The Mx Group

Response to Lead Capture/Management RFI/P

Prepared for:

Siemens Corporation
Supply Chain Management Indirect Material
January 25, 2013

Contents

Introductory Letter

January 25, 2013

Olga Marino
Supply Chain Management Indirect Material
Siemens Corporation
170 Wood Avenue South
Iselin, NJ 08830

Dear Olga:

Thank you for your invitation to participate in your lead capture/management RFI/P. We are excited about the opportunity and look forward to going through this process with you and the other supply chain management team members.

Your RFI/P requested that vendors complete the vendor identification form in the format that you provided and only submit one electronic document. With that in mind, we have put into this one document additional sections that might provide insight to our organization and how we would approach this opportunity. Throughout the document, we are going to make reference to the fact that ours is not a hardware/software driven solution, but rather a systems and process solution that uses technology as a means to an end.

Again, thank you for this opportunity and we look forward to presenting our philosophy and capabilities to you and the rest of your team.

Sincerely,

Peter C. Wroblewski
Co-founder & Principal
The Mx Group

Your Request

At the highest level, we believe that Siemens is looking to establish a standard set of tools, best practices and systems for lead capture and management at events/trade shows leading to improved efficiencies and better ROI.

Specifically, you have asked us to provide information about The Mx Group that will help you achieve the following goals:

- To provide an enhanced trade show/event experience for Siemens visitors, booth personnel and sector stakeholders.
- To use best practice technology to deliver that experience which includes information collection and presentation of marketing materials such as video and product tours.
- A centralized (by sector, by group or overall) location that allows for consistency in the storage of data, prioritization of leads, distribution of literature and sales channel integration.
- Establish a consistent set of processes for pre-show, at-show, and post-show activities including advertising content, nurturing and information/data capture pages.
- Ensuring that these activities are consistent with overall lead management best practices.
- Metrics and reporting at the show, sales channel, sector and corporate levels.

Hopefully you will find that we have answered the questions in your Request for Information (RFI) document in a manner that is consistent with this approach. However, we are unsure if those answers will truly reflect how we typically solve these types of business challenges.

Our Approach

Typically, we view lead capture/management as one part in an overall Global Marketing Platform approach. We believe that this approach can allow for B2B companies to effectively address their target markets, enhance return on investment in their marketing and consistently deliver sales results.

The following diagrams represent a high-level view of our approach in helping you achieve the goals above:

Diagram 1
The Mx Group Global Marketing Platform ties together lead management, digital tracking, marketing automation (nurturing), CRM integration and program analytics.

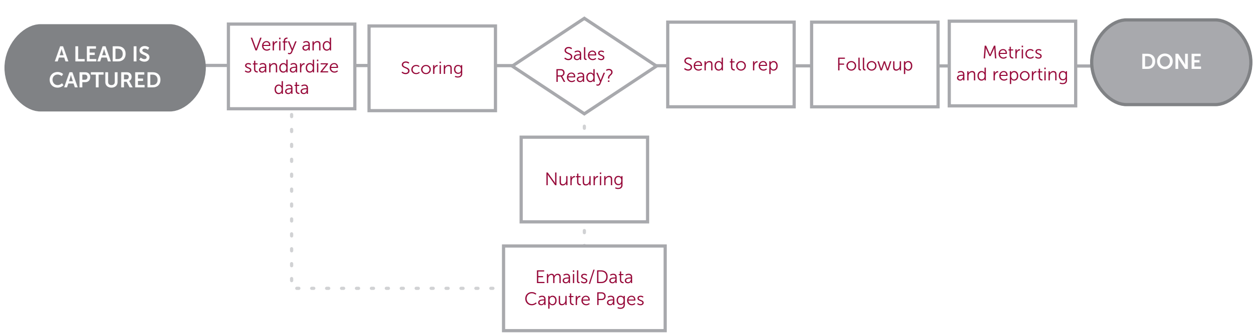
Diagram 2
This response deals with the specifics of trade show activity and the management and nurturing of that activity.

Diagram 3

A basic set of activities to drive traffic to your trade show booth, capture data and additional information while at the booth, and to qualify, follow-up and nurture leads gathered at the show. Pre-and post-show levels of complexity for scoring and nurturing can be developed in collaboration with your team.

Diagram 4

The Mx Group's Lead Management best practice calls for leads to achieve a scoring threshold before being identified as 'sales-ready' and sent to the field. All others enter into a nurturing process to move them into the buying cycle to a point of sales-readiness. Algorithms for developing sales-ready lead thresholds are developed in conjunction with our clients.



We have included in this request the pricing guidelines that give you a general idea on how we work. In order for us to define a specific approach and solution for Siemens, we would typically take the following steps:

- Discovery & Strategy
- Design
- Development
- Training
- Show Activity & Support

A part of this process would include an identification of the assets available and the process outlined to kick-off each trade show/event. In general, we would see the following types of activities taking place, potentially defined by sector, for each trade show/event:

I. Stakeholder kick-off (90 days prior to event)

- Goals, Objectives and Metrics
- Specific Show Data
- Sales Channel and Contact Info
- Multiple Sectors Involved
- Advertising Plan – Themes, messages, and offers verified
- Timing

II. Data Requirements

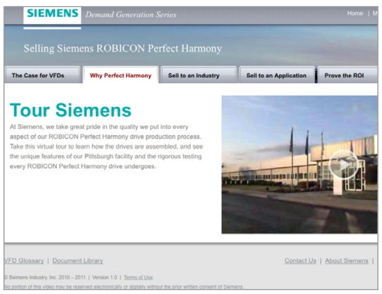
III. Show implementation plan

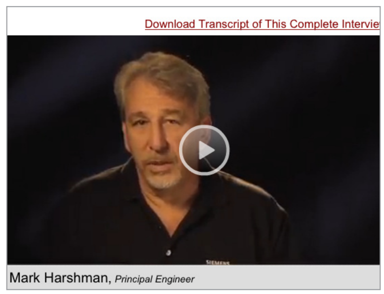
- Templates Used
- Process Verified
- Technology Requirements
- Customized Requirements

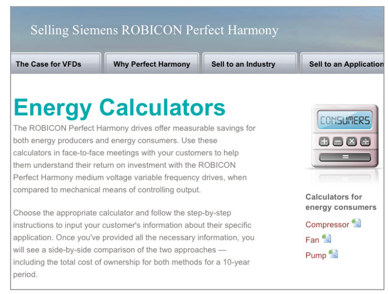
IV. Estimate, conclusions and action items

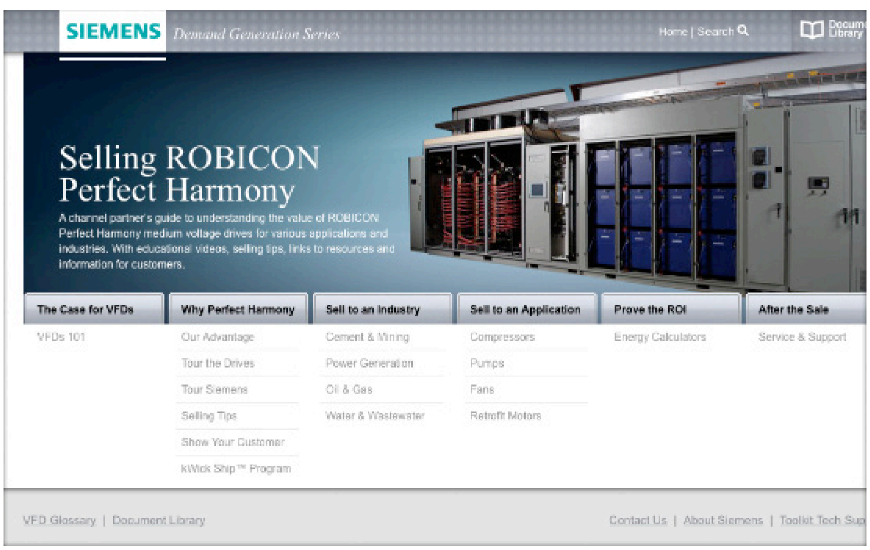
Finally, with regard to your request for video and product tour capability, we could see us participating in a process similar to the video/product training work we have done for Siemens Industry.

Siemens Industry became a client in 2010 when The Mx Group developed a sales channel training toolkit to help the company sell its ROBICON Perfect Harmony medium voltage variable frequency drives. The toolkit includes custom videos, ROI calculators, checklists, sales tips and other tools.









This online toolkit, with over informational 100 videos, walks the sales rep or channel partner through each step of the sales cycle. Starting with an overview of the company and the product, and ending with sales advice for specific applications, this robust tool has helped Siemens fill its pipeline.

Request for Information (RFI)

GENERAL				
Company Name: The Mx Group		D&B # (required): 60-492-5875 Please attach the most recent copy of your Duns & Bradstreet report here: Please find our most recent Dun & Bradstreet report appended.		
Company Headquarters (address): 7020 High Grove Blvd. Burr Ridge, IL 60527 Are you an affiliate of a larger corporation? (please double click the box and choose "Checked" under "Default value") Yes ☐ (with whom) No ☒				
List the locations of your office corporate headquarters): 7020 High Grove Blvd. Burr Ridge, IL 60527				
Contact Information (please fill in below):				
Contacts		Phone#	Email	
Co-founder, Principal: Andrew Mahler		630-230-2550	amahler@themxgroup.com	
Co-founder, Principal : Peter Wroblewski		630-230-2555	pwrob@themxgroup.com	
VP, Technology Services :Kevin Coe		630-230-2552	kcoe@market-sense.com	
VP, Director of Client Services: Tim Cook		630-230-2537	tcook@market-sense.com	
VP, Creative Director: Tom Barg		630-690-6896 x113	tbarg@market-sense.com	
Controller: Tom Perona		630-230-2560	tperona@themxgroup.com	
Number of Employees: 85	Geographical coverage (i.e. Regional, National, International – be specific)			
	International			
Years in Business: 25	Company Website: www.themxgroup.com			

Please list your top three primary competitors (i.e. local, national, international): You will find in a other areas of this document an overall description of our services and capabilities which will indicate the unique set of services that we offer. We typically find it very difficult to answer this question as we have not found competitors that share the breadth of services as The Mx Group. However, when it comes simply to lead management, these three organization comes to mind:

- Performark
- Harte-Hanks
- Leads to Sales Inc.

1	**PRODUCT & SERVICE**	
1.1	Please describe the different Lead Management Solutions that you offer?	Describe: We are not a hardware/software provider, we are a professional services organization that focuses on delivering business generation for our clients. As you will see in other areas of this document, we offer a unique set of services but specifically our lead management services are categorized as follows: • Data Management • Prospecting/Nurturing • Telemarketing/Telesales • Channel Management • Response Management
1.2	Describe how your wireless systems work the Associations' barcode/magstripe readers.	Describe: As indicated earlier, we are not a hardware/software provider. And therefore, we are not limited by any technology that is offered by the trade show management associations
1.3	What do you offer regarding technical support? Onsite support? Dedicated 24/7 phone support?	Describe: Typically, for each event that takes place, we have a designated account person responsible for guiding our clients' throughout the process. In some cases, that could include onsite support based on the nature of a specific event. In addition, Global Marketing Platform and related technical support staff are available 24/7.
1.4	What differentiates your company from your competitors?	Describe: We believe we are unique in the following ways: • B2B focused • Data-driven: From qualitative and quantitative research and analysis to database utilization and behavioral tracking, objective reality (rather than instinct or assumption) always drives our recommendations. • Integrated from "creative to code": Our particular combination of services (strategic messaging, sales empowerment, application development) is rare, but we believe, essential. • Human-centered (Persona-based): Business people are just that…people. Understanding how they make decisions, look for value, use tools and develop loyalty is a primary driver for our solutions. • Software-enabled: From our Global Marketing Platform, to custom creation of sales tools and market-facing applications, we use technology to make processes more efficient, information more accessible, and value more transferable.

1.5	What type of solutions do you have for providing instant messages or emails with attachments to individual that provides lead?	Our technology team is capable of providing any solution that relates to the delivery of lead information. We have built solutions including but not limited to: • Specific web-based record update pages • An email transmission of specific data • A voicemail or SMS
1.6	Do you provide software, hardware, technical support, project management, etc.? If not, who are your partners?	Typically, our approach is to leave hardware support to the appropriate vendor(s) when user level issues arise. We work direct with hardware vendors (when required) to ensure a smooth delivery to fulfill specific requirements. Our approach to software support is very similar. In the event where we write and customize the application, we support all of our custom development applications 100%.
1.7	What events/tradeshows do you support?	We provide lead management services for a wide variety of B2B trade show events. These range from the International Manufacturing Technology Show to the Institute of Tribology Conference.
2	**PRICE PROPOSAL**	
2.1	Is your pricing structure based on contract or per show or flexible?	Describe: Our pricing structure is based on a combination of deliverables, estimated time, and hourly cost per role.
2.2	How would your company ensure competitive pricing with regard to the market and competitors?	Describe: Most of our solutions are customized to our clients' business needs and therefore make it difficult to compare against competitors or the market in general.

2.3	How does your pricing model work? • Software • Hardware • Technical Support • Project Management	Our pricing estimates are a combination of our view of the required process and hourly rates, which will contain not to exceed amounts. While our final pricing would be a result of our discovery and strategy process, we feel the following elements would make the most significant impact on cost: • Categories of involvement at the show (pre-show, show, post-show) • Integration with our Global Marketing Platform • Different types of data structures we would be developing • Quantity of templates needing to be developed (by sector, additional within sectors) • Detail of campaign journeys • Screening and qualification process that is implemented • Sophistication of the scoring model • Escalation process of leads • Quantity of A and B shows we would support • Quantity of records processed
2.4	Do you offer a trial period?	All of our projects typically have a testing and evaluation phase to ensure that the defined requirements are met and that are estimated pricing is in line. In terms of required set-up costs, we would strive to minimize the set-up time and costs associated during a preliminary period.
3	**PROCESS/WORKFLOWS**	
3.1	Provide work flow of process: from quote to customization, the shipping, return labels, turnaround time of data, etc.	The solution that we provide will be derived from a number of inputs from your team and best practice standards from us. Based on what we know so far, we have provided our preliminary process workflow in our approach section.

3.2	Please provide flowcharts to explain: 1. How does solution collect data wirelessly in a secure way? 2. How is the data organized? Is it customizable? 3. Tradeshow pre, during and post process a. Expectations for set-up b. General deadlines observed to get data and tech ready c. Set up of advertising media content on hardware devices d. Collection of responses e. Real time analytics f. Just in time, customizable follow-up email with sales content 4. What are the options for data filtering and lead prioritizing? 5. What options do your provide for lead distribution? a. Is it one exported file? b. Is it a living website/application that hosts the data on an ongoing basis over multiple shows? c. How does access to past data/leads work and for how long is past data available? d. How can the data be converted to other uses?	1.) There are many options that we can choose from to facilitate the collection of data. We are recommending utilizing a SSL-encrypted landing page for data collection which will be secure from any outside users and password protected for primary users. 2.) We are proposing a customized solution that will be more clearly defined after our discovery process. That solution will be influenced by the common elements of the standard data model that we use for the majority of our clients. 3.) Please see our flowchart identifying what we view as process for pre-show, at show, and post-show activities. 4.) Our solution is built on a data-driven methodology that allows us to be flexible when it comes to prioritizing and filtering leads. When appropriate, this includes a customizable scoring model for each application. 5.) We provide many options for lead distribution including but not limited to: • Exports • Emails • Web portals • Delivery to common CRM platforms (including direct integration with salesforce.com)
4	**COST REDUCTION EFFORTS**	
4.1	What is the average savings you provide to your customer base and how are the savings typically calculated?	Describe: We view any engagement with our clients as a responsibility to return measurable, positive results on their sales and marketing investment. Typically we are measured less on a cost control basis and more on a return on investment.
5	**TECHNOLOGY**	

5.1	Where do you see the future of lead management headed?	Describe: We believe that lead management will no longer be identified as a singular process involving a unique dataset but rather as an integral part of a continuous business generation loop that encompasses many tactical activities to achieve strategic goals and objectives.
5.2	How would you rank your company with regard to your technical/technology market position? (please double click the box and choose "Checked" under "Default value")	Market Leader ☒ Above Market Standard ☐ Market Standard ☐ Below Market Standard ☐ Describe: We believe we are a market leader because we provide a high level of technical proficiency from coding and system design to technology evaluation and process expertise.
5.3	What are the Pros and Cons with new technologies (i.e. tablets)?	When technology can improve efficiencies, user experience and completeness of a business objective it is unquestionably a pro. However, many times we find that new technology is implemented without a full understanding of the business objective involved and in those cases it can be a con. We view technology as an enabler of our strategic process, instead of technology driving our solutions.
5.4	How do you take lead generation to CRM and Closed Loop Management?	Our general philosophy is to distinguish between sales-ready leads and leads requiring further market activation, nurturing. Typically, this is accomplished through a data-driven scoring model in which we help our clients' identify the threshold of when a lead becomes 'sales-ready'. Our systems allow us to integrate within most CRM application and allow for feedback from the sales team to close the loop.
5.5	What does your company do to ensure data is secure and protected before, during and after tradeshow? 1. Wireless transmission risks? 2. Client data security? 3. Data security policy and operational framework, best practices?	Measures that we use to ensure data security: • Data is stored in a password protected SQL server database • All web-based applications are in a SSL-encrypted environment • Our technology infrastructure is located in multiple secure locations for back-up

5.6	What are the makes and models of your software and hardware? 1. What hardware devices does your software support? 2. Do you own or rent your hardware?	As stated earlier, we are not a hardware/software provider. If you are interested in the hardware/software that we use to drive our business processes we will provide an inventory lists of our existing infrastructure.
5.7	Is your software proprietary?	Yes, the software we use to drive our internal business processes and to distribute leads to our clients' sales channel are proprietary.
5.8	What is the full functionality of your software solution? 1. Can it send automated customizable messages to leads? 2. How are the messages sent out tracked?	We believe that this question is much more aligned with vendors that deliver hardware/software. Our internally developed software systems are designed to send customized messages to leads, track results and provide full metrics and reporting.
5.9	Is your software used by all your clients?	Our Global Marketing Platform is used by all of our clients.
5.10	How does your software/solution reduce, prevent or limit the mis-collection and mishandling of data? What mistake-proofing is built in for users benefit?	In the last 25 years, we have established numerous best processes and best practice standards that have allowed us to successfully manage millions of leads and data records.
5.11	What format do you provide output files in post-tradeshow?	Most of our clients' prefer an excel or CSV file.
5.12	What CRM systems are compatible with your solution?	Our solution is capable of exporting files in multiple formats for import into most CRM systems and we have direct integration with salesforce.com
6	**CUSTOMER SERVICE**	
6.1	Please describe your quality assurance program	Describe: In regards to any application development, we have a full-time quality assurance team. In regards to an overall customer experience, we have a fully engaged account team for each client. Please provide any related document here:
6.2	Do you currently service other multi-national corporations with multiple locations? Please provide details.	Describe: Yes, including in our client base are the following global organizations: • Siemens Industry • Bosch Rexroth • GE • Sealy Global Hospitality • Chevron Global Lubricants • Dyson • Among others

6.3	How quick is your turnaround time to get output file out?	Typically our turnaround time for an output file is one day. This would be depending on the workflow process and what other tactical measures would be required. For example, based on data scoring, additional tele-qualification/screening may be deemed necessary.
6.4	Provide a list office and staff locations in North America.	7020 High Grove Boulevard Burr Ridge, IL 60527
7	**ORDER, DELIVERY & PAYMENT**	
7.1	Can your company comply with Siemens eInvoice (Invoices On-Line) requirement? (please see more information on www.siemensap.com; only Siemens approved suppliers can register) (please double click the box and choose “Checked” under “Default value”)	Yes ☒ No ☐ (If “Not”, please explain) Describe:
7.2	Are you willing to accept Siemens Corporation standard payment term net 90 days (after date of receipt of undisputed invoices by Siemens)? (please double click the box and choose “Checked” under “Default value”) Meanwhile we offer Supply Chain Finance program to eligible suppliers	Yes ☐ No ☒ If No, please explain: Our current Master Services Agreement calls for term net 45 days. If you are interested in Siemens Supply Chain Finance Program, please contact the Commodity Manager listed in this RFI for more information.
The Code of Conduct for Siemens Suppliers defines the basic requirements placed on Siemens’ suppliers of goods and services concerning their responsibilities towards their stakeholders and the environment. For further information see www.siemens.com/procurement/code-of-conduct		
8	**Commitment to the Safety & Environment:**	
8.1	Has your company had any environmental citations? (please double click the box and choose “Checked” under “Default value”)	Yes ☐ No ☒ If Yes, please explain:
9	**CUSTOMER REFERENCES**	

9.1	Please provide a list your 3 key customers (name, address, telephone number, email address) and a brief paragraph on your relationship with the customers. Two should be customers with current accounts while the third should be a lost account. Siemens may, at its discretion contact any or all of these references.	1. GE (Current Account) Alan Hinchman Industry Manager – Water 2500 Austin Drive Charolttesville, VA 22911 803-467-2209 alan.hinchman@ge.com GE Intelligent Platforms in an experienced high-performance technology company and a global provider of software, hardware and services with expertise in automation and embedded computing. The Mx Group's concept and defined execution of a universal portal has been instrumental in the delivery and capture of data from customers, prospects and partners from various water industry events 2. Sealy Global Hospitality Leo Vogel Director of Global Contract & Export One Sealy Drive Trinity, NC 27370 336-861-3539 lvogel@sealy.com A client since 2003, Sealy Global Hospitality provides mattresses for the hospitality market. The Mx Group designed and implemented a Global Marketing Database which has been instrumental in delivering and reporting on data, prospects, customers and leads and a driver of revenue and increased market share over the past 10 years. 3. Panduit (Lost Account) Craig N. Valier Senior Manger, Global Database Marketing & CRM 708-532-1800 x 81581 cnv@panduit.com Panduit offers the broadest range of electrical and networking products solutions, from data centers and intelligent buildings to manufacturing operations. The Mx Group designed and developed Panduit's Global Marketing Database with the goal of delivering "sales-ready" leads to all international theatres in which they operate. The Mx Group services included data modeling, data standardization, tele-qualification, lead distribution, e-nurturing and ongoing metrics and reporting. Recent corporate restructuring has led to a recent decision to move the Global Marketing database and related services in-house.

9.2	If you have done business with Siemens in North America in the past 3 years, please list Siemens reference below (you can add more rows if you have done business with more than three Siemens companies in North America)				
Siemens Company	Spend	Name	Title	Phone	Email
Industry	$346,000	Scott Conner	Director of Sales & Marketing	724-339-9499	scott.conner@siemens.com
Industry	Included Above	Thomas Motkowski	Business Process Management	724-334-5810	thomas.motkowski@siemens.com
Industry	Included Above	Stacey L. Duceour	(LD AM)	724-334-6295	Stacey.duceour@siemens.com
Industry	Included Above	Jessica Norman	Marketing Communications Manager	724-339-9566	Jessica.norman@siemens.com

Additional Information:

- Pricing Proposal
  - 3-Year Cost Savings Plan
  - National Account Discount
  - Rebate/Incentive
- Implementation Plan
- Supplier Business Continuity, Disaster Recovery & Risk Mitigation Plan

Please state any other information that will express why you feel your company would be a value–added supplier to Siemens: (e.g. Mission Statement, long/short term strategies, projected growth, core competencies, etc.). You can attach documents below. In the appendix, you will find a copy of our Dun and Bradstreet Report and our business insurance policy with Siemens named as an insured.

Form Completed By:	Peter Wroblewski
Title:	Co-founder & Principal
Company:	MarketSense
Date:	1-25-2013

About The Mx Group

We help companies excite markets, engage audiences, effect sales, and embed value.

Your customers and prospects are overwhelmed with communications. On any given day, they notice only a fraction of the messages directed their way, and they care about less than that. More than ever, persuading people is first about exciting them... about something different. Something simpler. Something made for their challenges.

Engage.

Technology has made it easier than ever to build two-way relationships with your audience. And with the average B2B sales cycle at six months plus, this continual and mutually beneficial contact is critical to the success of business marketing efforts.

At The Mx Group, we help B2B companies engage audiences: developing SEO, SEM and PPC programs to pull prospects in; creating communities through existing social media or custom sites; developing dynamic web apps for desktop and mobile devices that embed your company into your customers' workflow; and, implementing CMS solutions that help you continually maintain a fresh and relevant web presence.

At-A-Glance

Founded
1989

Number of Employees
85

Clients
45

Contact
7020 High Grove Blvd.
Burr Ridge, IL 60527
p. 630-654-0170
f. 630-654-0302
w. themxgroup.com

Effect.

All good marketing should be measured by one thing: sales results. The smartest communications and the timeliest interactions mean nothing unless they're generating revenue.

At The Mx Group, we help B2B companies effect sales. Offering a unique set of response management services to capture, qualify, distribute and nurture leads. Running telemarketing and telesales programs that increase your team's capacity to close the loop. And, developing apps, portals and microsites that help you train and manage your sales channels.

Embed.

Market-facing web and mobile apps can embed a client's value into the work day of their customers and sales channels.

The Mx Group offers a unique set of services to design, develop, and deliver applications, portals and microsites driven from the overall company umbrella brand strategy. When using these tools that become an indispensable part of a customer's day and embed value over the long term, you are more likely to retain and expand relationships.

Building an agency to excite, engage, effect & embed.

Founded in 1989 by Andrew Mahler and Pete Wroblewski, The Mx Group was originally named Tritech Marketing, with an initial focus on B2B lead generation through direct mail and public relations.

In 1991, we developed one of the first lead management services to be offered by a comprehensive B2B marketing firm. The insight into lead activity and campaign effectiveness was unprecedented, and provided our clients with significant advantages toward managing their marketing messages and sales channels. The 90s was marked by continual growth and expansion of services, including web development, telemarketing, database optimization and fulfillment.

In 2003, Tritech Marketing became MarketSense. The move represented our now comprehensive marketing services, our founding results-focused philosophy, our ability to develop complex web-based applications and our award-winning creative capabilities.

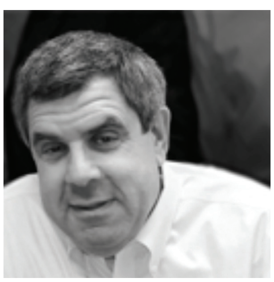
Today, as The Mx Group, we continue to evolve our services, offering relevant B2B perspectives on social media, inbound marketing and mobile solutions. Yet through all the evolution, we have never lost sight of our foundation in providing measurable results.

Our Team

Should you decide to further engage with The Mx Group, you can count on a superior team of professionals with years of experience solving marketing and sales challenges for a wide variety of industries and clients.

Andrew Mahler, Co-Founder & Principal

Andy co-founded The Mx Group in 1989 and has led it to become a consistently profitable organization by providing vision, sales and marketing leadership, and professional discipline. Prior to founding The Mx Group, Andy spent eight years in a managerial capacity at Omnigistics Inc., a West Coast marketing services firm. He has provided strategic marketing guidance and management to hundreds of business-to-business companies throughout the US. Andy holds a degree in Business Administration, Marketing, from California State University at Chico, and has served as a faculty member for the Direct Marketing Association's Collegiate Institute, teaching B2B direct marketing methods.



Peter C. Wroblewski, Co-Founder & Principal

As co-founder of The Mx Group, Pete has helped B2B marketers connect the dots between strategy, creative execution and sales effectiveness for more than 20 years. My role is to provide strategic leadership to the clients, helping to create integrated programs that excite and engage prospects, effect sales and embed long-term value. At The Mx Group, our focus is on activating and optimizing your entire sales pipeline. Because business generation is not just about new business, it's about all of the available opportunities to transfer value in customer experiences. That means building and leveraging true marketing databases through ongoing initiatives that deliver valuable and measurable customer journeys. From digital and traditional advertising to email, trade shows, marketing automation and telemarketing, we deploy a full array of tactics that align with a holistic strategy and a relentless focus on ROI.

Tim Cook, VP & Director of Client Services

Tim has more than 15 years of in-house and agency-side marketing and communications experience for a broad range of companies including Convergys, Intel, SAP, AT&T, Charles Schwab, HP and Sun Microsystems. Tim is responsible for overseeing the The Mx Group Account Services department. Prior to joining The Mx Group, Tim held senior management positions in corporate marketing, product marketing and corporate communications. Tim completed his BA in English Literature with concentrations in communications and political science from Stonehill College in North Easton, Massachusetts.

Kevin Coe, Vice President of Technology Services

Kevin brings more than 15 years of business-to-business marketing and technical expertise to The Mx Group, providing oversight for the Technology Services Group. Kevin's technical teams develop and implement an extensive array of software and web development projects. Kevin attended the University of Illinois/Champagne-Urbana, receiving his BS in Advertising with a minor in French.

Tony Briscolino, Technology Services Manager

Tony has been working with The Mx Group for over 13 years in various roles ranging from lead management specialist to programmer to database administrator. Currently, he leads the technical team behind our global marketing platform where he adds technical perspective to projects while ensuring that our client's business goals are met.

Sandy Prisby, Director of Platform Delivery and Pipeline Support

Sandy has 15 years of experience in management consulting and project management. She has extensive experience in planning and executing accounting, marketing automation and CRM software implementations. Sandy is responsible for overseeing the Platform Delivery and Pipeline Support departments. Sandy holds a BBA in Accounting from St. Mary's College in Indiana and an MBA in Marketing and Strategic Management from the University of Chicago's Booth School of Business.

Randy Von Zee, Manager of Data

Randy has been working with The Mx Group for over 10 years in various roles ranging from database analyst to lead QA to operations manager. Currently, he works in the platform delivery team, creating and maintaining best practice for the platform business database.

Thomas D. Hayward, Art Director

Thomas brings over 13 years of print and interactive design experience to The Mx Group. Since joining the team in June of this year he has already tackled projects from email marketing and microsite design to re-branding and direct mail campaigns. Prior to joining the creative group at The Mx Group, Thomas was senior art director at a major business-to-business publishing company where he won several Ozzie and APEX design awards.

Tony Riley, Account Supervisor

Tony began his career in account services with a three-year stint as the account director for Universal Technical Institute. He then joined the executive management team at PowerChord Inc., where he directed account services and managed accounts in Sweden, Denmark and Norway. He was responsible for the launch of more than 250 web applications outside the U.S. in 2011. At The Mx Group, Tony works with clients to understand their businesses and to develop strategies that overcome their challenges. Tony studied marketing at Southeast Missouri State University while working at Red Letter Communications.

Sara Master, Senior Account Manager

Sara has an extensive background in business-to-business marketing. Previously, she held the position of director of marketing at MMPI, where she developed the company's first business-focused social media program. Sara then joined Abstrakt Marketing Group, where she managed 20 accounts focused on business growth. At The Mx Group she focuses on executing strategies to help her clients meet their growth objectives. Sara holds a BA in English Education from Eastern Michigan University and an MBA in Marketing Management from the Kellstadt Graduate School of Business at DePaul University.

Samantha Krause, Account Coordinator

Samantha began her career in client services in a dual role, working both as an in-house marketing coordinator at a nonprofit organization as well as an account coordinator at a marketing agency, where she was primarily responsible for all clients' social media programs. Samantha holds a BS in Business Administration with concentrations in marketing and logistics and a minor in communications from The Ohio State University.

Appendix

Decide with Confidence

TRITECH MARKETING, LLC

D-U-N-S®	60-492-5875	Headquarters 7020 High Grove Blvd, Moved From: 681 Commerce St, Hinsdale, Il, Hinsdale, IL 60527	Phone 630 654-0170 Fax 630-325-0825

Comprehensive Report

Purchase Date:	Last Update Date:
05/31/2011	03/05/2011

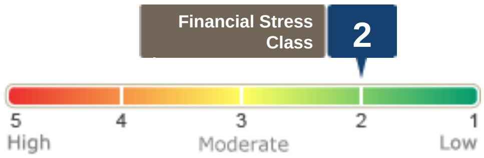
Executive Summary

Company Info

Year Started	1988
Employees	51
Employees Here	50 at this location
Working Capital	$1,558,536
Trade Styles	MARKETSENSE
Sales (Estimated)	$5,000,000

Predictive Analytics

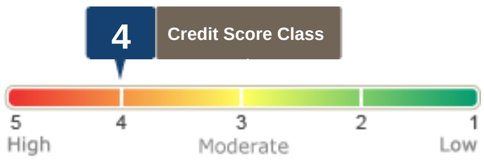
Financial Stress Class



The Financial Stress Class of 2 for this company shows that firms with this class had a failure rate of 0.09% (9 per 10,000).

Financial Stress Class	2
Financial Stress Score	1,514
Highest Risk	1,001
Lowest Risk	1,875

Credit Score Class



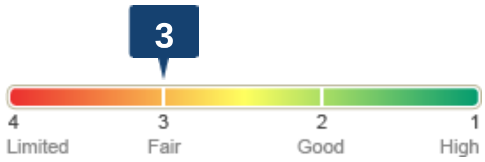
The Credit Score class of 4 for this company shows that 31.50% of firms with this classification paid one or more bills severely delinquent.

Credit Score Class	4
Credit Score	392
Highest Risk	101
Lowest Risk	670

D&B Rating

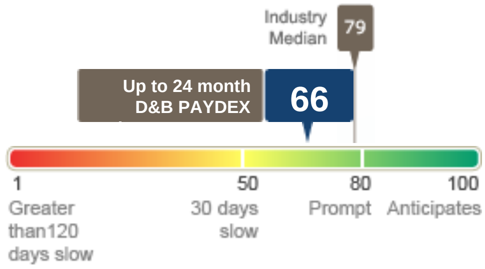
D&B Rating **1R3**

Composite Credit Appraisal

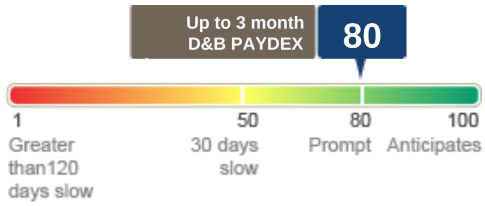


D&B PAYDEX®

Up to 24 month D&B PAYDEX



Up to 3 month D&B PAYDEX



Credit Limit Recommendation

Risk Category

Conservative Credit Limit	$15,000
Aggressive Credit Limit	$40,000

Decide with Confidence

Business Information

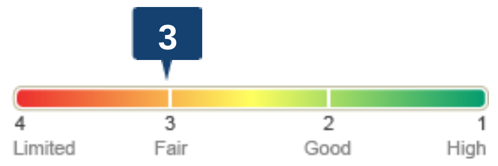
Business Summary

Branch & Division	YES
Financing	SECURED
SIC	8742 Management consulting services
NAICS	541613 Marketing Consulting Services
History Status	CLEAR
Branch Manager	ANDREW MAHLER, MBR

Credit Capacity Summary

D&B Rating **1R3**

Composite Credit Appraisal



Prior D&B Rating	1R3
Rating Date	01/12/2009

Payment Activity (based on 11 experiences)	USD
Average High Credit	$1,650
Highest Credit	5,000
Total Highest Credit	14,900

Business History

Officers	ANDREW MAHLER, MBR; PETER WROBLEWSKI, MBR

As of 03/05/2011

The Illinois Secretary of State's business registrations file showed that Tritech Marketing, L.L.C was registered as a limited liability company on January 1, 1998.

Ownership information provided verbally by Lisa Dehaan, Acct Mgr, on Nov 23 2009.

Business started 1988.

ANDREW MAHLER born 1957. 1988-present active here.

PETER WROBLEWSKI born 1957. 1988-present active here.

Business address has changed from 681 Commerce St, Hinsdale, IL, 60527 to 7020 High Grove Blvd, Hinsdale, IL, 60527.

Business Registration

CORPORATE AND BUSINESS REGISTRATIONS REPORTED BY THE SECRETARY OF STATE OR OTHER OFFICIAL SOURCE AS OF May 20 2011:

Registered Name	TRITECH MARKETING, L.L.C.
Business Type	LIMITED LIABILITY COMPANY
State of Incorporation	ILLINOIS

Registration ID	00158313
Status	GOOD STANDING
Status Attained Date	12/02/2010
Where Filed	SECRETARY OF STATE/LIMITED LIABILITY COMPANY DIVISION

Principals

Name	Title
TRITECH MARKETING, INC.	MEMBER

7010 HIGH GROVE BLVD., BURR RIDGE,

Filing Date	01/01/1998		, SPRINGFIELD , IL	605270000, IL
		Registered Agent	ANDREW S. MAHLER 7020 HIGH GROVE BLVD, BURR RIDGE, IL 605270000	

Government Activity Summary

Activity Summary

Borrower	No
Administrative Debt	No
Grantee	No
Party Excluded from Federal Programs	No
Public Company	N/A
Contractor	No
Importer/Exporter	N/A

Possible candidate for socioeconomic program consideration

Labor Surplus Area	N/A
Small Business	YES (2011)
Women Owned	N/A
Minority Owned	N/A

The details provided in the Government Activity section are as reported to Dun & Bradstreet by the federal government and other sources.

Operations Data

03/05/2011

Description: Provides management consulting services, specializing in marketing consulting services and sales (100%).

Has 45 account(s). Sales are on a contract basis, monthly payments over the course of the contract. Sells to commercial concerns. Territory : United States.

Nonseasonal.

Employees: 51 which includes 20 part-time. 50 employed here.

Facilities: Owns 67,000 sq. ft. in on 1&2 floor of a two story cinder block building.

Location: Central business section on well traveled street.

Special Events

11/23/2009
Business address has changed from 681 Commerce St, Hinsdale, IL, 60527 to 7020 High Grove Blvd, Hinsdale, IL, 60527.

Industry Data

SIC

Code	Description
87420300	Marketing consulting services
87420305	Sales (including sales management) consultant

NAICS

Code	Description
541613	Marketing Consulting Services
541613	Marketing Consulting Services

Family Tree

Branches Domestic

MARKETSENSE LLC
(D-U-N-S®:96-106-6099)

Decide with Confidence

AKA: TRITECH MARKETING
125B TOWN AND COUNTRY DR,
DANVILLE, CA 94526-3924

This list is limited to the first 25 branches, subsidiaries, divisions and affiliates, both domestic and international. Please use the Global Family Linkage Link above to view the full listing.

Financial Statements

Key Business Ratios (Based on 20 establishments)

	This Business	Industry Median	Industry Quartile
Profitability			
Return on Sales	UN	5.5	UN
Return on Net Worth	UN	31.3	UN
Short Term Solvency			
Current Ratio	5.6	1.6	1
Quick Ratio	UN	1.0	UN
Efficiency			
Assets Sales	UN	36.1	UN
Sales / Net Working Capital	3.2	8.4	4
Utilization			
Total Liabs / Net Worth	UN	147.6	UN

As of 01/26/2006

One Year Comparative Statement

	Fiscal Jan 26 2006 USD
Curr Assets	$1,899,188
Curr Liabs	340,652
Current Ratio	5.58
Working Capital	1,558,536
Other Assets	352,356
Worth	1,709,199
Sales	5,032,113
Long Term Liab	201,693
Net Profit (Loss)	734,339

Most Recent Financial Statement

As of 03/05/2011

On NOV 23 2009 Lisa Dehaan, Acct Mgr, deferred financial statement.

D&B Decide with Confidence

Lisa Dehaan submitted the following partial estimates dated NOV 23 2009:

Sales for 2008 were $5,000,000.

Indicators

Public Filings Summary

The following data includes both open and closed filings found in D&B's database on this company

Record Type	No. of Records	Most Recent Filing Date
Judgment	0	
Lien	0	
Suit	0	
UCC	16	05/14/2008

The following Public Filing data is for information purposes only and is not the official record. Certified copies can only be obtained from the official source.

Full Filings

UCC Filings

Collateral	All Negotiable instruments including proceeds and products - All Inventory including proceeds and products - All Account(s) including proceeds and products - All Timber including proceeds and products - and OTHERS	Type	Original
Filing No.	012793235	Date Filed	12/19/2007
Latest Info Received	01/07/2008		
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	PROVIDENCE BANK, LLC, SOUTH HOLLAND, IL		
Debtor	TRITECH MARKETING, INC.		

Collateral	All Negotiable instruments including proceeds and products - All Inventory including proceeds and products - All Account(s) including proceeds and products - All Timber including proceeds and products - and OTHERS	Type	Original
Filing No.	012793227	Date Filed	12/19/2007
Latest Info Received	01/07/2008		
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	PROVIDENCE BANK, LLC, SOUTH HOLLAND, IL		
Debtor	TRITECH MARKETING, LLC		

Collateral	Account(s) and proceeds - General intangibles(s) and proceeds - Computer equipment and proceeds	Type	Original
Filing No.	013253552	Date Filed	05/14/2008
Latest Info Received	05/19/2008		
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	PROVIDENCE BANK, LLC, SOUTH HOLLAND, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	004164349	Type	Amendment
Original UCC Filed Date	05/24/1999	Date Filed	02/09/2000
		Original Filing	004040174

Latest Info Received	04/03/2000	No.	
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	008413622	Type	Continuation
Original UCC Filed Date	05/24/1999	Date Filed	03/19/2004
Latest Info Received	03/29/2004	Original Filing No.	004040174
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	008606412	Type	Amendment
Original UCC Filed Date	05/24/1999	Date Filed	04/28/2004
Latest Info Received	05/11/2004	Original Filing No.	004040174
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	FIFTH THIRD BANK, ROLLING MEADOWS, IL OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	007775334	Type	Continuation
Original UCC Filed Date	11/17/1998	Date Filed	10/31/2003
Latest Info Received	11/10/2003	Original Filing No.	003943104
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	STEELCASE FINANCIAL SERVICES INC, GRAND RAPIDS, MI		
Debtor	TRITECH MARKETING INC and OTHERS		

Filing No.	004164347	Type	Amendment
Original UCC Filed Date	08/20/1998	Date Filed	02/09/2000
Latest Info Received	04/03/2000	Original Filing No.	003897667
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	007153074	Type	Continuation
Original UCC Filed Date	08/20/1998	Date Filed	06/13/2003
Latest Info Received	06/16/2003	Original Filing No.	003897667
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	007353723	Type	Amendment
Original UCC Filed Date	08/20/1998	Date Filed	07/30/2003
Latest Info Received	08/12/2003	Original Filing No.	003897667
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	FIFTH THIRD BANK (CHICAGO), FREEPORT, IL		

Decide with Confidence

	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	004164350	Type	Amendment
Original UCC Filed Date	06/19/1998	Date Filed	02/09/2000
Latest Info Received	04/03/2000	Original Filing No.	003868902
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	006773540	Type	Continuation
Original UCC Filed Date	06/19/1998	Date Filed	03/31/2003
Latest Info Received	04/07/2003	Original Filing No.	003868902
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	007064101	Type	Amendment
Original UCC Filed Date	06/19/1998	Date Filed	05/28/2003
Latest Info Received	06/12/2003	Original Filing No.	003868902
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	FIFTH THIRD BANK (CHICAGO), FREEPORT, IL OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	004164346	Type	Amendment
Original UCC Filed Date	01/06/1998	Date Filed	02/09/2000
Latest Info Received	04/03/2000	Original Filing No.	003782616
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	005984238	Type	Continuation
Original UCC Filed Date	01/06/1998	Date Filed	10/15/2002
Latest Info Received	10/22/2002	Original Filing No.	003782616
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

Filing No.	006122280	Type	Amendment
Original UCC Filed Date	01/06/1998	Date Filed	11/13/2002
Latest Info Received	11/26/2002	Original Filing No.	003782616
Where Filed	SECRETARY OF STATE/UCC DIVISION, SPRINGFIELD, IL		
Secured Party	FIFTH THIRD BANK (CHICAGO), FREEPORT, IL OLD KENT BANK, ELMHURST, IL		
Debtor	TRITECH MARKETING INC		

D&B Decide with Confidence

The public record items contained in this report may have been paid, terminated, vacated or released prior to the date this report was printed.

Additional UCC and SLJ filings for this company can be found by conducting a more detailed search in our Public Records Database.

Indicators

Public Filings Summary

The following data includes both open and closed filings found in D&B's database on this company

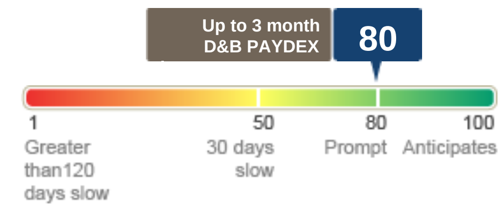
Record Type	No. of Records
Judgment	0
Lien	0
Suit	0
UCC	16

Paydex

D&B PAYDEX®

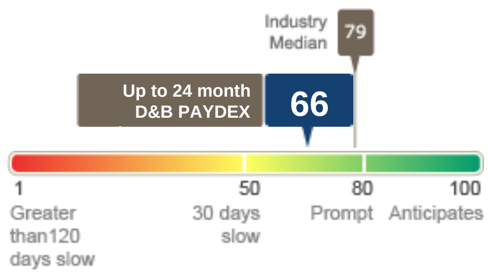
Shows the D&B PAYDEX scores as calculated up to 3 months and up to 24 months of payment experiences.

Up to 3 month D&B PAYDEX



When weighted by dollar amount, payments to suppliers average Within terms. Based on payments collected over last 3 months.

Up to 24 month D&B PAYDEX



When weighted by dollar amount, payments to suppliers average 19 days beyond terms. Based on payments collected up to 24 months.

When weighted by dollar amount, the industry average is 2 DAYS BEYOND terms.

- High risk of late payment (average 30 to 120 days beyond terms)
- Medium risk of late payment (average 30 days or less beyond terms)
- Low risk of late payment (average prompt to 30+ days sooner)

Payment Trend	unchanged *	**Total Payment Experiences for the HQ**	11
Payments Within Terms	87%	**Total Placed for Collection**	0
Average High Credit	$1,650	**Largest High Credit**	$5,000
Highest Now Owing	$5,000	**Highest Past Due**	$0

* compared to payments three months ago

Payment Summary

The Payment Summary section

Decide with Confidence

reflects payment information in D&B's file as of the date of this report.

There are 11 payment experiences in D&B's file, with 6 experiences reported during the last three month period.
The highest Now Owes on file is $5,000. The highest Past Due on file is $0.

Top 10 Industries

Industries	Total Received	Total Amounts	Largest High Credit	Within Terms (%)	Days Slow (%)			
					0-30	31-60	61-90	90+
Nonclassified	3	$5,600	$5,000	11	44	0	45	0
Misc business credit	2	1,000	500	100	0	0	0	0
Whol service paper	1	5,000	5,000	100	0	0	0	0
Mfg computers	1	2,500	2,500	100	0	0	0	0
Whol electrical equip	1	500	500	100	0	0	0	0
Data processing svcs	1	250	250	100	0	0	0	0

Other Payment Categories

Category	Total Received	Total Dollar Amounts	Largest High Credit
Cash Experiences	1	$0	$0
Payment record unknown	1	50	50
Unfavorable comments	0	0	0
Placed for Collection	0	0	0

Detailed Payment History

Date Reported	Paying Record	High Credit	Now Owes	Past Due	Selling Terms	Last Sale within(months)
April 2011	Ppt	$5,000	$5,000	$0	N/A	1
	Ppt	2,500	0	0	N/A	2-3
	Ppt	500	0	0	N30	2-3
	Ppt	500	0	0	N/A	4-5
	Ppt	500	500	0	N/A	1
	Ppt	250	0	0	N/A	1
November 2010	Ppt	100	100	0	N/A	2-3
April 2010	(008)	0	0	0	N/A	6-12
November 2009	Ppt	500	0	0	N/A	6-12
	Slow 30-90	5,000	0	0	N/A	6-12
April 2009	(011)	50	0	0	N/A	6-12

Lines shown in red are 30 or more days beyond terms

Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.

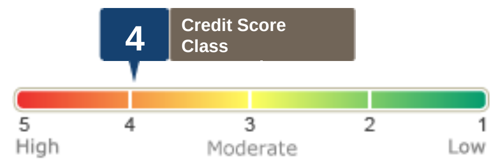
Each experience shown is from a separate supplier. Updated trade experiences replace those previously reported.

Commercial Credit Score

Decide with Confidence

Summary

Credit Score Class



(Moderate to high risk of severe payment delinquency over next 12 months.)

Incidence of Delinquent Payment

Among Companies with This Class	31.50%
Average Compared to All Businesses	23.50%
Credit Score Percentile	23
Credit Score	392
Number of Payment Experiences	11

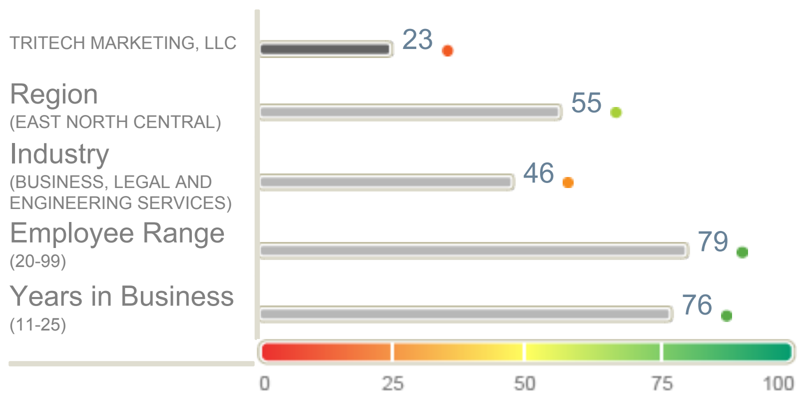
Key Factors

- High proportion of past due balances to total amount owing.
- Low number of satisfactory payments.
- Composite credit appraisal is rated fair.
- Insufficient number of payment experiences.
- Business is not a subsidiary.

Notes:

- The Credit Score Class indicates that this firm shares some of the same business and payment characteristics of other companies with this classification. It does not mean the firm will necessarily experience delinquency.
- The Incidence of Delinquent Payment is the percentage of companies with this classification that were reported 90 days past due or more by creditors. The calculation of this value is based on an inquiry weighted sample.
- The Percentile ranks this firm relative to other businesses.For example, a firm in the 80th percentile has a lower risk of paying in a severely delinquent manner than 79% of all scorable companies in D&B's files.
- The Credit Score offers a more precise measure of the level of risk than the Class and Percentile. It is especially helpful to customers using a scorecard approach to determining overall business performance.

Credit Score Percentile Norms Comparison



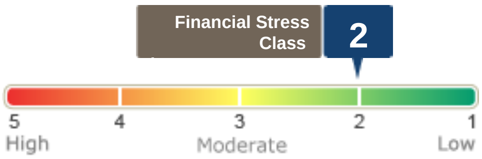
- Higher risk than other companies in the same region.
- Higher risk than other companies in the same industry.
- Higher risk than other companies in the same employee size range.
- Higher risk than other companies with a comparable number of years in business.

Financial Stress Score

D&B
Decide with Confidence

Summary

Financial Stress Class



Financial Stress Score Percentile

Financial Stress National Percentile	71
Financial Stress Score	1514
Probability of Failure with This Score	0.09%
Failure per 10K	9/10,000
Average Failure Rate within D&B database	0.48%
Failure per 10K	48/10,000
Number of Payment Experiences	11

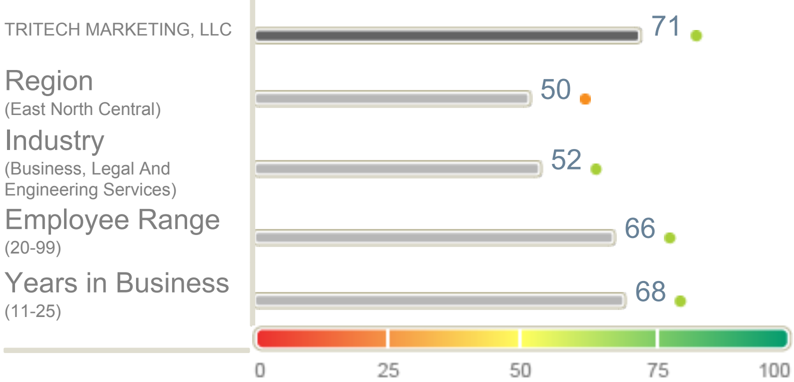
Key Factors

- UCC Filings reported.
- Low Paydex Score.
- Unstable Paydex over last 12 months.
- Composite credit appraisal is rated fair.
- High proportion of past due balances to total amount owing.

Notes:

- The Financial Stress Class indicates that this firm shares some of the same business and financial characteristics of other companies with this classification. It does not mean the firm will necessarily experience financial stress.
- The probability of failure shows the percentage of firms in a given percentile that discontinue operations with loss to creditors. The average probability of failure is based on businesses in D&B's database and is provided for comparative purposes.
- The Financial Stress National Percentile reflects the relative ranking of a company among all scorable companies in D&B's file.
- The Financial Stress Score offers a more precise measure of the level of risk than the Class and Percentile. It is especially helpful to customers using a scorecard approach to determining overall business performance.

Financial Stress Percentile Comparison



- Lower risk than other companies in the same region.
- Lower risk than other companies in the same industry.
- Lower risk than other companies in the same employee size range.
- Lower risk than other companies with a comparable number of years in business.

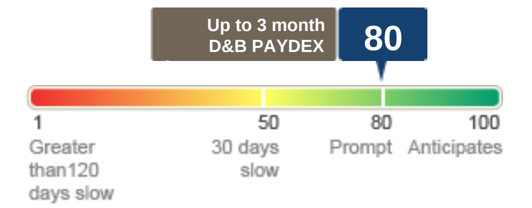
Advanced Paydex + CLR

Decide with Confidence

D&B PAYDEX®

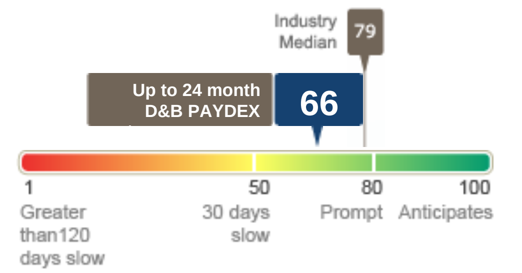
Shows the D&B PAYDEX scores as calculated up to 3 months and up to 24 months of payment experiences.

Up to 3 month D&B PAYDEX



When weighted by dollar amount, payments to suppliers average Within terms. Based on payments collected over last 3 months.

Up to 24 month D&B PAYDEX



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When weighted by dollar amount, the industry average is 2 DAYS BEYOND terms.

- High risk of late payment (average 30 to 120 days beyond terms)
- Medium risk of late payment (average 30 days or less beyond terms)
- Low risk of late payment (average prompt to 30+ days sooner)

Payment Trend	unchanged *	**Total Payment Experiences for the HQ**	11
Payments Within Terms	87%	**Total Placed for Collection**	0
Average High Credit	$1,650	**Largest High Credit**	$5,000
Highest Now Owing	$5,000	**Highest Past Due**	$0

* compared to payments three months ago

Credit Limit Recommendation

Risk Category

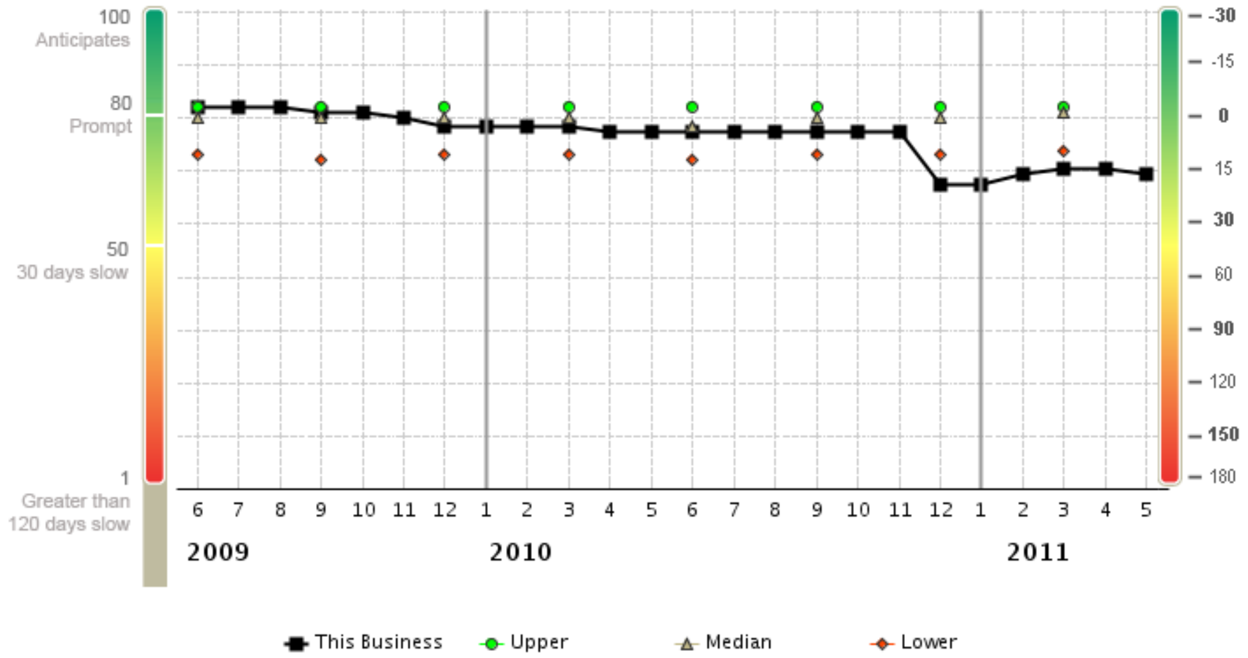
Recommendation Date	05/31/2011
Conservative Credit Limit	$15,000
Aggressive Credit Limit	$40,000

Key Factor

Risk is assessed using D&B's scoring methodology and is one factor used to create the recommended limits

PAYDEX Yearly Trend

Shows PAYDEX scores of this Business compared to the Primary Industry from each of the last four quarters.
The Primary Industry is Management consulting services, based on SIC code 8742.



This Business	80	80	80	79	79	78	76	76	76	76	75	75	75	75	75	75	75	75	64	64	66	67	67	66
Industry Quartiles																								
Upper	80			80			80			80			80			80			80			80		
Median	78			78			78			78			76			78			78			79		
Lower	70			69			70			70			69			70			70			71		

Note

- Current PAYDEX® for this Business is 66, or equal to 19 days beyond terms.
- The 24 month high paydex is 80.0, or equal to GENERALLY WITHIN terms.
- The 24 month low paydex is 64.0, or equal to 19 DAYS BEYOND terms.
- Industry upper quartile represents the performance of the payers in the 75th percentile.
- Industry lower quartile represents the performance of the payers in the 25th percentile.

Payment Habits

Credit Extended	% of Payments Within Terms	No. of Payment Experiences	Total Amount USD
Over $100,000	0%	0	$0
50,000-100,000	0%	0	0
15,000-49,999	0%	0	0
5,000-14,999	50%	2	10,000
1,000-4,999	100%	1	2,500
Under 1,000	100%	6	2,350

Based on up to 24 months of payments

Payment Summary

The Payment Summary section reflects payment information in D&B's file as of the date of this report.

All Industries

D&B's file as of the date of this report.

There are 11 payment experiences in D&B's file, with 6 experiences reported during the last three month period.
The highest Now Owes on file is $5,000. The highest Past Due on file is $0.

Industries	Total Received	Total Amounts	Largest High Credit	Within Terms (%)	Days Slow (%) 0-30	31-60	61-90	90+
Nonclassified	3	$5,600	$5,000	11	44	0	45	0
Misc business credit	2	1,000	500	100	0	0	0	0
Whol service paper	1	5,000	5,000	100	0	0	0	0
Mfg computers	1	2,500	2,500	100	0	0	0	0
Whol electrical equip	1	500	500	100	0	0	0	0
Data processing svcs	1	250	250	100	0	0	0	0

Other Payment Categories

Category	Total Received	Total Dollar Amounts	Largest High Credit
Cash experiences	1	$0	$0
Payment record unknown	1	50	50
Unfavorable comments	0	0	0
Placed for Collection	0	0	0

Detailed Payment History

Date Reported	Paying Record	High Credit	Now Owes	Past Due	Selling Terms	Last Sale within(months)
April 2011	Ppt	$5,000	$5,000	$0	N/A	1
	Ppt	2,500	0	0	N/A	2-3
	Ppt	500	0	0	N30	2-3
	Ppt	500	0	0	N/A	4-5
	Ppt	500	500	0	N/A	1
	Ppt	250	0	0	N/A	1
November 2010	Ppt	100	100	0	N/A	2-3
April 2010	(008)Cash own option	0	0	0	N/A	6-12
November 2009	Ppt	500	0	0	N/A	6-12
	Slow 30-90	5,000	0	0	N/A	6-12
April 2009	(011)	50	0	0	N/A	6-12

Lines shown in red are 30 or more days beyond terms

Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.

Each experience shown is from a separate supplier. Updated trade experiences replace those previously reported.

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 1/21/2013

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER FOREST AGENCY 7310 Madison St. Forest Park, IL 60130	CONTACT NAME: PHONE (A/C, No, Ext): (708)383-9000 FAX (A/C, No): (708)383-9174 E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A : Hanover Insurance Group	
INSURED TRI-TECH MARKETING, INC., THE MX GROUP DBA MARKET SENSE & MARKET EFFECT 7020 High Grove Boulevard Burr Ridge IL 60527	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES CERTIFICATE NUMBER: CL1211801271 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY PRO-JECT LOC			U42677001	1/20/2013	1/20/2014	EACH OCCURRENCE	$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 2,000,000
							GENERAL AGGREGATE	$ 4,000,000
							PRODUCTS - COMP/OP AGG	$ 4,000,000
								$
A	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS X HIRED AUTOS X NON-OWNED AUTOS			U42677001	1/20/2013	1/20/2014	COMBINED SINGLE LIMIT (Ea accident)	$ 2,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
								$
A	X UMBRELLA LIAB OCCUR EXCESS LIAB CLAIMS-MADE DED X RETENTION $ 10,000			U42677001	1/20/2013	1/20/2014	EACH OCCURRENCE	$ 1,000,000
							AGGREGATE	$ 1,000,000
								$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		U42677101	1/20/2013	1/20/2014	Y WC STATU-TORY LIMITS OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Employee Dishonesty Computer Fraud			83SBAUQ0614	1/20/2013	1/20/2014		$25,000 $10,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Siemens is named as Additional Insured subject to the terms & conditions of the policy and/or endorsements.

CERTIFICATE HOLDER	CANCELLATION
Siemens 527 Madison Ave. 8th Floor New York, NY 10022	**SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.** AUTHORIZED REPRESENTATIVE D Browne CIC, AAI/MTK

The Mx Group

7020 High Grove Blvd.
Burr Ridge, IL 60527
630-654-0170
TheMxGroup.com