

ELK Marketing LLC

INSIDE

Introductions & The Classics

Product Inspiration & Initial Results

Complementary Marketing & The Next Big Idea

Winning Alliance

ELK Marketing LLC

New Product Development Focused On Solutions

Question:

How Can You Wear Classic Pants With Your Favorite Heels And Look Polished?



Spotlight:
Today's Classics
Ralph Lauren Spring 2007



Giorgio Armani Spring 2007



Spotlight:
Narciso Rodriguez
Spring 2007



Spotlight:
Tomorrow's Classics
Zac Posen Fall 2007

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Answer:

Use A New An Innovative Product
That Has People Talking

Product Overview

Patent Pending

**Quality Suppliers &
Integrators
(e.g., Major Supplier
To Victoria's Secret®
on the team)**

**Extensive Testing
During 2 Year
Product Definition &
Prototyping**

**Product In Full
Scale Production**

**Strong
Target Market &
Product Samples
Available for Media**



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Question:

What Inspired The Product?

Answer:

A fashionable lady was headed to a cocktail party and encounter that age-old problem of style versus function. Thankfully, a man that she trusted came up with a solution.

...And as the evening unfolded, it was a solution that attracted quite a bit of attention...

Question:

Does ELK Leadership Have Experience?

Answer:

Yes

Team's collective experience spans 73 years and includes: product definition, development, production, and global marketing

Hands on experience exceeds 18 years with Asian manufacturers (e.g., facilities, QA, production, and overall integrity)

Successful New Product Development Experts That Understand Innovation & The Bottom Line

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Question:
Has ELK Done Any Test Marketing?

Answer:
Yes and the results have been very positive from Coast to Coast

What We Are Hearing?

“This is a fashion secret I will share with my best friends...”
-Melissa in Plymouth, Michigan

“With two small children and a career that keeps me on the run through major airports...I can now move quicker, safer, and through airport security with this fantastic product.”
-Sarah in Dallas, Texas

“I can wear my classic pants the way they were meant to be worn and with my Manolo Blahnik’s!”
-Marcia in Coral Gables, Florida



“Finally, something that won’t ruin my expensive pants...”
-Shannon in Burlington, Kentucky

“Want to look your best? Invest in a good wardrobe, shoes, and this innovative product...”
-Kelly in Scottsdale, Arizona

“Pants Stay Put has been the solution for our demanding clientele that must have the best shoes money can buy.”
-Carlos, Owner Scarpe in Scottsdale, Arizona

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Question:

Has ELK Considering 'Giving Back' As They Successfully Launch Their New Product?

Answer:

Yes

"We are reviewing an alliance with one of two national charities at this time and believe in giving back".

-Ed Kieler, President ELK Marketing LLC

Question:

What Other Complementary Marketing Efforts Are Planned?

Answer:

Yes,
Phase II of the Marketing Plan is underway and includes the enhancements to the website, additional test marketing, and media interaction with major publications and blogs to further identify the best regional markets.

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Question:

Can Your Media Platform & ELK Work Together To Spread the Word About “The Next Big Idea” That Compliments The Billion Dollar Fashion Industry?



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Answer:

Yes

"We will continue and look forward to working with members of the media to share details about our patent pending solution... Please contact me directly or any member of my group at the numbers below".

-Ed Kieler, President ELK Marketing LLC

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