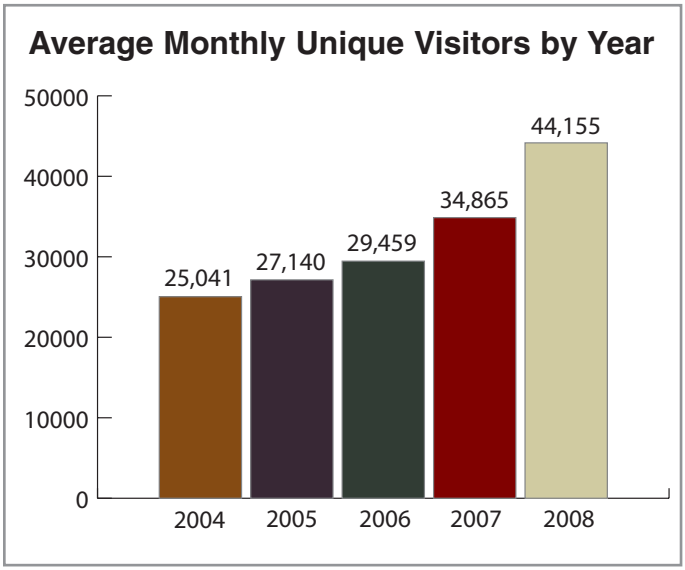
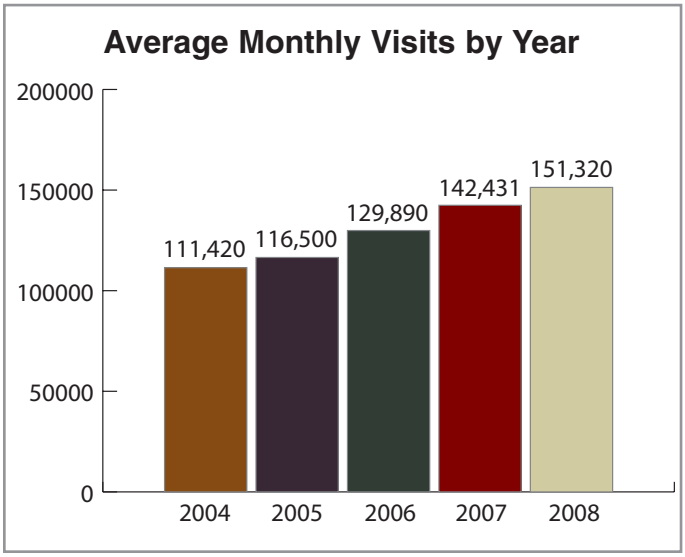
SupplyChainBrain.com Visitor Profile

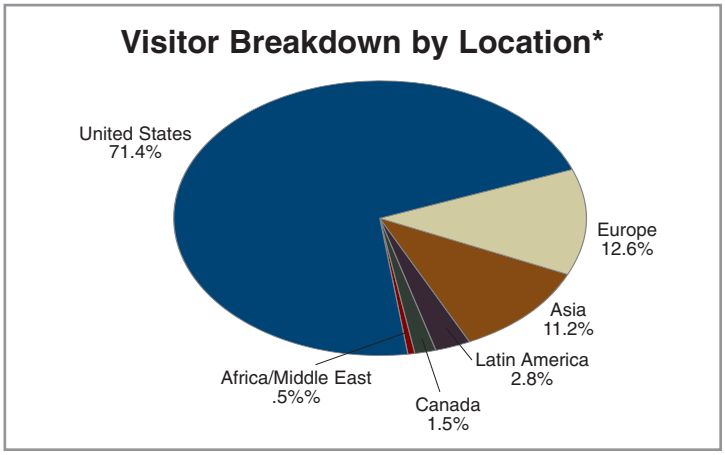
A Worldwide Audience That Continues to Grow

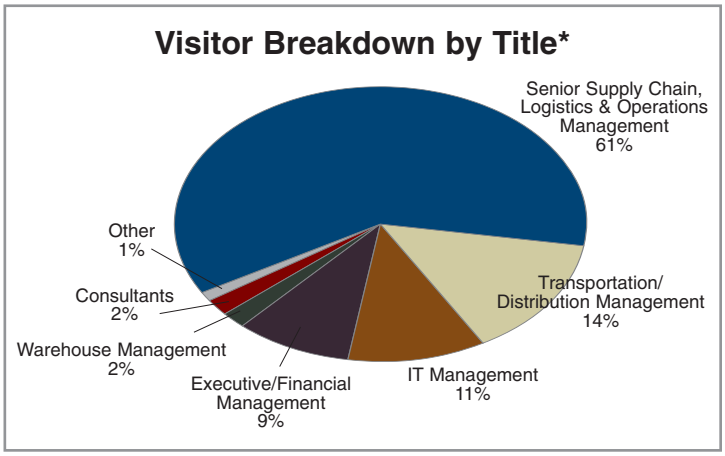
Over 1.6 Million Visits Annually

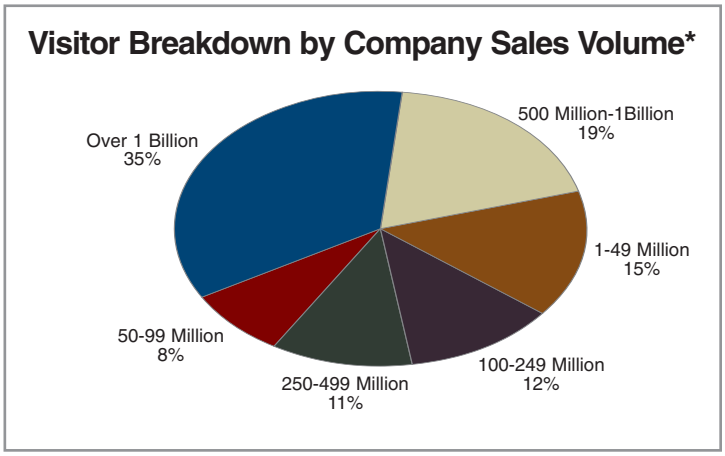
Since its launch in 1997, SupplyChainBrain.com has grown its viewership steadily each year. SupplyChainBrain.com conducts year-round marketing campaigns promoting all of the site's services available to supply-chain management professionals. The campaigns include a series of online and print advertisements in over 100 web sites, publications and major search engines as well as e-mail blasts to today's most sought after supply-chain professionals. Hundreds of research firms, analysts, consulting companies, event companies and other related organizations are currently linked to SupplyChainBrain.com. The site's most significant growth to date of 27% in average monthly unique visitors occurred this past year from August, 2007 to August, 2008.

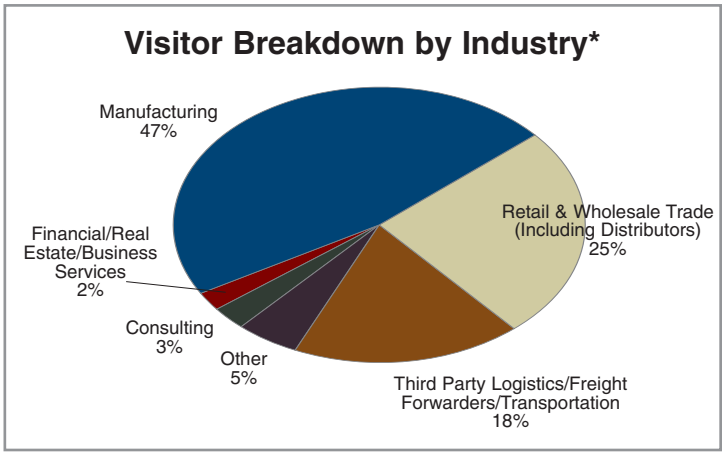












**Based on the most recent 1,000 visitors to SupplyChainBrain.com who have provided information about themselves and their companies.*

SupplyChainBrain.com Visitors

Executives at the Highest Levels of Supply Chain Management rely on SupplyChainBrain.com

Anheuser-Busch Companies, Inc., Dir. of Supply Chain Optimization
The Dow Chemical Company, Supply Chain Manager
Dell Computer Corp, Operations Manager
IBM, Director of Global Logistics
Blue Cross Blue Shield, Director of Supply Chain Management
Barnes & Noble, Director of Logistics
Random House Inc, Director of Logistics Services
Walt Disney Studio Home Entertainment, VP Operations & Logistics
Cracker Barrel Old Country Store, Supply Chain Manager
Dreyer's Grand Ice Cream, Supply Chain Manager
Avon Cosmetics, Regional Vice President Cs and Logistics
Motorola, Senior Director Supply Chain
UPS, Senior Operations Manager
Cargill Inc, Supply Chain Manager
Dole Food Company Inc., Vice President Global Logistics
Eveready Battery Co, Director of Logistics
Polaroid Corporation, Vice President Logistics
American Standard Inc, Logistics Manager
Coors Brewing Company, Director Logistics
GM, Global Supply Chain Manager
7-Eleven Inc., Director of Logistics
Sanyo TV, Director of Logistics
Crown Cork & Seal Inc, VP Operations Planning & Logistics
Foot Locker Inc, Vice President Logistics
Papa Johns Intl, Senior Manager of International Logistics
Archer Daniels Midland, Manager of Logistics
Chick-Fil-A, Inc., Supply Chain Manager
H.P Hood, Vice President Logistics
Kraft Foods Inc, Supply Chain Manager
Booz | Allen | Hamilton, Operations & Strategy Consultant
Best Buy, Director, Logistics Ops.
Winn Dixie, Supply Chain Manager
Eastman Chemical Company, Director Global Logistics
Pep Boys, Logistics Manager
Cisco Systems Inc, Director Operations
American Honda Motor Co Inc, Senior Manager Auto Logistics Ops
The Coca-Cola Company, Director, Supply Chain
Del Monte Foods Company, Senior VP Supply Chain Operations
C H Robinson Worldwide, Operations Manager
Agilent Technologies, Logistics Manager
Fairchild Semiconductor, Senior Manager, Global Logistics
Goodrich Corp, Chief Supply Chain officer
Avery Dennison, Logistics Manager
CVS Corp, Director of Operations
Alfa Laval, Logistics Manager
Friedrich Air Conditioning Co., Vice President Supply Chain
Evenflo, Director, Global Supply Chain Plan
American Red Cross, Director of Logistics
Ghirardelli Chocolate Company, Supply Chain Manager
Adidas Group, Vice President Logistics & Operations
Texas Instruments, Supply Chain & Logistics Director
Dean Foods Company, Logistics Manager
Monsanto, Global Logistics Manager
Cardinal Healthcare Corporation, Operations Manager
Abbott Laboratories, Director, Global Logistics
Solo Cup Company, Manager Logistics
Cummins Engine Co, Manager Logistics & Materials
Land O Lakes, Director of Logistics
Boston Scientific Corp, Vice President & GM, Global Supply Chain
Revlon, Logistics Director
Crate & Barrel, Supply Chain Planning Director
Mazda North America, Operations Manager
Bulova Corp, Distribution/Logistics Manager
Microsoft Corporation, Director of Global Logistics
Butterball, Supply Chain Manager
Bakers Footwear Group, Vice President Logistics
Valvoline, Manager Supply Chain Optimization
Domino's Pizza, National Logistics Manager
Pfizer Corp, Logistics Manager
Coca-Cola Enterprises Inc, Director Supply Chain
Hasbro Inc, Director Logistics
Bayer Healthcare, Director Supply Chain Management
Ace Hardware Corporation, National Logistics Mgr
Bissell Homecare, Director of Global Logistics
Sunbeam Products, Inc., Vice President, Logistics & Operations
Wise Foods, Director of Logistics
David's Bridal, Operations Manager
Eastman Kodak Co, Vice President Americas Logistics
Haggar Clothing Company, Senior Vice President of Logistics
Bath & Body Works, Operations Planner
Black & Decker Corp, Vice President Supply Chain
3M Company, Supply Chain Manager
Elizabeth Arden, Red Door Spas, Director Global Supply Chain
Johnson & Johnson, Director of Operations
Boeing Company, Dir of Supply Chain
La Z Boy Inc, Director of Logistics
Borden Chemical, Supply Chain Manager
Pella Corporation, Corporate Logistics Manager
Circuit City Stores, Logistics Manager
Fisher-Price, Inc., Director Customer Logistics
Applebee's Intl Inc, Logistics & Inventory Manager
Gortons Seafood, Operations Forecaster
Highlights for Children, Vice President of Operations
Birds Eye Foods, Vice President Logistics
Georgia Pacific Corp, Director Operations
Avaya Inc, Director of Global Logistics
Hannaford Bros. Co., Director Supply Chain Services
Procter & Gamble, Logistics Manager
Costco Wholesale, Director Produce Operations
Goodyear Tire & Rubber Co, Director Global Supply Chain
Intel Corporation, Director of Global Transportation & Logistics
Bacardi Bottling Corp, Logistics Manager
BMW Of North America, Logistics Manager
Nestle Waters of North America, Director of Logistics
Caterpillar, Global Supply Chain Manager
Hanes Inc, Director of Customer Logistics
Bausch & Lomb Inc, Logistics Manager
BJ's Restaurants, Chief Supply Chain officer
Wyeth Pharmaceuticals, Director Global Logistics Network
Electrolux Home Products, Import Logistics Manager
Accenture, Vice President Operations
Staples Inc, Vice President Transportation & Logistics
Dan River, Director International Logistics
Bed Bath and Beyond, Director of International Supply Chain
Whirlpool Corp, Global Director Supply Chain
Duracell Inc, Logistics Manager

SupplyChainBrain.com Channel Sponsorships

Dominate a SupplyChainBrain.com channel and gain recognition for your company as an authority within a specific supply chain area of expertise!

When executives come to SupplyChainBrain.com, they look for specific information on desired topics: the more relevant information available and the more easily accessible, the better.

SupplyChainBrain offers over 70 specific supply-chain management content channels based on the most requested SCM topics today. As executives visit specific channels, they are presented with the most relevant and current channel information including the latest features, case studies, executive interviews, videos, webinars, research, events, whitepapers, books, news and more. All the information they need updated daily.

Sponsorship Information: Each channel sponsorship is exclusive! Your company is the only advertiser on the channel with two skyscraper banners (120x600), one leaderboard banner (728x90) and company logo on all channel pages (Does not include channel newsletters and videos which are sponsored separately). In addition, a 50-word description of your company's expertise relevant to the channel is positioned at the top of the channel landing page.

Sponsorship Cost: The monthly sponsorship cost for each channel ranges from $1,000 - $2,000. The channel price differential is based on the specific volume of channel activity as well as advertising demand. Monthly statistics are provided on banner views and clicks.

Value:

- High-Level Branding
- High-Level Traffic
- Channel Exclusivity
- Full-Scale Advertising Real Estate
- Qualified Target Audience
- First Right of Renewal

A minimum three-month contract is required for channel sponsorships. In order to guarantee an exclusive hold on the channel, sponsors must renew channel contracts at least 60 days prior to the end of the current contract. Consult your SupplyChainBrain representative regarding channel sponsorship availability.





CHANNEL GUIDE

Industry Verticals
Automotive
High-Tech/Electronics
Retail
CPG
Food & Beverage
Pharmaceutical/Bio-Tech
Industrial Manufacturing
Chemicals & Energy
Aerospace & Defense
Service Industries
Apparel

Logistics/Transportation
All Logistics
Global Logistics
Third-Party Logistics
Global Fulfillment & Distribution
Global Trade Management
Inventory Planning/Optimization
Transportation & Distribution
Warehouse Logistics
Reverse Logistics
LTL/Truckload Services
Air Cargo
Ocean Transportation
Rail & Intermodal
Express/Small Shipments
Service Parts Management
Facility Location Planning
Value-Added Services

Technology Solutions
All Technology
Asset Management
Business Intelligence & Analytics
Business Process Management
Collaboration & Integration
Customer Relationship Mgmt
EDI Communication (XML/EDI)
ERP & Enterprise Systems
Event Management
Forecasting & Demand Planning
Order Fulfillment & P.O. Mgmt
Product Lifecycle Management
RFID & Wireless
Sales & Operations Planning
Sourcing & Procurement Solutions
Supplier Relationship Mgmt
Supply Chain Analysis & Consulting
SC Finance & Revenue Mgmt
SC Planning & Optimization
Supply Chain Visibility
Transportation Management
Warehouse Management
Manufacturing Planning & Execution Systems
SaaS & On-Demand Systems
Software Architecture & SOA

Research & Analysis
Aberdeen Group
AMR Research
APQC
ARC Advisory Group
Marsh

World Regions
The United States
Asia Pacific
Europe
Middle East/Africa
Latin America
China
Canada

General SCM
Global Supply Chain Mgmt
HR & Labor Management
Environmental
Network Planning
Quality & Metrics
SC Security & Risk Mgmt
Legal, Gov't, & Regulatory Issues
Business Strategy Alignment

SupplyChainBrain.com Website Integration

SupplyChainBrain.com Website Integration gives your company the ability to deliver a much higher ROI on all your existing commercial material!

SupplyChainBrain.com has partnered with an innovative online technology firm which places your company's product and solutions messages inside our website and delivers them to your customers and prospects when they want to see that information most!

How it works

Our innovative technology uses advanced algorithms to accurately evaluate each article on SupplyChainBrain.com. The technology then locates and delivers only the most relevant advertiser content by way of links which appear on the side of every article in a "related content" box. When a user clicks on a link, he is taken to the exact marketing message the advertiser wants him to see. You select up to 25 pages of content from your website or any other sources that you most want to present to our audience. We will integrate it all for you and provide plenty of opportunity to introduce new content and change your integrated content throughout the year. Performance reports on content views and clicks are provided each month!

Why it works

When people go to websites, they look for specific information on desired topics: the more relevant information available, the better. Web users typically don't click on unrelated or semi-related banner ads or text links. If they do click on links for related content, they can easily get frustrated if they've gone to unrelated content or have to click around for additional information. Web users want to stay right where they are and read as much desired content as possible. As visitors to SCB.com are reading articles on the site, they see several links which, when clicked, bring them to your highly relevant advertising content housed within SupplyChainBrain.com. Because your advertising content is completely relevant to the published content, it brings a better web experience to the user, who will then stay on your site and return in the future.

Website Integration delivers your product and company's messages to your customers and prospects when and where they most want to see them—alongside related editorial content. Every time anyone views content on SupplyChainBrain.com that is related to your advertising content, they will see your link. That's getting the right message to the right people at the right time.

Six-month Contracts: $1,700/month net
Twelve-month Contracts: $1,200/month net

Value:

- High-Level Branding
- High-Level Traffic
- Contextual Advertising Technology
- Micro Site Creation
- Qualified Target Audience
- Complete Tracking of all Link Impressions and Page Views



SupplyChainBrain.com R.O.S. Banner Advertising

Run of site (ROS) banners will rotate on department pages as well as on channel pages where there are no exclusive sponsors. There are currently over 100 combined departments and channels and thousands of SupplyChainBrain pages for ROS banner rotations. There are two ROS banner options: Leaderboard banners (728 x 90) and Skyscraper banners (120 x 600). Pricing for both banner options is based on a $120 CPM. However, there is twice as much Skyscraper inventory available as Leaderboard inventory. Therefore, advertisers can buy more monthly impressions with Skyscraper banners.



Material Specifications: Rich media is accepted for all ROS banners. Animation can loop forever. Maximum file size is 100kb. Materials must be received one week prior to launch date. Please send all online ad materials to Jessica Whitebook at jwhitebook@kellerpubs.com. For more detailed specifications, visit the media information page on SupplyChainBrain.com.

Creative Unit	Monthly Guaranteed Impressions	Monthly Cost
Skyscraper Banner	5,000	$600
Leaderboard Banner	5,000	$600
Skyscraper Banner	10,000	$1,200
Leaderboard Banner	10,000	$1,200
Skyscraper Banner	15,000	$1,800
Leaderboard Banner	15,000	$1,800
Skyscraper Banner	20,000	$2,400
Skyscraper Banner	25,000	$3,000
Skyscraper Banner	30,000	$3,600

SupplyChainBrain.com Weekly Newsletter Advertising

SupplyChainBrain produces three weekly newsletters: QuickREAD (news briefs), The Insider (analysis and research) and MarketWatch (new products and services).

Each of the three weekly newsletters currently reports a combined 15,000+ subscribers and visitors to the website version. Advertisements placed in a given weekly newsletter will appear in both the e-mail version as well as the version posted on SupplyChainBrain.com for that particular week.

Creative Options and Pricing:

Advertisement	**Weekly Cost**
Mini Skyscraper (120 x 360)	$450
Skyscraper (120 x 800)	$750
Rectangular Box (400 x 170)	$450

**A maximum of 4 advertising positions are available per issue of each of the newsletters.*

Contact your SupplyChainBrain representative about issue availability and multi-frequency discounts. Weekly statistics on banner views and clicks are provided. You may change banner creative as often as you like. However, banner materials MUST be delivered to the production department at least one week prior to issue launch, which is on Tuesday of each week. Rich media is NOT accepted for newsletter banners. Maximum file size is 100kb. Please send all online ad materials to Jessica Whitebook at jwhitebook@kellerpubs.com. For more detailed specifications, visit the media info page on SupplyChainBrain.com.

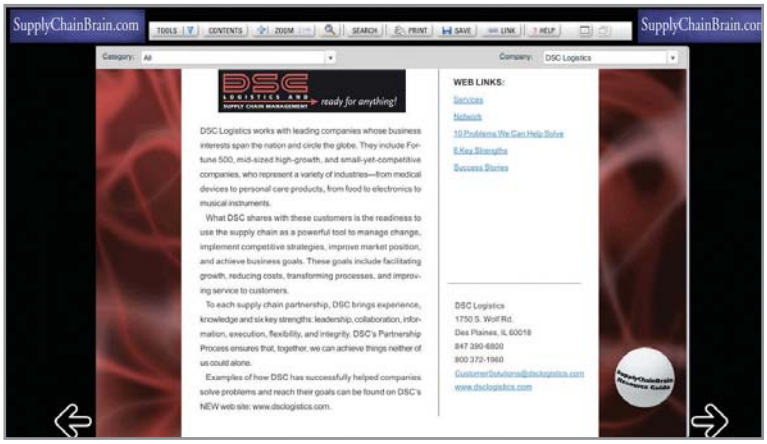
SupplyChainBrain.com Supplier Profiles

The SupplyChainBrain.com Supplier Directory registers over 300,000 page views each year. The presentation of your company profile in the Supplier Directory can be as complete and interactive as you want it to be! You may select from the following options:

1. Standard Supplier Profile

A Standard Supplier Directory Profile (full page, four color) includes 150 words, logo, and contact information with a live link to your website.

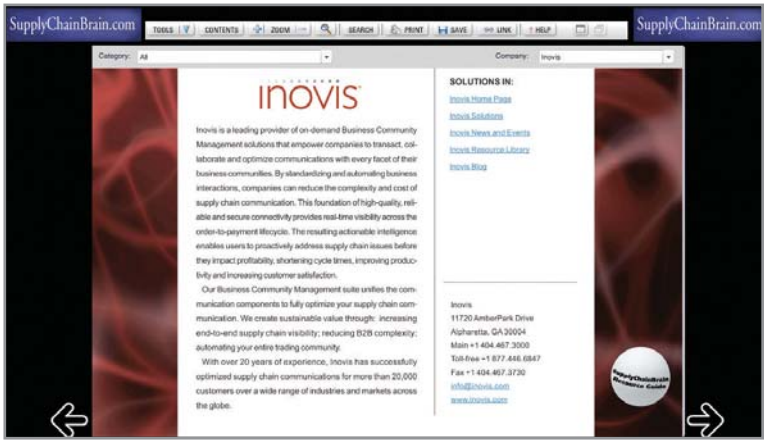
Only $995 net/year



2. Enhanced Supplier Directory Profile

An Enhanced Supplier Directory Profile (full page, four color) includes 150 words, logo, contact information and up to 10 active web links. Each link brings visitors to a specific designated web page.

Only $995 net plus $75 per each web link/year



3. Premium Supplier Profile

In addition to all of the components of your Enhanced Supplier Directory Profile, your company will also create its own SupplyChainBrain.com Channel and will connect visitors to your channel from your profile in the Supplier Directory! Here's how it works:

The most recent news and featured content presented by SupplyChainBrain about your company or with quotes from your company's executives will be combined with your own news releases, white papers, pod casts, and webinars (up to 5 items per year) and made available to SupplyChainBrain visitors in a channel dedicated exclusively to your company. Your company channel will be updated as frequently as new related content is published. Your company will also own all of the advertising real estate on your channel, with two skyscraper banners (120x600 each) and one leaderboard banner (728x90).

In addition to the connection you make from your Supplier Directory Profile to your channel, search engines will also begin to index your channel content and drive executives to that content. You can also direct executives to your channel from your own site or from any of your own existing advertising materials.

Only $2,995 net/year

