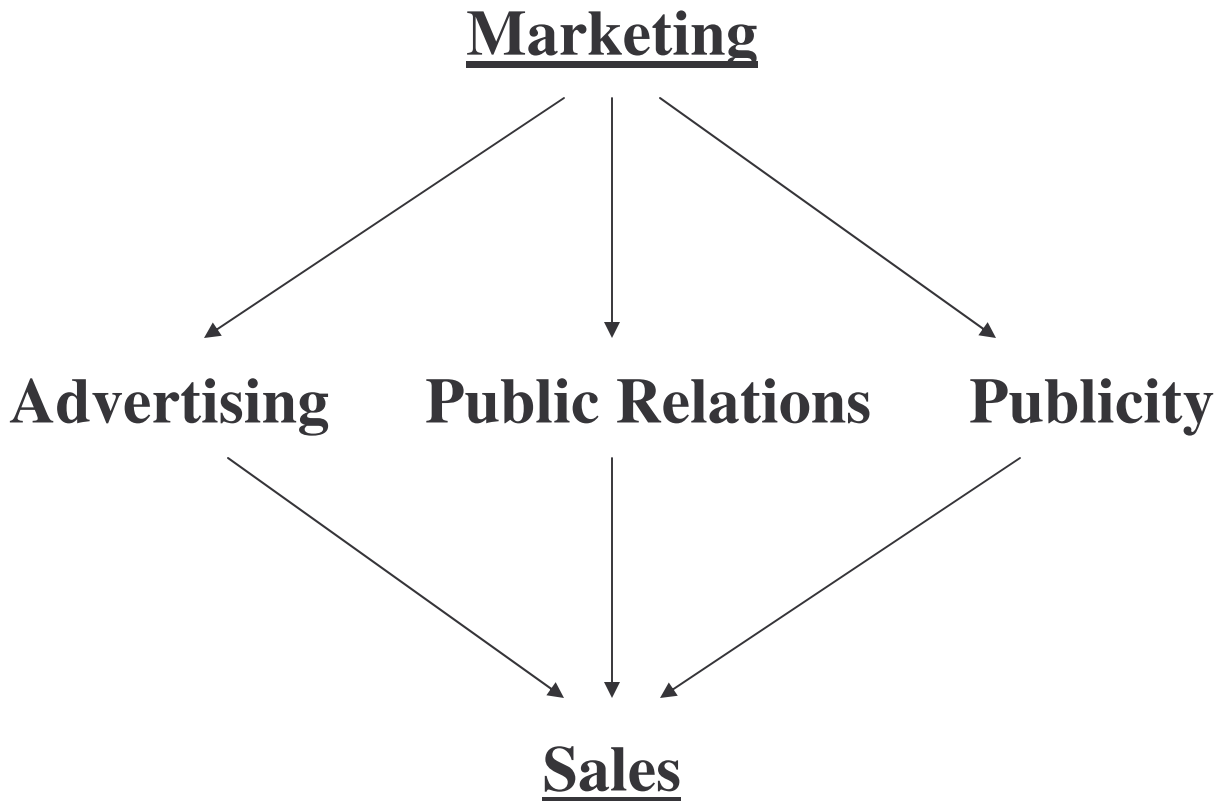


Business Marketing Chart



Marketing: the manner in which product (or service) development, sales, advertising, public relations, publicity, distribution, and pricing are bundled together into an overall plan designed to deliver your company's products (or services) to the marketplace and, hence, to the ultimate customer.

Advertising: the paid promotion of goods, services, companies, and ideas by an identified sponsor.

Public relations (or PR): influencing public opinion, through the presentation of a client's image, message, and product or service.

Publicity: focused on generating editorial media coverage for an organization and/or its products.

Sales: either directly or indirectly connecting, convincing, and contracting with customers to purchase your products (or services).