

The Azimuth Marketing Group Capabilities Portfolio

At Azimuth Marketing Group, all of our efforts, services and final products are directed towards the following goals:

- **Increasing our clients' sales**
- **Slashing their overall costs**
- **And enhancing their value in the minds of their target audience.**

For an overview of our capabilities – along with some samples of our work – simply click through the pages of the remainder of this document.

Positioning & Strategy

Open Source Strategy Product Mix

	Reactor Open	Reactor Standard	Reactor Enterprise	Reactor Embeddable
Target Audience	- IT Management, Architects, Developers	Technology Savvy Department Managers		- Available only for licensed product - All services for charge
Penetration/Evaluation Strategy	Open Source Code Download via Sourceforge.com	Evaluation Version Downloadable via Oak Grove Web Site (closed case only)	By request only	Evaluation Version Downloadable via Oak Grove Web Site (closed case only)
Revenue Source	Free for in-house projects. No support fee.	\$10,000 per Server Unlimited Users	\$25,000 per Server Unlimited Users	\$2,500 per Server \$100,000 minimum supportable

Feature/Benefit Matrix

Ver 1.3 - 06/07

CREATION POINT

IT and Web Development Firm UP of Business Development Pain Points	CreationPoint CMS 2.0™ Features	CreationPoint CMS 2.0™ IT and Web Development Firm Benefits
<p>1. Missed revenue opportunities from inability to meet client demand for Web Content Management solutions.</p> <p>↳ willing to buy from others business by not being able to hit target price point</p> <p>↳ Not being able to meet client deadlines</p>	<ul style="list-style-type: none"> • Already built - product functional and immediately deployable • Ownership of source code • Reasonable total cost (one-time, up-front fee) with no on-going fees or royalties • Standard content management functionality included • Code is segmented into specific modules (e.g. workflow, publishing, ??? what are they?) 	<ul style="list-style-type: none"> • New Product/Solution Offering provides: <ul style="list-style-type: none"> • Increased sales and profits from existing customers • Cost and time savings by avoiding "ground-up" development (8 months for 5 engineering) • Complete ownership of any additional IP that is developed on top of CMS 2.0 IP • Have complete control and prestige from developing your own product. • Easily extensible with the flexibility to use some or all of the modules. • Increases profit margin as well as revenue stream. <ul style="list-style-type: none"> • Buy once - sell many times • Resell the product to as many clients as you wish all for a one-time royalty fee • Provides flexibility to charge clients in an unlimited number of ways • Owns greater financial control
<p>2. Existing CMS vendors have annual license fees, royalties, training fees, etc.</p> <p>↳ Increases total cost of ownership to clients</p> <p>↳ Limits the ability to widely deploy to clients</p>	<ul style="list-style-type: none"> • One-time, up-front license fee • No ongoing royalties 	<ul style="list-style-type: none"> • A complete solution for web content management with functionality for the majority of key needs. • Ability to deploy to any client before any environment • Fast deployment reduces costs and accelerates profits.
<p>3. "Affordable" solutions in the market have limited functionality, it is weak, only with ADP or force you to adapt company structure to software limitations.</p>	<ul style="list-style-type: none"> • Includes majority of basic CMS functionality • Database and Operating System Agnostic • Easy to install, integrate and learn/use • Real-Time Content Publishing • Template-based Content Creation • Intuitive Work Flow Management • A user-friendly interface, which any business user can operate. • Allows multiple role creation • Manages multiple web sites each with its own roles and workflow. 	<ul style="list-style-type: none"> • Allows IP/Web Development firm to maintain complete control over product and customer relationship. • Adds cache to a firm by providing them with their own branded solution.
<p>4. Most depend on 3rd party software provider, adds to satisfy client needs.</p>	<ul style="list-style-type: none"> • 100% Java/JSP, framework that is easy to enhance and/or customize • Full source code "ownership" without resale rights. • No reliance on any 3rd party. 	

Marketing Strategy

CreationPoint™ is Proprietary and Confidential
April 2002

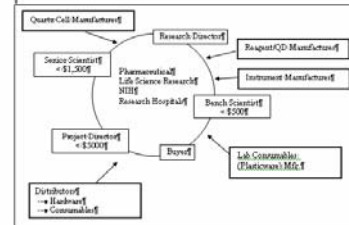
Align Base Marketing Document (Pharm/Vet Product Line)

Version 1.0 - April 2002

The purpose of this marketing document is to provide a marketing platform for a variety of sales and marketing purposes. These include sales follow-up letters and scripts, literature, advertising, public relations and trade show graphics. Also, from this document an ALiase company overview statement (also to be developed). This is a living document - with changes being expected as further discussions happen with each audience segment.

Executive Summary/Pharm/Vet Market

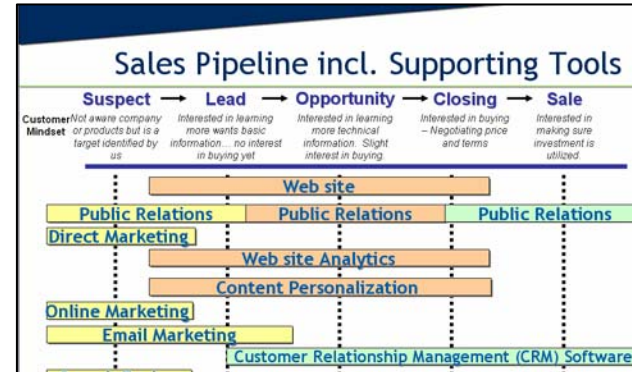
The market for the Pharm/Vet can be broken down into the following audience - all of whom are directly or indirectly supporting laboratory activities of the following types of companies/institutions: Pharmaceutical, Life Science Research, NIH, and Research Hospitals.



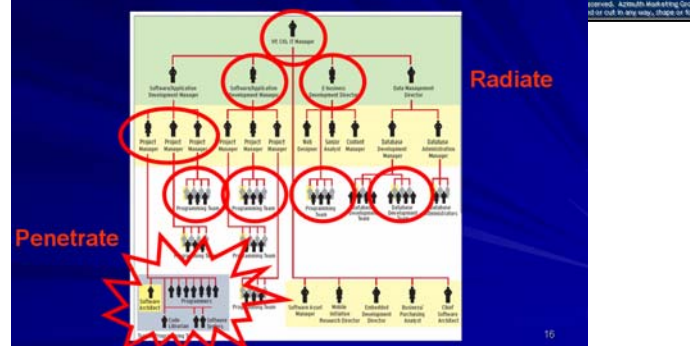
Research and Information with/without License Scenario

Align Base Marketing Document - ver 2.0 - Page 1 of 17

Business Plans

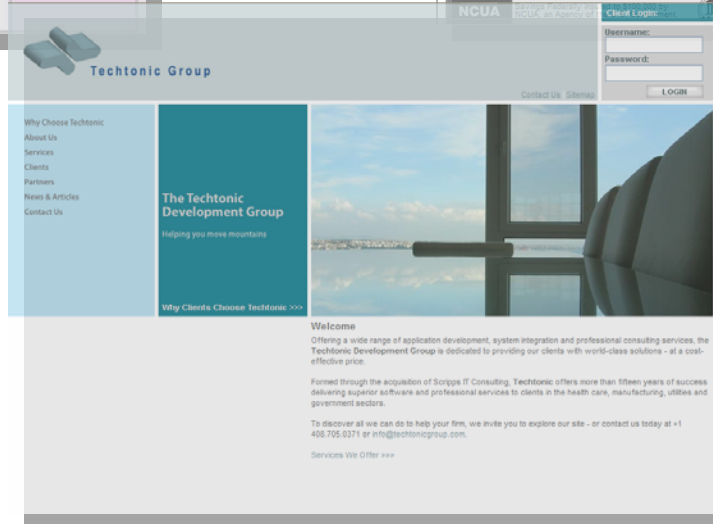
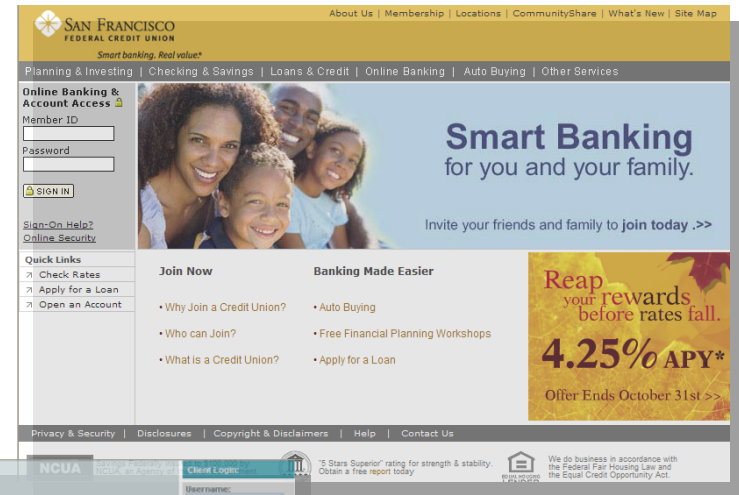


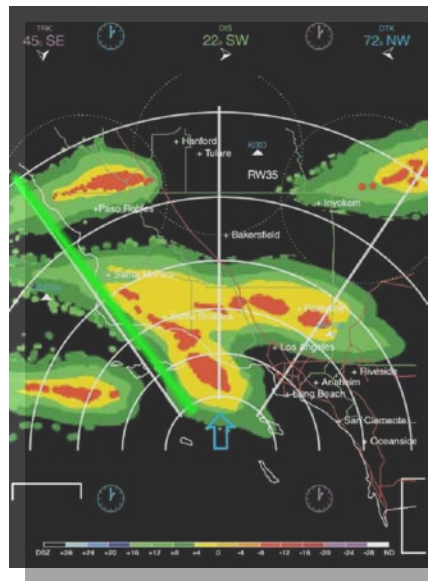
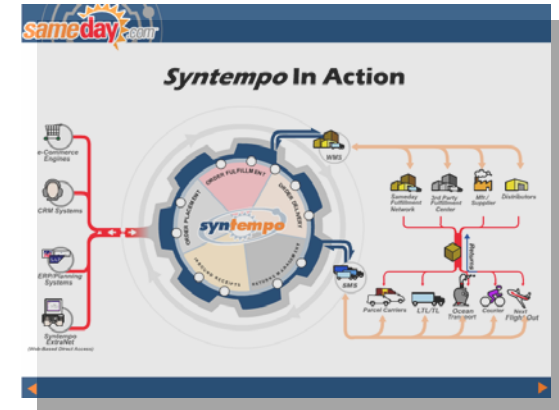
Penetrate and Radiate



Go-to-Market Plans







To view these samples, simply click on an image/.

Can Your Displays Weather The Storm?

When you're out on the water, you need to know what's coming. That's why you need a display that can handle the weather. The Polar Vision displays are built to last. They're rugged, reliable, and easy to use. They'll keep you safe and sound, no matter what the weather throws at you.

POLAR VISION, INC.

Need an Embeddable Process Engine Without All the BAGGAGE?

We've got The Answer™

Let's get right to the point. Reactor 3 from Oak Grove Systems is the process execution framework that gives you exactly what you need. Period.

The best, most elegantly designed workflow engine. Reactor 3 is already the solution of choice for such firms as SAS, Software and Publisher Software, allowing them to cut their costs, speed their time to market and then their development to subsequent releases. Reactor 3's benefits include:

- **Universal Deployability** - Reactor 3 is compatible across all J2EE application servers
- **Easy Integration** - Integrating an open, standards-based architecture
- **The Only Process Engine for Next** - For workflow automation, business process management and Web Service orchestration

Available as source code with royalty free distribution!

Get a free trial. And you can start by looking up at 1-800-880-8769, or by downloading your free evaluation copy at www.oakgrovesystems.com

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The Answer™ - For All Your Process Execution Needs

Workflow Automation • Business Process Management • Web Services Orchestration

Bring it on

When you're out on the water, you need to know what's coming. That's why you need a display that can handle the weather. The Polar Vision displays are built to last. They're rugged, reliable, and easy to use. They'll keep you safe and sound, no matter what the weather throws at you.

POLAR VISION, INC.

Nope, It's Not A Misprint

Royalty-Free. Embedded Workflow Engine. Source Code.

That's right - the source code. No licenses to buy. No souls to sell. Just the pure, elegant Java code of Reactor 3. Developed for NASA to build the Internet-based Space Station, it is one of the most powerful, versatile and compatible J2EE Workflow Engines ever created. So come check it out. **Book #1791.** And we'll prove it to you.

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Order to win a Handpring Trip worth \$2500 by having your badge scanned. One entry per person. No purchase is necessary. Drawing will be held at the close of the show and will include all names scanned at the Oak Grove Systems booth during AHEAD ONE 2002. The winner will be notified via phone and/or mail.

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Vision

It's the ability to see it all - from the forces that drive today's investment landscape, to our clients' unique objectives, to those hard-to-spot opportunities that make our portfolios' performance stand out above the crowd.

It's called vision, and it's what you'll find at RNC. With 30 years experience and more than \$1 billion under management, we offer a wide variety of custom-tailored equity, bond and fixed-income portfolios, all designed to help you or clients achieve remarkable returns. What is why we invite you to contact us on their behalf. And see for yourself.

RNC CAPITAL MANAGEMENT LLC

Defiant Displays

Introducing Polar Vision's Direct Bonding Enhancement Solutions.

For Displays That Can Weather The Storm

Defiant Displays is the ultimate solution for displaying critical information in the most demanding environments. Our Direct Bonding Enhancement Solutions are the most advanced and durable way to protect your displays from the elements.

Defiant Displays is a bonded glass enhancement solution, such as anti-reflection glass or a scratch-resistant film, that is applied to the front of an LCD. This solution protects a display from scratches, staining, and other damage.

- High Contrast
- Optical Superiority
- Mechanical Integrity - They don't scratch or gouge
- Excellent Performance and Reliability over Extreme Temperature Ranges
- Resistance to Wet Environments & Cleaners
- The Ability to Eliminate the Need for a High Bright Backlight

For other information or to request a sample, please contact us at 1-800-333-3333. For more information, visit our website at www.polarvision.com. We're here to help you weather the storm.

POLAR VISION, INC.
A Defiant Displays Company

The Premier One-Stop Global Resource For Display Enhancement Solutions and High-Performance Displays

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info@polarvision.com
www.polarvision.com

oakgrove November 2002 Update

Ready to Orchestrate?

Learn How Reactor 5 Can Help You Tap The Next Potential of Web Services

Oh yes - you already know Reactor 5 was an exciting product launch for everything from Workflow Automation to Business Process Management. But did you also know it's the perfect platform for Web Services Orchestration?

Well, it's a fact - and we've got the case studies to prove it. To find out more, simply look, listen and learn below.

Carling
Learn How Carling Saved Thousands and Grew Revenue 200% - Read our case study detailing how strategic management firm Carling used Reactor 5 to orchestrate a Web Services architecture and win new clients.

JD Edwards
How This Workflow Can Enable Web Services Orchestration - Listen to CEO Chuck Adams discuss the field's hottest trends with Web Services. Joined online Jeremy (owner of Sun-Cat Radio) during the October Web Services Edge Conference.

Enhanced Service and Support
Our clients are pleased to announce our newly enhanced support team of experienced and technical experts for both Partner Centers and direct client needs. To learn more, visit www.oakgrove.com.

For more information about how Reactor 5 can help your firm, please do not hesitate to contact us at 877-593-8765 or info@oakgrove.com. Or download a free brochure, visit www.oakgrove.com to help you.

Declare Your Workflow Independence!

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oakgrove October 2002 Update

Finally - A Workflow Engine The Way You Would Build It

Tired of inflexible, integrator and credibility expensive workflow solutions that provide everything but what you actually need? Then check out OGS Based Reactor 5 from Oak Grove.

Fast, reliable and standards based, Reactor 5 is the perfect process platform for custom-designed job applications utilizing workflow automation, business process management and Web Services orchestration.

Why Java Love Reactor

- Speeds time-to-market
- Increases sales opportunities
- Streamlines development costs

Why Java Hacks Love Reactor

- J2EE interoperability
- Platform and database independence
- Comprehensive APIs

So WHY WAIT?
Analyze the workflow solution of choice for your multi-industry solution on **Hyland, Pegasystems Software and Engage! Global Performance Metrics Study**. Reactor 5 needs to help your firm today. To download your free evaluation copy, visit www.oakgrove.com.

For complete details about purchasing your copy of Reactor 5, contact us immediately at 877-593-8765 or info@oakgrove.com. While we're here to help you...

Declare Your Workflow Independence!

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astoundry Official Sponsor PHOENIX OPEN I.T. as it should be

Ready For Some Golf As It Should Be?

Join Astoundry January 26th - February 1st For The 2004 Phoenix Open

Come watch Phil, Sergio, Vijay and the rest of the PGA crew January 26th through February 1st at the fabulous 2004 Phoenix Open - courtesy of the folks who invented It As It Should Be: Astoundry.

As our guest, you'll be privy to such primo amenities as a private "behind-the-scenes" tour of the tournament, buffet lunches, a full bar, and - oh yeah - four rounds of championship caliber golf featuring some of the best players on the planet. Our hospitality will also include:

- Weekly reserved parking passes
- Official Phoenix Open golf hats
- 18th hole premium viewing
- Phoenix Open programs
- Access to the corporate village
- And lots more

To RSVP, simply contact us via email or call us at (909) 437-2709.

Can't wait to see you there.

LMS The LMS Corporation - A Workflow Management and Incentive Based Company

About LMS

What We Can Do For You

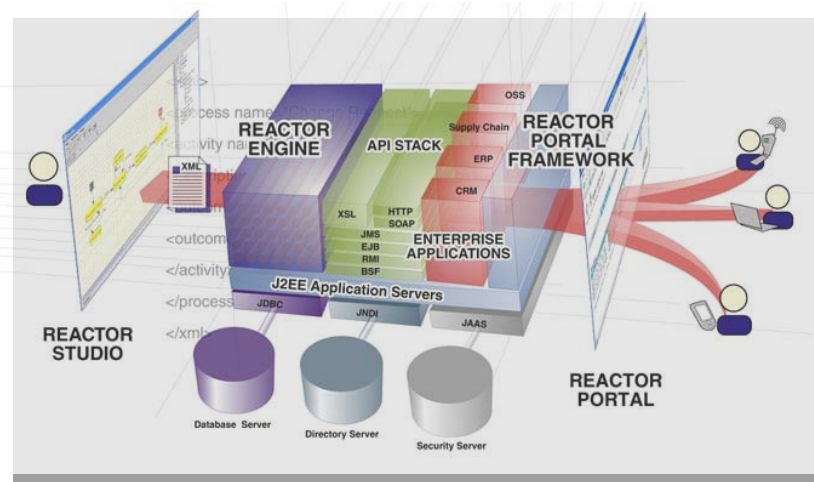
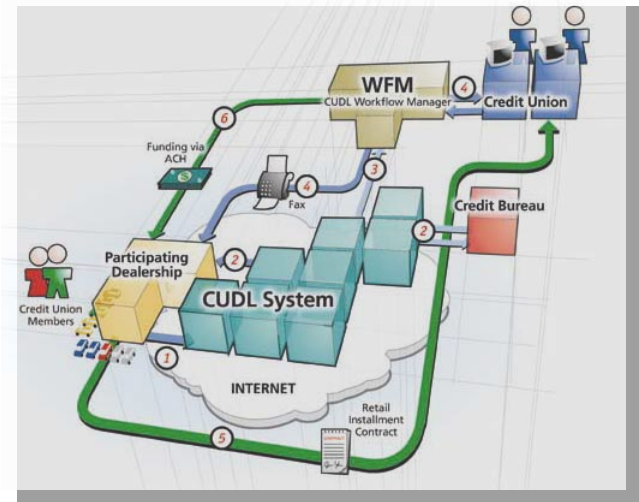
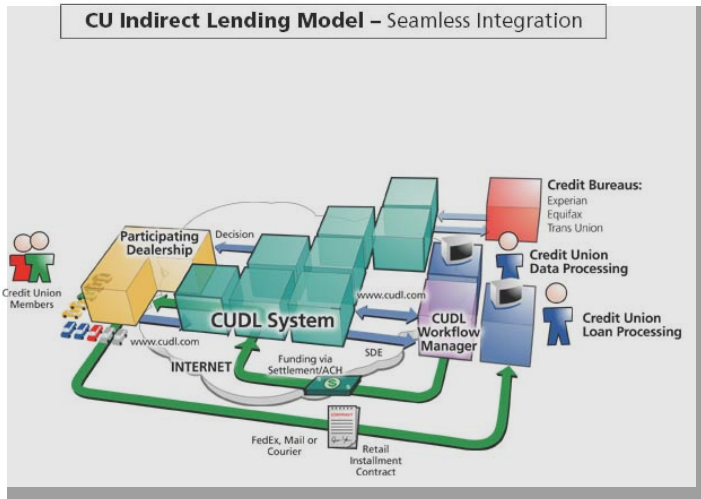
What Our Clients Say

What We Offer

Learn More

>Welcome to the December issue of the LMS Corporation's meeting and incentive travel professional's newsletter. This month's issue includes lots of information, helpful and appealing features, including:

- Our Latest LMS Rewards Content**
Answer the many questions on our web site - are you free nights at a fabulous hotel. What could be better? [2004-2005](http://www.lms.com)
- Hot Deals**
Looking for the best deals on the market? [This is the place to visit!](http://www.lms.com)
- Market Briefs**
Our January 2004 dedicated to keeping meetings and incentive travel professionals current on the latest news, the hottest trends and the latest insights on our marketplace.
- Our New Online Registration Capabilities**
User-friendly, intuitive and customizable to your firm's brand our online registration services can also save your company both money and time. [Visit Us Now](http://www.lms.com)
- Our High-Quality Member-Exclusive Incentive Awards**
Available at no cost and open to our clients, our elite selection from top vendors is perfect for meeting employee confidence and pride in these uncertain times. [Learn More](http://www.lms.com)
- Our Incentive Travel Programs**
Still rated as the number one preferred reward by native professionals worldwide, incentive travel programs are a great way to boost sales and increase performance. [Visit Us Now LMS Join Now](http://www.lms.com)



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- **Banner Advertising**
- **Interactive, Flash-based presentations**