

INFOMERCIALS WERE THEN.
INFOMARKETING IS NOW.



Capabilities Presentation

WHO WE ARE

- Successful track record since 1992
- Direct Response pioneers & innovators
- 40 Infomercial / DRTV awards since 2002
- Successful campaigns both short form & long form

As seen on TV **success** depends on much more than the production of an infomercial



OUR MISSION

We help entrepreneurial and established companies **acquire** and **retain** their most profitable customers.

Your Success is Our Success has long been our company motto, and to this end, our mission is to plug millions of new customers into your bottom line. We provide high voltage connections to give you the biggest bang for the buck of any direct response or infomercial company in the world. We are constantly developing, discovering, and refining the economic laws of the DRTV marketplace to your advantage.

Your **Success** Is Our **Success**





Great Offers
and Great
Strategies
achieve great
RESPONSE

WHAT WE DO

- Short Form TV Infomercial Production
- Long Form TV Infomercial Production
- Direct Response TV Media Services
- Direct Response Radio Production
- National & Local Radio Media Services
- Per Inquiry TV and Radio Campaigns
- Turnkey Campaign Setup & Management

HOW WE DO IT

- We use research to target your best customers
- Channel stopping creative to generate high response
- Media buying power to get your offer seen by millions
- Integrated approach to turn response into revenue

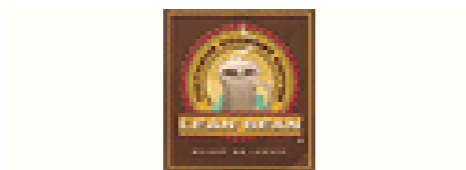


Our Work is Designed to **OUT THINK**,
not to **OUT SPEND**



OUR CLIENTS

Experience in Every DRTV Category



OUR TEAM

Ron Perlstein, President

Melissa Swanson, Production Coordinator

Russell Warner, Editor

Lisa Mount, Media

Michael Dugan, Writer

Tom DiPerna, Director of Photography

Bob Redstone, E-Commerce

Brent Stein, Business Development



At INFOWORX we **Love** what we do and we **Believe** in our Mission

WHY INFOWORX

- One stop shop, provide all critical services
- Develop customer acquisition strategies & metrics
- Create demand, convert it to revenue
- Experience in DRTV, radio, per inquiry, e-commerce
- Cost effective & professional
- Quick turnaround
- We love our clients!

You **concentrate** on your core business
while we build your DRTV business for **you**.

