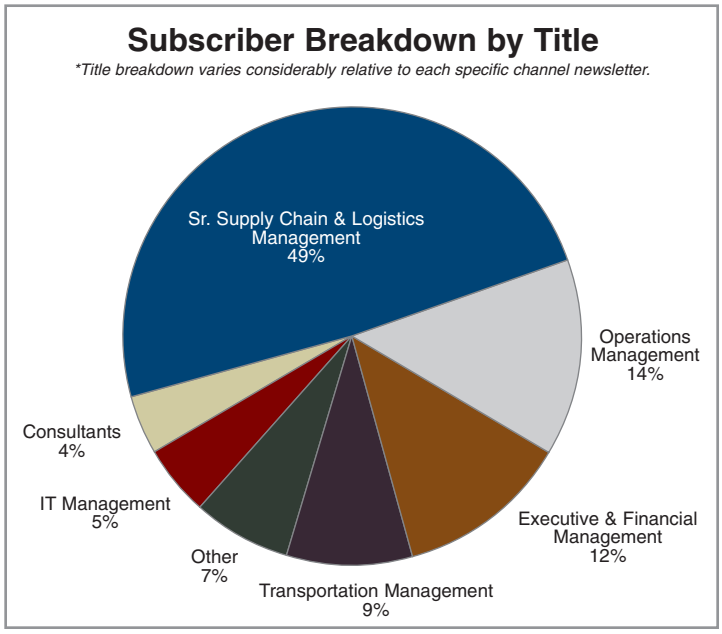
SupplyChainBrain Channel Newsletters

SupplyChainBrain.com provides visitors to the site the opportunity to have direct e-mail delivery of information from any of our more than 70 channels. Every day, SupplyChainBrain.com visitors opt in to receive their specified selection of channel newsletters from the general newsletter subscription form. SupplyChainBrain currently reports over 30,000 subscribers to its channel newsletters with a projection of between 50,000-100,000 channel newsletter subscribers by the end of 2009.



Channel newsletter subscribers include:

Ocean Spray International, Mgr of International Contract Mfg. Ops
MeadWestvaco, Senior Sourcing Manager
Owens Corning, Logistics Leader
Kuehne+Nagel, Director Supply Chain Solutions
Schlumberger, Director Global Logistics
The F. J. Westcott Company, Director of Purchasing
Weight Watchers International, Director, Supply Chain
Bass Pro Shops, VP Supply Chain
Staples, Senior Transportation Analyst
British American Tobacco, Supply Chain Executive
Apple, Global Logistics Manager
Lexmark, WW Head of Purchasing Logistics
Pep Boys, Senior Manager - Inventory Operations
Wyeth Pharmaceuticals, Senior Director Supply Chain Operations
Solar Turbines, Inc., Supply Chain Coordinator
Rockwell Automation, Global Supply Chain Improvement Manager
Kraft, Supply Chain Analyst
Honeywell, Demand Planning Manager
Burlington Coat Factory, Procurement Manager
DMC Corporation, Director of Operations and Supply Chain
Hewlett Packard, Supply Chain Strategy Manager
Sabic Innovative Plastics, Logistics Black Belt
Henry Schein, Director, Corporate Inventory Management
General Motors, Procurement Supervisor
Charming Shoppes, Director of Global Security and Compliance
Appleton, International Logistics Manager
UPS Supply Chain Solutions, Dir. of Business Dev., Global Logistics
Caterpillar Logistics Services, Inc., Supply Chain Director
US Air Force, Command Supply Systems Analyst
Consolidated Biscuit Co., Vice President, Supply Chain
S C Johnson, National Supply Chain Manager
Northrop Grumman Corp, Manager, Global Supply Chain Execution
Deckers Outdoor, Senior Vice President Supply Chain
Wellstream International Ltd, Global Logistics Manager
Georgia-Pacific, Senior Director Operations
Nalco Company, Logistics Manager
Hallmark Cards, Inc, North American Transportation Manager
Avon, Supply Chain Planning Manager
Home Depot, Logistics Manager
Costco Wholesale, GMM Fresh Foods
Landmark Group, Retail Operations Manager
Nutrilite, Supply Chain Planning Manager
Associated Brands LLC, Vice President Supply Chain
Dell, Enterprise Supply Chain Manager
Alcoa Consumer Products, International Supply Chain Manager
Lumber Liquidators, Senior Vice President Supply Chain
Black & Decker, Manager, Retail Customer Collaboration
Northrop Grumman Corporation, Director, Enterprise Contracting
Panduit Corp, Senior Manager of Global Sourcing
Gear for Sports, Senior Vice President
Xerox Corporation, Global Supply Chain Manager
Nestle USA, Import Coordinator
Herbalife, Senior Vice President Global Operations
Owens Corning, Inbound/Outbound Logistics Expert
Flextronics, Vice President of Supply Chain, ATC Panels
Atlas Honda Ltd, GM Supply Chain
Hooker Furniture, Director Supply Chain Management
Charming Shoppes, 3rd Party Logistics Manager
Hewlett-Packard, Supply Chain Program Manager
Graham Mfg, Vice President of Operations
Samsung, Logistics Manager
Xerox Corporation, Integrated Supply Chain Manager
Green's General Foods, Supply Chain Planning Manager
TMX Aerospace, Director Supply Chain
Fashion Bed Group, Director of Global Procurement
GE Energy Logistics Company, Logistics Program Manager
Tyco, Healthcare Director of Customer Logistics
CNH North America, Global Sourcing Project Manager
Target Corporation, Group Leader Operations
American Girl, Operations Manager
General Motors, Procurement Supervisor
Western Electronics, Vice President Logistics
Sony, Senior Logistics Manager
Greif, Inc, Supply Chain Manager
UPS Supply Chain Solutions, Vice President Business Development
Patni Computer Systems, Director Supply Chain Solutions
Solectron, Supply Chain Design Mgr.
Appleton, International Logistics Manager
Sun Microsystems, Logistics Specialist
Stanley Works, Director Supply Chain Networks and Processes
US Air Force, Command Supply Systems Analyst
Boeing, Procurement Cost Analyst
Osram Sylvania, Director Corporate Transportation
Motorola, Demand Planner/Analyst
Herbalife International, Senior Vice President Global Operations
Quantum Corporation, Logistics Project Manager

SupplyChainBrain Channel Newsletter Sponsorships

Sponsor a channel newsletter and grow your database of qualified prospects!

Newsletter Promotion and Frequency: Channel newsletters are advertised on all pages of SupplyChainBrain.com and are also promoted additionally at the top of all corresponding channel landing pages. Updated channel information (generally between 5-10 items per issue) is delivered to subscribers at a frequency which is predetermined by SupplyChainBrain and based on how frequently new content is added to each channel. The frequency of a channel newsletter will either be monthly, bi-monthly or quarterly. Each channel newsletter is also all posted every day on SupplyChainBrain.com for viewing.

Sponsorship Advertising Information: Channel newsletter sponsorships are exclusive! The channel newsletter sponsor is the only advertiser, with a logo at the top clearly indicating that the advertising company is the exclusive newsletter sponsor, and a 120 x 800 banner running along the right-hand side. Rich media is not accepted for newsletter banners. Your logo and advertisement are posted on the channel newsletter every day on SupplyChainBrain.com throughout your contract period. The newsletter is viewed by daily SupplyChainBrain.com visitors as well as by current subscribers every time an issue of the newsletter is delivered to them via e-mail.

Lead Generation and Reporting: Sponsors receive monthly statistics on banner views and clicks for their newsletter advertisements throughout the contract period. Channel newsletter sponsors gain instant access to the newsletter subscriber database and maintain access to the regularly updated list of subscribers throughout the contract period! Information gathered for each subscriber automatically includes the e-mail address and may also include the name, title and company.

Sponsorship Cost: Six-month and twelve-month contracts available only. The monthly sponsorship cost for each channel newsletter ranges from $1,000-$2,000 net. Price is based on the current database of subscribers for that particular channel newsletter, delivery frequency and sponsorship demand. In order to guarantee an exclusive sponsorship hold on the channel newsletter, you must renew your sponsorship contract at least 60 days prior to the end of the current contract.

Contact your SupplyChainBrain representative today for a list of current channel newsletters available for sponsorship.

Value:

- High-Level Lead Generation
- High-Level Branding
- Sponsorship Exclusivity
- Full-Scale Advertising Real Estate
- Qualified Target Audience
- First Right of Renewal





