGULAR ROLLS

SAVE \$1.00
On any one (1) package of Quilted Northern

MAXIMUM STRENGTH...EVEN IN THE MICROWAVE!

NEW DIXIE
WITH THE EXCLUSIVE **Soak-Proof Shield**

Only new Dixie has this exclusive Soak-Proof Shield, an invisible barrier to help keep moisture from soaking through. Dixie Plates won't leak or get soggy. They'll stand up to your hottest, most messy meals... even in the microwave!

The world's first Disposable Stoneware!

Rinse & ReUse
Disposable Stoneware that can be used over and over.

Microwave on it!
Serve on it!
Even cut on it!

SAVE 35¢
On any one (1) package of Dixie Rinse & ReUse

SAVE NOW AND PROVE IT TO YOURSELF!

Other pieces, like China, can soak through.

May 17th is National DON'T DO DISHES DAY!

Dixie
CELEBRATE WITH NEW

SAVE 40¢
On any one (1) package of Dixie



3D Product Comp

GEORGE Dickel

TENNESSEE SIPPIN' WHISKY



SPECIAL COLLECTOR'S BOTTLE

LIMITED EDITION COLLECTOR'S BOTTLE
SUPPORTING DUCKS UNLIMITED™ IN
PROTECTING OUR WETLANDS AND WILDLIFE.



CELEBRATE
THE HOLIDAYS

GEORGE
Dickel

TENNESSEE WHISKY

№12

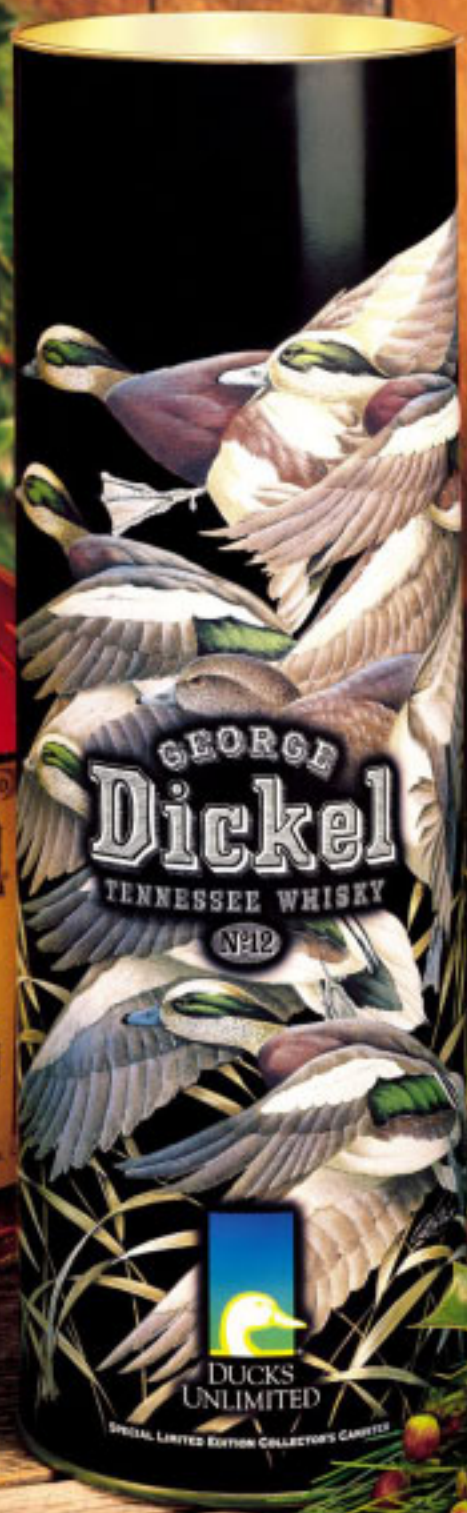
SPECIAL
COLLECTOR'S
CANISTER

LIMITED EDITION
COLLECTOR'S CANISTER
SUPPORTING



DUCKS
UNLIMITED

IN PROTECTING OUR
WETLANDS AND WILDLIFE



SPECIAL LIMITED EDITION COLLECTOR'S CANISTER

GREENWICH PUBLISHING GROUP, INC.

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Greenwich Publishing is North America's premier publisher of corporate history books. We specialize in bringing clients' stories to life—not in dry chronological detail but with a compelling inside look at the personalities, traditions, aspirations, actions and culture that shape an organization. We've helped companies like Airstream, Conoco, Coors, Eddie Bauer, Georgia-Pacific and the New York Stock Exchange tell their stories in visually stunning coffee-table books that unite and inspire readers.

We offer clients an effective way to commemorate major anniversaries or milestones, rally employees around shared heritage and vision, and increase public awareness of a company's great mission and work. More than publishers, we are a storytelling team that helps clients achieve their marketing, public relations, corporate communication and human-resource goals. We use history to illuminate an organization's past, to place the present in context and light a path toward the future.



Greenwich Publishing Group invites you to consider a powerful [corporate branding solution](#)—one that will help you focus your story and tell it to your most important stakeholders.

Shared Values: A History of Kimberly-Clark

CORPORATE AMERICA'S PUBLISHER®

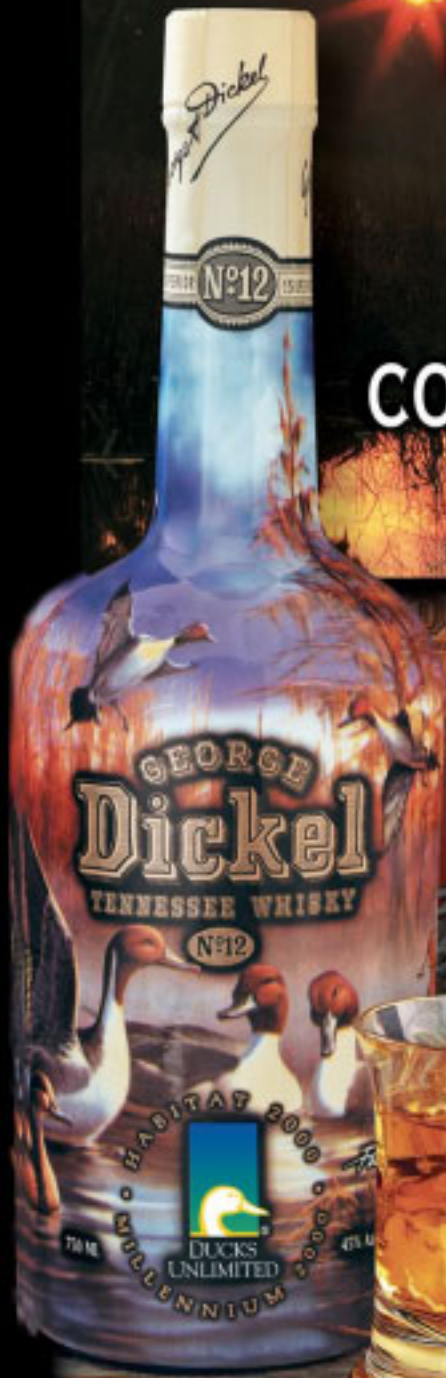
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GEORGE
Dickel

TENNESSEE WHISKY

Nº12

**SPECIAL
COLLECTOR'S BOTTLE**



LIMITED
EDITION
COLLECTOR'S
BOTTLE
SUPPORTING



IN PROTECTING
OUR WETLANDS
AND WILDLIFE



Dixie Krazy Kritters

SAVE \$1.00

off any two (2) packages of Dixie® Krazy Kritters® Plates or Cups

Georgia-Pacific

Makes mealtime fun!

Dixie Krazy Kritters are here!

The funnest plates and cups ever!

Dixie® is taking the concept of fun to a whole new level in Tabletop... with new Dixie® Krazy Kritters®. Appealing to families with kids, the new line consists of matching 9" plates and 7oz cups in 24 original designs. They're kid-tested and constructed with patented Dixie® technology. Dixie® Krazy Kritters® will be available this Fall.

Ask your Dixie® sales representative

Watch out for Dixie Krazy Kritters.

Dixie Krazy Kritters... Coming soon!

Dixie Krazy Kritters... On their way!

Dixie Krazy Kritters... Almost here!

Ask your Dixie® sales representative



Responsible Brokerage
 No longer value on size alone by selling a brokerage...
 (text partially obscured)

Market Analysis
 The study analyzes an individual's developing a careful and thoughtful approach to choosing institutional brokers...
 (text partially obscured)

Market Intelligence
 Our traders are experienced at analyzing and interpreting news and events which have the potential to affect price movements such as earnings, annual meeting notices, corporate linked filings and regulatory actions.

Stock Trading
 AltruShare's unique relationships allow us access to high-quality trading desks. Stock orders are not stopped or advanced unduly, but are handled responsibly and discreetly.

AltruShare is not "Business as Usual"

Community Investment
 Community Investment is capital from investors...
 (text partially obscured)

Community Investment Allocation Summary

Category	Percentage
Venture Capital	4%
Lean Funds	18%
Credit Unions	14%
Banks	22%

Community Investment Allocation Summary
 AltruShare's portfolio has been made up of...
 (text partially obscured)



AltruShare

SECURITIES



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Powering Your Profits

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At Profinity, it's all about You, Your Customers and Your Bottom Line.

That's why we created our suite of Customer Connection services:

- Connect-to-Confirm** – an outbound telephone call that helps create customer trust and enables you to deter fraud.
- Connect-to-Chat** – a natural extension to your order confirmation process designed to increase customer loyalty.
- Connect-to-Save** – Profinity's outbound teleshop call that helps increase your conversion rates by saving abandons.

These three proven processes not only enhance your customer's online transaction experience, but also build you an incremental revenue stream. By connecting with your customers post-sale, Profinity provides them with the peace of mind they want while offering comprehensive programs that add value to their lives.

When it comes to enhancing your customers' transactions while having a partner who helps power your profits, look no further. You've come to the right place.

Enhancing your customers' online experience, your daily conversion rate AND your annual profit.

Connect-to-Confirm

Connect-to-Chat

Connect-to-Save

ARE YOU READY?

Come to Booth 680 and experience A Whole New World of E-tail.

Profinity

We're not just different because we say we are... We prove it every single day with advanced marketing strategies proven to add revenue to our clients' bottom line and value to their customers' lives.

When you visit **BOOTH 680**, you'll enter the realm of change – a place where transactions have been re-designed to enhance your profits while increasing customers' loyalty. And it all starts with our...

- 3-step process that builds you an incremental revenue stream while our proprietary marketing strategy helps refill abandoned carts!
- Online Chat with Live Agent technology that keeps your customers wanting more – and your profits climbing!
- Brand loyalty and customer confidence programs designed to provide enhanced transaction experiences like no other currently available.

For more information, please contact us at sales@profinity.com, visit us at www.profinity.com or call us at 203-610-7157.

At Profinity, it's all about optimizing e-tail – for you, your customers and your bottom line. Come to **BOOTH 680** and see the difference for yourself.

Proven Card-Not-Present Strategies
Full Compliance/Transparency • Purchase Confirmation/Contact • Post-Transaction Online Chat • Consumer Savings Programs • Cart Abandonment Reversal • Fraud Deterrent Techniques

sales@profinity.com www.profinity.com

retailer 2008
Business & Technology
New York, NY

Profinity
Powering Your Profits

Post Transaction Online Chat / Live Agent

Campaigns averaging over \$1.50 per impression.

Post Transaction Chat allows you to further monetize your customers utilizing our proprietary card-not-present chat live agent service. Our agents engage your customers through a friendly, delayed chat pop-up by either confirming order details, or performing a customer satisfaction survey. We then offer Profinity's consumer-savings programs and request billing information via a secured form that our agents present to your customer during the chat process.

Agent offers Profinity's consumer-savings programs, describing features and benefits to your customer.

Agent answers any questions.

Profinity receives payment information from customer for Profinity offer.

Customer accepts Profinity's programs.

SPECIAL OFFER
CLAIM \$50 IN CASH
\$50

PSC

The screenshot shows a web browser window with the URL <http://www.pscinternationalinc.com/>. The page features a dark blue header with the PSC logo and the tagline "BEST PRACTICES PARTNER". A quote by Albert Einstein is displayed: "We can't solve problems by using the same kind of thinking we used when we created them." Below the header is a navigation menu with buttons for HOME, PSC ADVANTAGE, ABOUT US, FINANCIAL SERVICES, PROCESS, CLIENT TESTIMONIALS, SAVINGS, BEGIN, and CONTACT US. The main content area has a background of 3D text representing various industries like Banking, Technology, and Medical. The text reads: "Helping Businesses Navigate The Costs of Doing Business Since 1997". To the right, there are three paragraphs of text describing PSC's services and research.

PSC
BEST PRACTICES PARTNER

"We can't solve problems by using the same kind of thinking we used when we created them."
- Albert Einstein

HOME PSC ADVANTAGE ABOUT US FINANCIAL SERVICES PROCESS CLIENT TESTIMONIALS SAVINGS BEGIN CONTACT US

Helping Businesses Navigate
The Costs of Doing Business Since 1997

PSC
BEST PRACTICES PARTNER

As your Best Practices Partner, PSC's sole focus is to assist clients in becoming as efficient as possible from an expense standpoint. We have developed comprehensive plans to take you to market through our commitment to research, knowledge, unique processes, and substantial resources to strengthen the financial condition of our clients. In today's environment, it is equally important to reduce overhead costs as it is to increase sales.

PSC understands because we practice what we preach. Our clients are always in command of the ship, we provide a navigational map. PSC's compensation comes from the manufacturer/vendor with NO fee to our clients.

Our Research, Knowledge and Partnerships combined create an efficiency workforce reviewing data, leveraging trend analysis, and forecasting models all on your behalf.

Click here to read more about how we can help your company lower costs while improving the quality of service you are receiving.





For more information please contact :

Ian Kelly
info@ikdigital.com
www.ikdigital.com
203-846-6943