



COMPANY PROFILE

- OVERVIEW:** Founded in 2001, the MarketingDeptNYC, Inc is a marketing outsourcing firm that matches businesses with best-in-class marketing providers. We match businesses seeking outsourced solutions with carefully screened, qualified firms across a variety of marketing disciplines, to meet specific needs and requirements.
- PRACTICE AREAS:** Our breadth of services includes marketing consulting; advertising; online and offline creative development; media buying (all mediums); public relations; technology; fulfillment; call centers and more.
- INNOVATION:**
First search firm to meet range of marketing needs and budgets
First firm of its kind to offer free matchmaking to clients
First to offer cost-effective agency reviews for small/mid-size businesses
- LOCATION:** The Marketing Dept. is headquartered in midtown Manhattan and serves clients in the U.S. and Canada.
- EMPLOYEES:** Our team of six includes Research Analysts and Matchmakers
- NETWORK:** The Marketing Dept. represents an exclusive, growing network of qualified, boutique marketing firms in the New York Metro region; Extensive, active database of service providers is available as needed.
- CLIENTS/INDUSTRIES:** The Marketing Dept. works with promising startups to the Fortune 1000. Clients include financial, technology, entertainment, retail companies and ad agencies. Service Providers represented by the Marketing Dept. have expertise in the packaged goods, professional services, financial, healthcare, package goods, publishing, entertainment, retail, technology, telecommunications and travel industries, among others.
- CONTACT INFO:** MarketingDeptNYC, Inc.
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**TURN YOUR PROJECTS OVER TO THE MARKETINGDEPTNYC.
AN EXCLUSIVE NETWORK OF HYPER-TALENTED, BOUTIQUE MARKETING FIRMS.**

DO MORE WITH LESS.

Today's economic realities call for smarter, more streamlined and more cost-efficient ways to get more done with less. Like many businesses, you're probably operating with a reduced budget and bare-bones staff. Yet, you are expected to produce at the same – if not a greater level – as before. Wishful thinking at best.

A NEW MODEL FOR NEW TIMES.

Traditionally, most companies either employ ad agencies or handle their marketing in-house. But these may not be the most effective or economical solutions. Are you paying an agency for their bloated overhead and staff when all you really need is a small team of dedicated professionals? Are you relying on your in-house marketing department? Just how far-removed are they from your company's core competency? Not to mention overtaxed.

LEAVE THE LEGWORK TO US.

What if you could easily choose from a select group of small, best-in-class companies to handle some or all of your marketing needs – and perform them better, faster and for less? That's the idea behind the Marketing Dept. A smarter, more economical way to develop and manage your marketing initiatives.

MATCHING TOP TALENT WITH YOUR MARKETING NEEDS.

The Marketing Dept. is a unique concept in outsourcing. Part talent agency, part search firm. Consider us, if you will, *marketing matchmakers*. We successfully pair businesses with small, best-in-class marketing companies. Need to put together a marketing strategy? A website? A direct marketing or advertising campaign – by yesterday? Let us put you in touch with the best provider to meet your needs.

NO RISK. NO COST. NO KIDDING.

There is absolutely no cost to meet a firm or two that meet your requirements. You pay only for the cost of their services, at competitive rates well below those of large agencies. This service is free to businesses, because the providers in our network compensate us for providing economical, outsourced sales support. The Marketing Dept. has a built in objectivity--we only get paid when the client's needs are met and satisfied.

AGENCY SEARCHES AND RESOURCE OPTIMIZATION

Interested in meeting a group of firms? Our affordable search consultancy services are available. We'll identify qualified firms, develop and issue Request for Proposals and provide a selection to choose from--including those outside the Marketing Dept. network. Need help managing your resources? We'll provide project management. All set with outsourced needs? We'll optimize your existing resources for improved ROI.

CALL US FIRST TO ACCESS AN ENTIRE WORLD OF JUST-IN-TIME TALENT.

Next time you need to launch a marketing initiative, think of the Marketing Dept. first. Email us at Info@MarketingDepartment.com or call us at 212.751.5456. Save time and money by allowing us to streamline your search and introduce you to the finest talent for your particular need. With so much on your plate already, now you have one less thing to worry about.

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TALENT ON TAP

**Need to generate brand awareness, acquire new customers or retain existing ones?
Our expertise and exclusive network of hyper-talented firms can help you cultivate
customer relationships across multiple touch-points:**

RESEARCH

- Secondary research (industry and market trends, competitive analysis)
- Audit of prior research studies
- Consumer and business-to-business market research
- Qualitative research
- Quantitative research
- All methods of data collection:
 - Focus groups
 - Online surveys
 - In-person one-on-one interviews
 - Telephone surveys and interviews
 - Direct mail surveys and questionnaires

MARKETING STRATEGY, PLANNING AND DEVELOPMENT

Strategy & Research:

- Audience Definition; Competitive Intelligence; Trend Analysis
- Opportunity Identification; Brand Strategy; Messaging Creation

Planning & Assessment:

- Outlay Marketing Programs, Goals; Timetables; Determine Budgets
- Pinpoint tracking mechanisms; Creative Concepting

Development & Tracking:

- Resource Identification & Management
- Program Assessment & Refinement; Business Unit Development

PUBLIC RELATIONS

- Strategic Planning
- Image and Brand Building
- Media & Analyst Relations
- Product Introductions
- Trade Show and Event Support
- Speakers' Bureaus
- Presentation Coaching & Media Training
- IPO Support
- Crisis Communications
- Custom Research
- Cause-Related Marketing
- Special Events

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TALENT ON TAP (CONT'D)

ADVERTISING/CREATIVE DEVELOPMENT

OFFLINE:

- Brand identity
- Brochures/sales materials
- Direct mail
- Print advertising
- Radio advertising
- Television advertising
- Trade show support

ONLINE:

- Email marketing
- Banner ads
- Flash demos
- Multimedia CD-ROMs
- Database development
- Website development

TECHNOLOGY SUPPORT

- Email application tool for campaign management, delivery and tracking
- Application and software development
- Database design
- E-Commerce
- System Integration
- Intranet and Extranet development
- Network Security; attack/penetration testing; security vulnerability analysis

MEDIA PLANNING AND BUYING

OFFLINE: (Print, Radio, Television, Out-of-home):

- Increase media visibility, impact and value while achieving overall efficiency
- Establish media objectives for target, geography, timing, reach, frequency and communications levels
- Negotiate the lowest possible rates
- Maximize exposure through value-added opportunities
- Track results for adjustments and optimization of media performance
- Identify special events and guerilla marketing approaches for uncluttered exposure

ONLINE: (Internet Marketing)

- Maximize budgets and minimize risk by finding the best mix of creative and media placements
- Provide anticipated response rates and conversion ratios
- Campaign optimization, through testing of creative and media
- Search engine optimization and marketing
- Customized tracking
- Affiliate marketing
- Email list database development

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TALENT ON TAP (CONT'D)

DIRECT MAIL/LETTERSHOP:

- Offset Printing
- Personalized printing and addressing
- Mailing; co-mingling/parcel consolidation for reduced postal rates
- Lettershop and fulfillment
- Database analysis, management and optimization

FULFILLMENT:

- Literature, merchandise & premium fulfillment (pick/pack/ship)
- Club/Continuity Programs
- Catalog and "one shot" order fulfillment
- Order Entry/Processing (telephone, mail, internet, email and fax)
- Inventory management
- Database design, segmentation & maintenance
- Print-on-demand capabilities
- Same-day, 24-hour or 48-hour shipping options
- Secure warehouse with caged area for valuable merchandise

CALL CENTERS: INBOUND

- Toll-free number development and support
- Customer service; product information; technical help
- Order taking; event registration
- Literature requests and fulfillment
- Script Development

CALL CENTERS: OUTBOUND

- Telemarketing
- Lead generation and sales
- Surveys
- Appointment scheduling
- Direct mail follow-up
- Customer Service
- Database cleanup

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HOW WE WORK: FLEXIBILITY FOR A RANGE OF OUTSOURCED NEEDS

ADVISORY AND RESOURCE OPTIMIZATION

Need help managing your resources? We'll assist with project management. All set with outsourced relationships? We'll optimize your existing resources for improved return on investment. Service fees are contingent upon particular client needs and size and scope of the agency search.

COMPLIMENTARY (FREE) MATCHMAKING.

There is absolutely no cost to meet a firm or two that meet your requirements, as the providers in our network compensate us for providing economical, outsourced sales support—this allows them to keep their overhead and rates low. The Marketing Dept. has a built in objectivity—we only get paid when clients' needs are met and satisfied.

AGENCY REVIEWS AND SEARCH CONSULTING SERVICES

For clients looking to meet more than a firm or two, and would prefer to see a selection of qualified firms, our affordable search consultancy services are available. Working closely with your team, we'll help you conduct a thorough, formal search for a service provider to meet your requirements. Working with your criteria, we'll develop and issue Request for Proposals to qualifying firms and provide a selection to choose from, including those outside the Marketing Dept. network. Services include:

- Analysis of varied marketing needs
- Develop criteria for the agency search
- Identification of appropriate agencies to participate
- Creation and distribution of RFIs (Request for Information)
- Creation and distribution RFPs (Request for Proposal)
- Presentation of agency "selects" and finalists that meet identified criteria

Service fees are contingent upon particular client needs and size and scope of the agency search.

(Since this is a client fee service, the Marketing Dept. does not take compensation from service providers in the Marketing Dept. network that might qualify to participate in the formal search process.)

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SAMPLE NETWORK PORTFOLIO

Agencies

Blue Marble/Novo Corp.
 Lowe Live/Lowe Worldwide
 Margeotes | Fertitta + Partners
 Messner (MVRSB)
 Publicis/Optimedia
 Touchscreen Media

Apparel/Accessories

Bloomingdales.com
 Candie's
 JewleryAmerica/John Lennon
 LandsEnd.com
 Victoria Secret Stores

Automotive/Vehicle Services

BMW Dealers
 Castrol
 General Motors
 Hertz
 VolvoCE

Beer/Wine/Liquor

Bacardi: Bombay Sapphire
 Beck's
 Dark Dog
 Grolsch
 Heineken USA: Amstel Light
 Smirnoff

Beauty/Cosmetics

Avon
 Block Drug
 Revlon

Corporate

Ernst & Young
 Georgia Pacific
 Siemens

Education

Columbia University
 Huntington Learning Center
 Vcampus
 Weekly Reader Corp.

Electronics

Panasonic
 Pioneer Electronics

Financial

American Express
 Carver Bank
 Chase Manhattan Bank
 Citibank
 First Bank USA
 KeyTrade
 Mellon Bank
 Money
 Open Business Exchange
 Raging Bull
 SmartPortfolio.com
 Standard & Poor's

Healthcare

BioMedNet
 Calorslim
 Del Laboratories
 Esperion Therapeutics
 General Nutrition Centers (GNC)
 Genentech
 MedicalEdge
 MotherNature.com
 Nutramax Laboratories
 Pfizer
 Rubicon Genomics
 Zurich Biopharmaceuticals

Household Products

FirstAlert
 Mikasa
 Terminix

Kids/Moms

Binney & Smith
 Toys R Us
 P&G: Crest, Pampers, Vick's NyQuil

Media/Networks

CNN
 CourtTV
 Discovery
 Disney Interactive
 HBO
 Lifetime
 MSNBC
 The Learning Channel

Media/Publishing

Conde Nast
 Consumer Reports Books
 Dow Jones
 ESPN Magazine
 Harper Collins
 Fortune/Time Inc.
 Hearst Publications
 McGraw-Hill
 National Geographic

Not-for-Profit

Tuesday's Children
 United Jewish Appeal

Package Goods

Best Foods
 Bigelow Tea Co.
 Goody Products
 Keebler
 Mars: Milky Way; Twix
 P&G: Always, Folgers
 The Famous Amos Cookie Co.
 Uncle Ben's

Photography

Minolta
 Nikon

Restaurants

Bennigan's
 Blimpie
 Burger King
 Denny's Restaurant

Retail (non-apparel)

Barnes & Noble
 Drugstore.com
 Office Depot
 Stern's

Social Activities

Social Circles
 Urban Outings

Sports/Entertainment

Evergreen Air Show
 Major League Baseball
 National Football Foundation
 World Wrestling Federation

Technology

Access Now
 Digital Equipment Corp.
 DVCi Technologies
 EarthWeb
 HNC Software
 Hughes Network Systems
 IBM
 Intel
 Mapquest.com
 MeasureCast
 Microsoft (NY/NJ)
 Net Insight
 Nimble Technology
 Streaming Media Corp.
 Symbol Technologies
 uReach

Telecommunications/ISPs/Wireless

Aerocomm
 America Online
 Bell Atlantic/Verizon
 Comcast Cable
 Interoute
 NEC
 Prodigy
 Telrad Tenecs

Travel/Hospitality

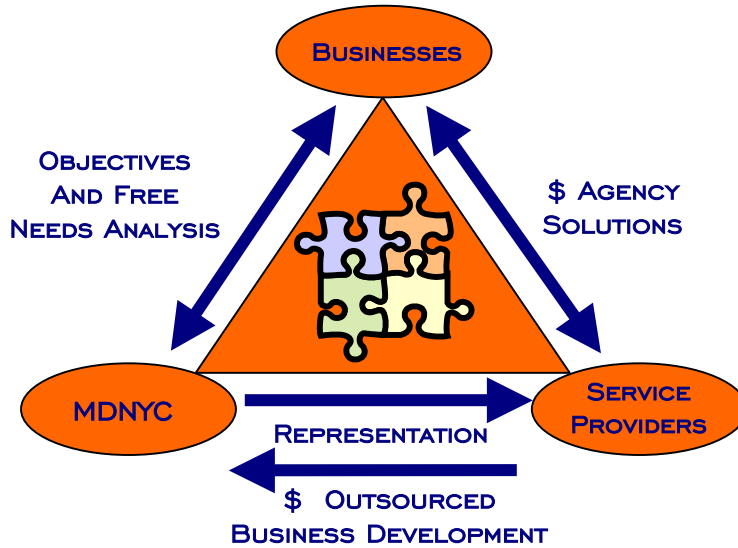
Away.com
 Continental Airlines
 Delta Airlines
 Elbow Beach, Bermuda
 Hilton
 Marriott Corporation
 National Park Service
 Northwest Airlines
 Travel & Leisure

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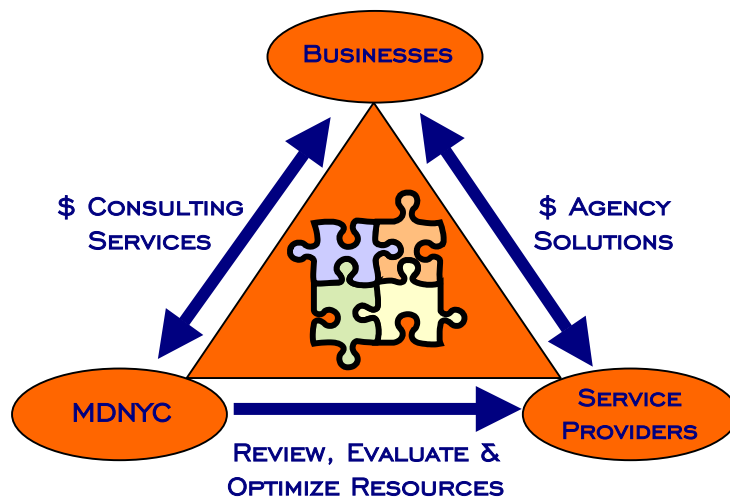




HOW IT WORKS:



AFFORDABLE CONSULTING SERVICES



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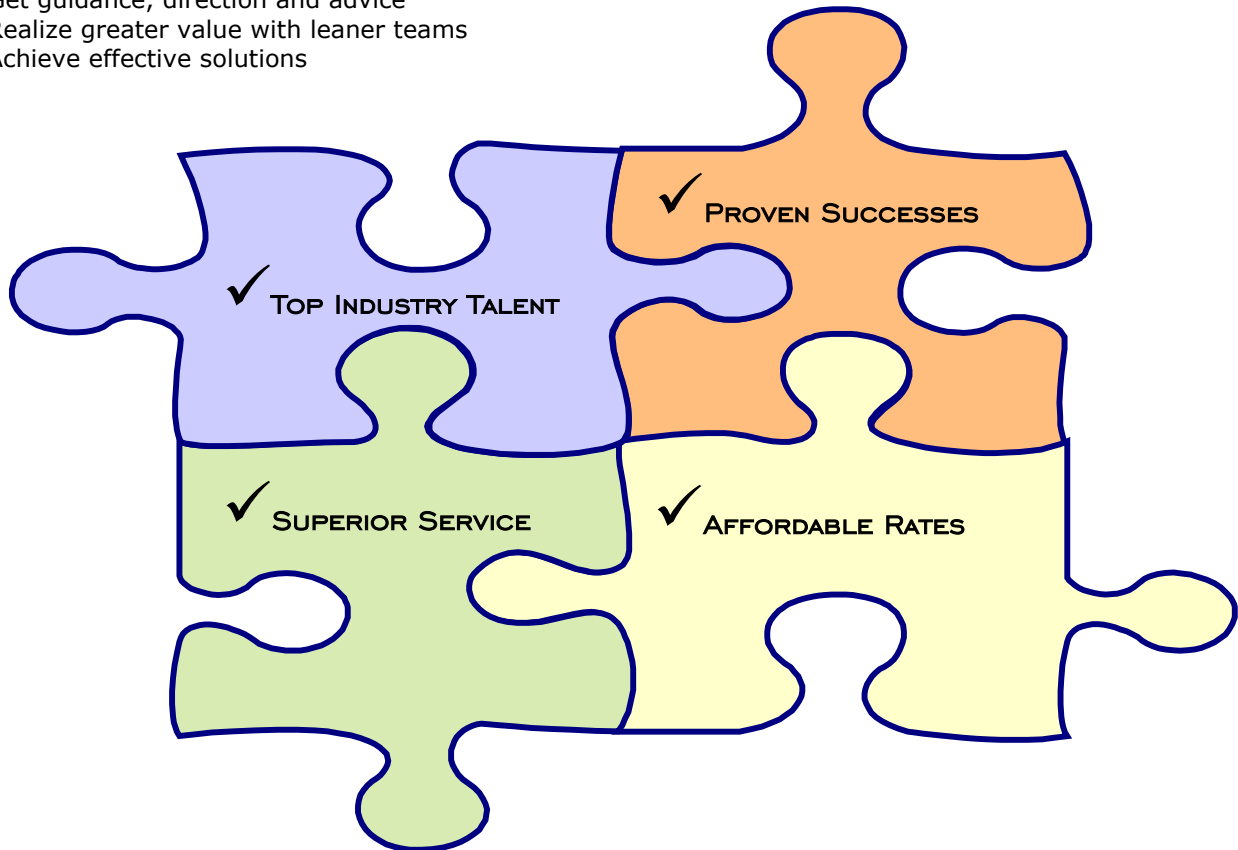
BENEFITS

The MarketingDeptNYC is a smarter, more economical way to develop and manage your marketing initiatives.

WHAT CAN WE DO FOR YOU TODAY?

Call us today for a complimentary analysis and let the MarketingDeptNYC start working for you!

- ✓ Saves time and money
- ✓ Get qualified, pre-screened resources
- ✓ Draw on senior-level practitioners
- ✓ Realize efficiency & flexibility
- ✓ Get guidance, direction and advice
- ✓ Realize greater value with leaner teams
- ✓ Achieve effective solutions



We put all the pieces together to effectively manage your outsourced marketing needs.

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LEADERSHIP

MICHELE J. HARRIS
PRESIDENT & CHIEF MATCHMAKER



Michele J. Harris is Founder and President of the MarketingDeptNYC, a marketing outsourcing firm that matches businesses with best-in-class providers, providing solutions to a range of marketing needs.

An ad agency executive with 13 years experience across multiple marketing disciplines, Michele has a proven track record in identifying and fulfilling client needs for Fortune 500 companies and some of the most successful ad agencies in the industry.

Formerly, as Vice President of Marketing & Business Development at Lowe, Michele managed operations and expanded the Unilever business. Prior, as Director of Business Development at Blue Marble, she formed the agency's consulting group & landed clients Cadillac, Medscape & Nabisco. Michele has directed client services at agencies including K2 Design, DCA Advertising, K&L Partners and Diamond Promotion Group, developing global advertising, interactive, direct and field marketing programs. Her portfolio includes programs for clients including Procter & Gamble, Bell Atlantic (now Verizon), Hewlett Packard, CIBC Oppenheimer, TDWaterhouse, Standard and Poor's, Varsitybooks.com, Wavetop, Canon USA, JVC, Japan Airlines, Western Union, Colgate Palmolive, Castrol, Hill's Pet Nutrition, Chemical Bank (now Chase Manhattan,) The Paddington Corporation and Perrier.

Michele founded the MarketingDeptNYC in 2001 to give clients customized solutions for today's budgets. The MarketingDeptNYC, a unique concept in outsourcing, re-invents the ad agency model by identifying solutions to meet tailored needs.

New York publications including Crain's New York Business and the New York Post, call Michele for insights into the industry. Michele is currently active in the industry speaking circuit, and resides on Advisory Boards of several privately held companies.

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TESTIMONIALS

"Great Concept! Exposes us to vendors we wouldn't find otherwise."

Richard Miller
Vice President of Marketing
Newspaper Direct

"The most unique and valuable aspect of dealing with The Marketing Department NYC was their laser-like focus on our unique and specific needs. Rather than directing us to any one of the large, well-known PR firms in the city, they listened carefully to our requirements and limitations, and then found a boutique firm that could provide exactly what we were looking for. I would strongly recommend that any organization seeking to outsource marketing capability contact The Marketing Department NYC. They are professional, dedicated to their clients and easy to do business with."

Mitchell Moore
Vice President, Marketing & Business Development
Globix Corporation

"Wonderful service! Really helpful. I'm thrilled with your service and the company you recommended! So many companies need to do marketing; it's impossible to do it all in-house! Excellent resource!"

Lucrezia Grella
CEO & Managing Director
Guiseppe

"Michele has been a pleasure to work with. Her 'Marketing Matches' were a perfect fit for my resource needs."

Angela Tassone
Internet Marketing & Communications Manager
Spa Finder, Inc.

"Partnering with Marketing Dept. was one of the best business decisions we made. The Marketing Dept. will account for over 30% of our '03 revenues. Moreover, we have a client hit rate of 100% so far -- you really do make the perfect matches!"

Christina Kerley
Marketing Specialist
ckEpiphany

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