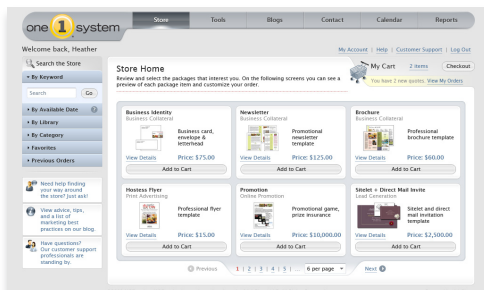


one **1** system Powered by Ad Giants In Brief

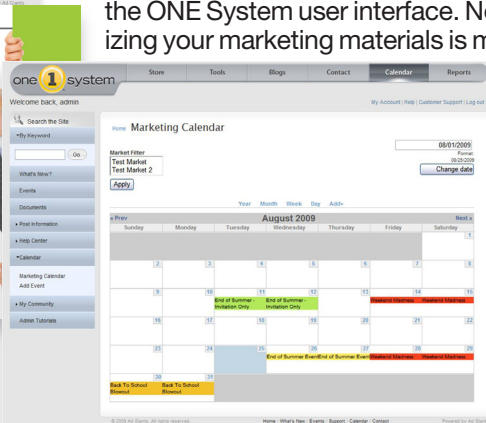
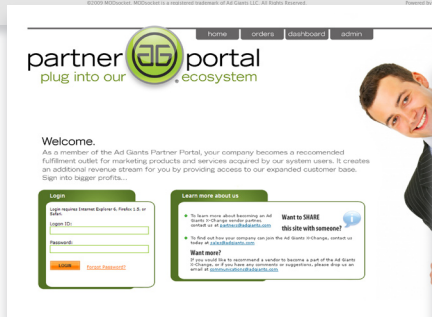


The Ad Giants ONE System™ V6: More Sophisticated, Simpler To Use

The launch of the Ad Giants ONE System V6 ushers in the next generation of our flagship marketing support system. In one simple, sophisticated tool, you'll enjoy easy access to a single platform for storing, securing, customizing, localizing, personalizing, distributing and fulfilling virtually all of your advertising and direct-marketing programs. This includes print, email, direct mail, personalized web sitelets, radio and television spots.

To provide the ultimate in user-friendly navigation, we've completely revamped the ONE System user interface. Now, the process of locating and customizing your marketing materials is more convenient than ever thanks to a new storefront design that resembles the e-commerce sites with which users are already familiar.

Through the system's new Partner Portal, we've added a slate of fulfillment and value-added services. We've even incorporated a new Marketing Intranet containing collaboration tools that simplify communication, coordination and execution of your marketing programs.



The New V6 Marketing Storefront: It's As Easy As Shopping Online

The new storefront-inspired design of the V6 interface accommodates enhanced user proficiency - so you and your associates can benefit from The ONE System V6 in practically no time. If you know how to shop online, you already know how to navigate the V6 storefront. It provides:

- Easy access to marketing materials
- Multi-media asset and campaign libraries
- Simple asset and campaign customization
- Policy-driven asset and order approval
- Secure storage, access and ordering

The New V6 Partner Portal: Fulfillment At Your Fingertips

The marketing process extends beyond creative asset management to include activities conducted by a variety of fulfillment and marketing-services partners. The ONE System V6 accommodates this through our Partner Portal which provides the following optional, but essential services:

- Integrated Fulfillment
- Creative Services
- Professional Services

The New Marketing Intranet: Create, Collaborate & Coordinate

Coordinating and executing marketing campaigns can be as challenging as herding kittens. The keys to success include: access to shared information, best practices, collaboration, and coordinated effort. The ONE System V6 includes the Marketing Intranet to assist you with this challenge. The Marketing Intranet is a collaborative environment that includes a home page, ancillary information pages, shared and individual calendars, blogs and forums. Your Marketing Intranet is integrated with the V6 Store, and is easily administered and maintained by your designated administrator.

NEW: Integrated Lead-Generation Technology: A Feature You'll Find ONLY in The ONE System V6

The Ad Giants ONE System V6 is the ONLY marketing-asset-management system that features integrated lead-generation capabilities. With it, your sales team and field associates can launch impactful, interactive direct-response campaigns to the individuals they most need to reach. It instantly customizes and distributes your messaging to large lists of prospects, and then, monitors and tracks each recipient's response activity in real time, right as it's happening. Compared to traditional direct-mail approaches, the V6 lead-generation tool delivers more efficient lead qualification and significantly higher ROI.

Shown are sample web sitelet screens, direct mailer, and 3-dimensional teaser.



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