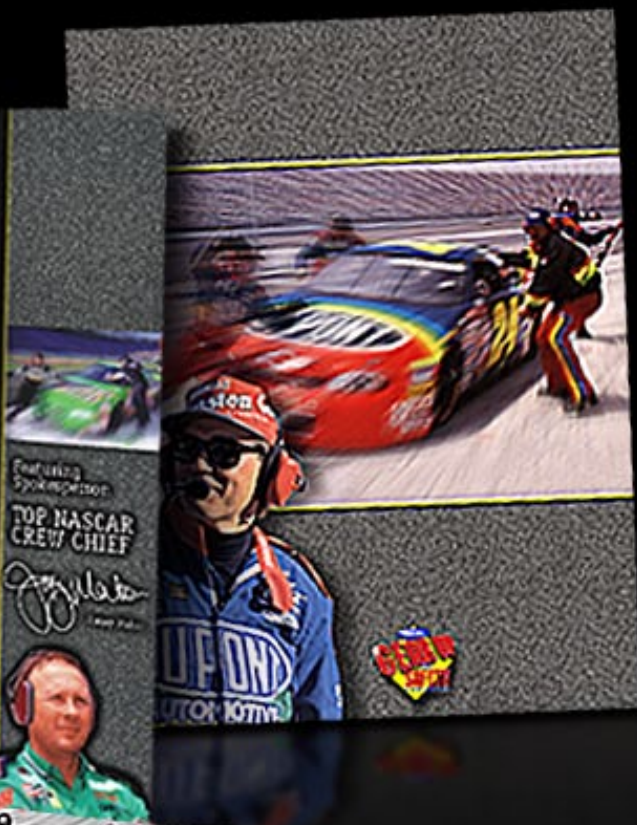




DIGITAL



GEAR UP FOR SAFETY PROGRAM



Aearo CHALLENGE PROGRAM

Promotional Campaign and Logo Design

BEST BUY
ForBusiness

Together We Make It Great

Best Buy For Business Direct
PARTNER GUIDE
2006

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BEST BUY
ForBusiness

Best Buy For Business is not to change the way small business purchase and manage technology. Instead, we want to help you do it all with ease. This technology is not just a purchase, it's an investment. When it comes to business, you need to be able to do it all. That's why we've created Best Buy For Business. We've put together a team of experts to help you with everything from hardware to software, from networking to security, from training to support. We've got you covered. We've got you covered. We've got you covered.

Best Buy For Business Direct: The Year In Review

The last year has been a banner year for Best Buy For Business. We've seen a lot of growth in our business, and we're excited to share some of our highlights with you. In 2005, we launched our Best Buy For Business Direct program, which has been a huge success. We've seen a lot of growth in our business, and we're excited to share some of our highlights with you. In 2005, we launched our Best Buy For Business Direct program, which has been a huge success. We've seen a lot of growth in our business, and we're excited to share some of our highlights with you.

Best Buy For Business Direct

Best Buy For Business Direct is a new way to buy technology for your business. It's a one-stop shop for everything you need to get your business up and running. From hardware to software, from networking to security, we've got you covered. We've got you covered. We've got you covered.

Best Buy For Business Direct Call Center

Best Buy For Business Direct Call Center is a new way to get help with your business technology. Our call center experts are available 24/7 to help you with everything from hardware to software, from networking to security. We've got you covered. We've got you covered. We've got you covered.

1-800-373-3050
BestBuyForBusiness.com

BEST BUY
ForBusiness

Revolutionize Your Business

with a Flexible, User-Friendly POS Solution Designed Specifically for Independent Retailers.

CASIO **Microsoft Dynamics**

BEST BUY
ForBusiness

Mobile Computing:
Working Outside the "Box"

Portability
Security
Connectivity

- 10... 5 Reasons to Check Out a Tablet PC
- 16... Solve Your Top 5 Travel Nightmares
- 20... Take Your Network Virtually Anywhere with VPNs
- 24... Wireless Gets a Boost
- 38... Survival Tip from Veteran Road Warriors

Special Offer for New Customers:
10% OFF Accessories

with purchase of Desktop, laptop, or server. Only when you order by phone. Expires 12/31/05. *Must be purchased at time of purchase.

1-800-373-3050
BestBuyForBusiness.com

From and after good October 12, 2005 through October 31, 2005. While supplies last. Price valid in order placed by 1-800-373-3050 or at BestBuyForBusiness.com only.



Packaging Design

TWO DOOR COLD SNACK/REFRIGERATOR - CSD COLAS & FLAVORS



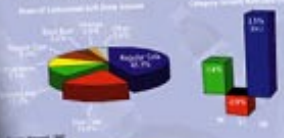
Note: Brick and Aquafina should be incorporated into the brand sequence and if a separate tea door does not exist.



DIET COLA: PEPSI ONE

DIET COLA: CATEGORY INSIGHTS

- The #2 soft drink segment with annual retail sales of \$10 billion and 1.7 billion 16oz cases.
- Primary Consumer: Adults 30+, strong category loyalty with 70% of all Diet Cola users accounting for nearly half of the volume.
- Annual Per Capita Consumption (total population): 480 16oz servings per year.
- Seasonality: Peak season is late spring through fall/summer.



PEPSI ONE: BRAND INSIGHTS

- Selling Highlights** -
 - 1) A break-through taste experience in a one-calorie cola.
 - 2) Substantive innovation.
 - 3) Competition can't match its originality or taste.
- Consumer Profile** - Adults, ages 18-49.
- Bullseye Target** - young adults, ages 18-23.
- Brand Positioning** - Finally, with Pepsi ONE you can have it all.
- Competitive Advantage** - Great cola taste with only one calorie.

VENDING: PUBLIC ACCESS



SNACK MERCHANDISING



PEPSI.

THE LOOK OF SUCCESS

BOSTON MARKET UNIT
1999 MERCHANDISING STANDARDS



B to B Identity and Marketing



Package Design and Promotion



Product Photography and Imagery



MANGO

MANGO

MALIBU

CARIBBEAN RUM
WITH NATURAL
MANGO FLAVOR

MANGO

COCONUT

SWEDEN
Islands
ESTABLISHED 1964

MALIBU

CARIBBEAN RUM
WITH NATURAL
COCONUT FLAVOR

COCONUT

BANANA

TROPICAL
BANANA

SWEDEN
Islands
ESTABLISHED 1964

MALIBU

CARIBBEAN RUM
WITH NATURAL
TROPICAL BANANA FLAVOR

**TROPICAL
BANANA**

Vanity Fair
Elegance for your Holiday table.



TRY THIS



With An Ordinary Napkin!

New Quilted Northern Napkins are specially quilted so they won't shred or tear. When wet, they are **400% stronger** than the leading single-ply brand!

SAVE \$1.00
On any one (1) package of Quilted Northern Napkins

SAVE 30¢
On any one (1) package of Quilted Northern Napkins

Complimentary 25¢ SAVINGS
on the purchase of any one (1) package of Vanity Fair napkins

Strong never looked so good!



SAVE 30¢

Mardi Gras
cises of smiles for Jerry's Kids

make it...and **TAKE IT!**



SAVE 35¢
On any one (1) package of Dixie PerfectTouch To Go coffee

QUILTED NORTHERN
4 DOUBLE ROLLS
SAME AS 8 REGULAR ROLLS

SAVE \$1.00

MAXIMUM STRENGTH...EVEN IN THE MICROWAVE!



NEW DIXIE
WITH THE EXCLUSIVE **Soak-Proof Shield**

Only new Dixie has this exclusive Soak-Proof Shield, an invisible barrier to help keep moisture from soaking through. Dixie Plates won't leak or get soggy. They'll stand up to your hottest, most messy meals... even in the microwave!

The world's first **Disposable Stoneware!**



SAVE 35¢
On any one (1) package of Dixie Rinse & ReUse plates

SAVE NOW AND PROVE IT TO YOURSELF!

Other plates, like China[®], can soak through.

May 17th is National DON'T DO DISHES DAY!

Dixie

SAVE 40¢





GEORGE Dickel

TENNESSEE SIPPIN' WHISKY



SPECIAL COLLECTOR'S BOTTLE

LIMITED EDITION COLLECTOR'S BOTTLE
SUPPORTING DUCKS UNLIMITED™ IN
PROTECTING OUR WETLANDS AND WILDLIFE.



CELEBRATE
THE HOLIDAYS

GEORGE
Dickel

TENNESSEE WHISKY

№12

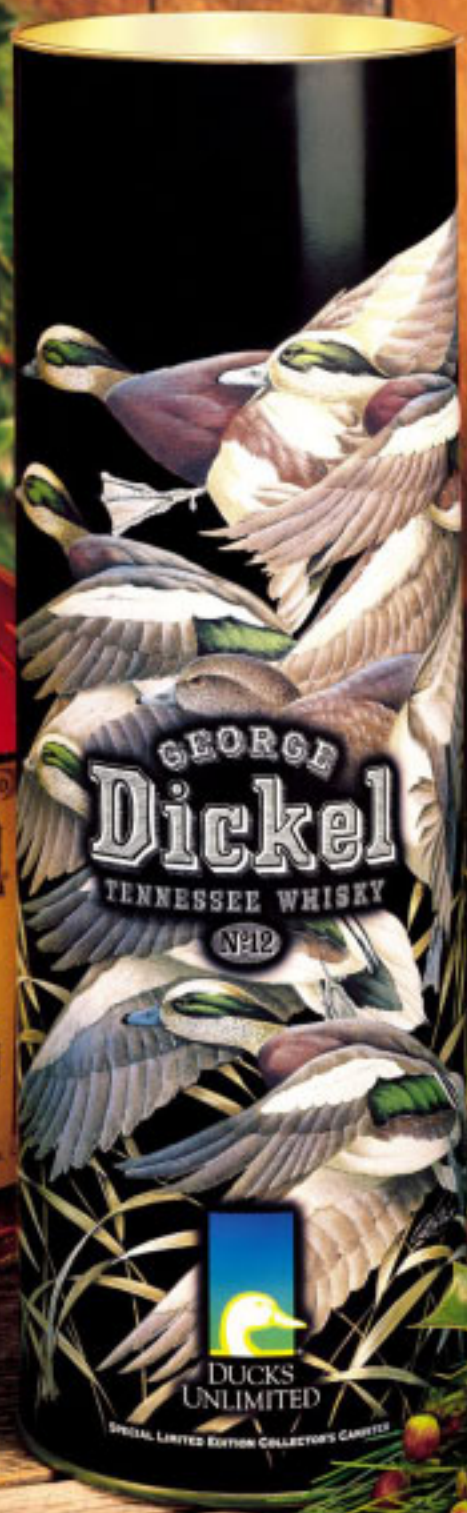
SPECIAL
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DUCKS
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Greenwich Publishing is North America's premier publisher of corporate history books. We specialize in bringing clients' stories to life—not in dry chronological detail but with a compelling inside look at the personalities, traditions, aspirations, actions and culture that shape an organization. We've helped companies like Airstream, Conoco, Coors, Eddie Bauer, Georgia-Pacific and the New York Stock Exchange tell their stories in visually stunning coffee-table books that unite and inspire readers.

We offer clients an effective way to commemorate major anniversaries or milestones, rally employees around shared heritage and vision, and increase public awareness of a company's great mission and work. More than publishers, we are a storytelling team that helps clients achieve their marketing, public relations, corporate communication and human-resource goals. We use history to illuminate an organization's past, to place the present in context and light a path toward the future.



Greenwich Publishing Group invites you to consider a powerful corporate branding solution—one that will help you focus your story and tell it to your most important stakeholders.

Shared Values: A History of Kimberly-Clark

CORPORATE AMERICA'S PUBLISHER®

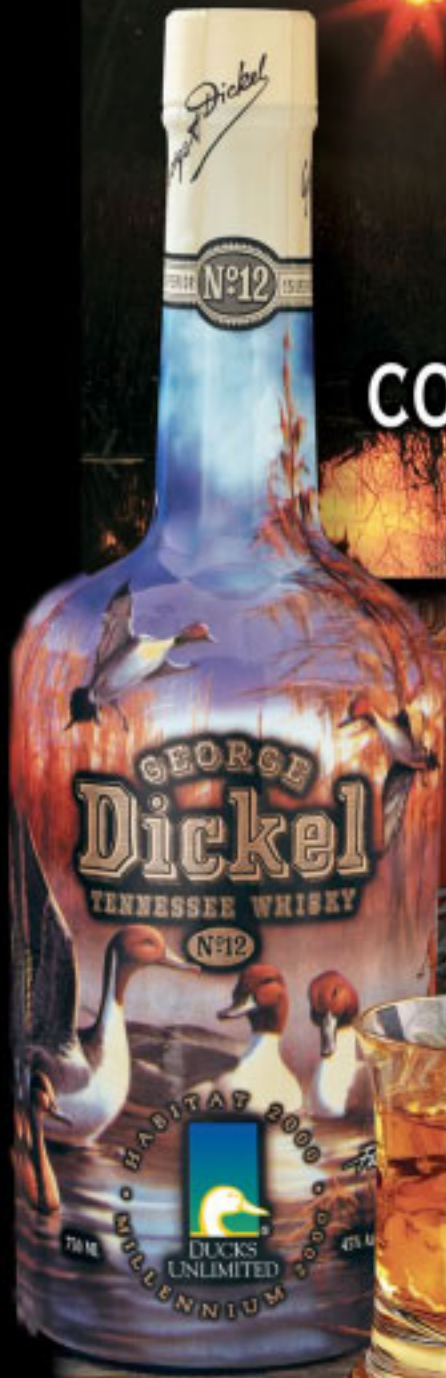
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GEORGE
Dickel

TENNESSEE WHISKY

Nº12

**SPECIAL
COLLECTOR'S BOTTLE**



LIMITED
EDITION
COLLECTOR'S
BOTTLE
SUPPORTING



IN PROTECTING
OUR WETLANDS
AND WILDLIFE



Dixie Krazy Kritters

SAVE \$1.00

off any two (2) packages of Dixie® Krazy Kritters® Plates or Cups

Georgia-Pacific

Makes mealtime fun!

Dixie Krazy Kritters are here!

The funnest plates and cups ever!

Dixie® is taking the concept of fun to a whole new level in Tabletop... with new Dixie® Krazy Kritters®. Appealing to families with kids, the new line consists of matching 9" plates and 7oz cups in 24 original designs. They're kid-tested and constructed with patented Dixie® technology. Dixie® Krazy Kritters® will be available this Fall.

Ask your Dixie® sales representative

Watch out for Dixie Krazy Kritters.

Dixie Krazy Kritters... Coming soon!

Dixie Krazy Kritters... On their way!

Dixie Krazy Kritters... Almost here!

Ask your Dixie® sales representative



Responsible Hedging
 No being able to see them by adding a hedge...
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...

Market Analysis
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...

Market Intelligence
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...

Market Trading
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...
 The hedge ratio is not always the same...



AltruShare is not "Business as Usual"

Community Investment

Community Investment is capital from investors...
 Community Investment is capital from investors...
 Community Investment is capital from investors...



AltruShare focuses funds are...
 AltruShare focuses funds are...
 AltruShare focuses funds are...

The entire socially responsible investment...
 The entire socially responsible investment...
 The entire socially responsible investment...



AltruShare's portfolio fund...
 AltruShare's portfolio fund...
 AltruShare's portfolio fund...



AltruShare

SECURITIES



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Powering Your Profits

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At Profinity, it's all about You, Your Customers and Your Bottom Line.

That's why we created our suite of Customer Connection services:

- Connect-to-Confirm** – an outbound telephone call that helps create customer trust and enables you to deter fraud.
- Connect-to-Chat** – a natural extension to your order confirmation process designed to increase customer loyalty.
- Connect-to-Save** – Profinity's outbound teleshop call that helps increase your conversion rates by saving abandons.

These three proven processes not only enhance your customer's online transaction experience, but also build you an incremental revenue stream. By connecting with your customers post-sale, Profinity provides them with the peace of mind they want while offering comprehensive programs that add value to their lives.

When it comes to enhancing your customers' transactions while having a partner who helps power your profits, look no further. You've come to the right place.

Enhancing your customers' online experience, your daily conversion rate AND your annual profit.

Connect-to-Confirm

Connect-to-Chat

Connect-to-Save

ARE YOU READY?

Come to Booth 680 and experience A Whole New World of E-tail.

Profinity

We're not just different because we say we are... We prove it every single day with advanced marketing strategies proven to add revenue to our clients' bottom line and value to their customers' lives.

When you visit **BOOTH 680**, you'll enter the realm of change – a place where transactions have been re-designed to enhance your profits while increasing customers' loyalty. And it all starts with our...

- 3-step process that builds you an incremental revenue stream while our proprietary marketing strategy helps refill abandoned carts!
- Online Chat with Live Agent technology that keeps your customers wanting more – and your profits climbing!
- Brand loyalty and customer confidence programs designed to provide enhanced transaction experiences like no other currently available.

For more information, please contact us at sales@profinity.com, visit us at www.profinity.com or call us at 203-610-7157.

At Profinity, it's all about optimizing e-tail – for you, your customers and your bottom line. Come to **BOOTH 680** and see the difference for yourself.

Proven Card-Not-Present Strategies
Full Compliance/Transparency • Purchase Confirmation/Contact • Post-Transaction Online Chat • Consumer Savings Programs • Cart Abandonment Reversal • Fraud Deterrent Techniques

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retailer 200
Business & Consumer

Booth 680

Profinity
Powering Your Profits

Post Transaction Online Chat / Live Agent

Campaigns averaging over \$1.50 per impression.

Post Transaction Chat allows you to further monetize your customers utilizing our proprietary card-not-present chat live agent service. Our agents engage your customers through a friendly, delayed chat pop-up by either confirming order details, or performing a customer satisfaction survey. We then offer Profinity's consumer-savings programs and request billing information via a secured form that our agents present to your customer during the chat process.

Agent offers Profinity's consumer-savings programs, describing features and benefits to your customer.

Agent answers any questions.

Profinity receives payment information from customer for Profinity offer.

Customer accepts Profinity's programs.

SPECIAL OFFER
CLAIM \$50 IN GAS

PSC

The screenshot shows a web browser window with the URL <http://www.pscinternationalinc.com/>. The page features a dark blue header with the PSC logo and the tagline "BEST PRACTICES PARTNER". A quote by Albert Einstein is displayed: "We can't solve problems by using the same kind of thinking we used when we created them." Below the header is a navigation menu with buttons for HOME, PSC ADVANTAGE, ABOUT US, CLIENTS & SERVICES, PROCESS, CONTACT US, SAVINGS, BEGIN, and CONTACT US. The main content area has a large graphic with the text "Helping Businesses Navigate The Costs of Doing Business Since 1997" and a 3D word cloud containing terms like "Banking", "Medical", "Technology", "Property", "Food", "Travel", "Retail", "Hospitality", "Manufacturing", "Agriculture", "Energy", "Telecommunications", "Healthcare", "Retail", "Banking", "Medical", "Technology", "Property", "Food", "Travel", "Retail", "Hospitality", "Manufacturing", "Agriculture", "Energy", "Telecommunications", "Healthcare". To the right of the graphic is a text block explaining PSC's focus on reducing overhead costs and increasing sales.

PSC | Best Practices Partner

<http://www.pscinternationalinc.com/> Google

PSC
BEST PRACTICES PARTNER

"We can't solve problems by using the same kind of thinking we used when we created them."
- Albert Einstein

HOME PSC ADVANTAGE ABOUT US CLIENTS & SERVICES PROCESS CONTACT US SAVINGS BEGIN CONTACT US

**Helping Businesses Navigate
The Costs of Doing Business Since 1997**

PSC
BEST PRACTICES PARTNER

As your Best Practices Partner, PSC's sole focus is to assist clients in becoming as efficient as possible from an expense standpoint. We have developed comprehensive plans to take you to market through our commitment to research, knowledge, unique processes, and substantial resources to strengthen the financial condition of our clients. In today's environment, it is equally important to reduce overhead costs as it is to increase sales.

PSC understands because we practice what we preach. Our clients are always in command of the ship, we provide a navigational map. PSC's compensation comes from the manufacturer/vendor with NO fee to our clients.

Our Research, Knowledge and Partnerships combined create an efficiency workforce reviewing data, leveraging trend analysis, and forecasting models all on your behalf.

Click here to read more about how we can help your company lower costs while improving the quality of service you are receiving.





For more information please contact :

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ian.kelly@ikdigital.com
www.ikdigital.com
203-613-4105