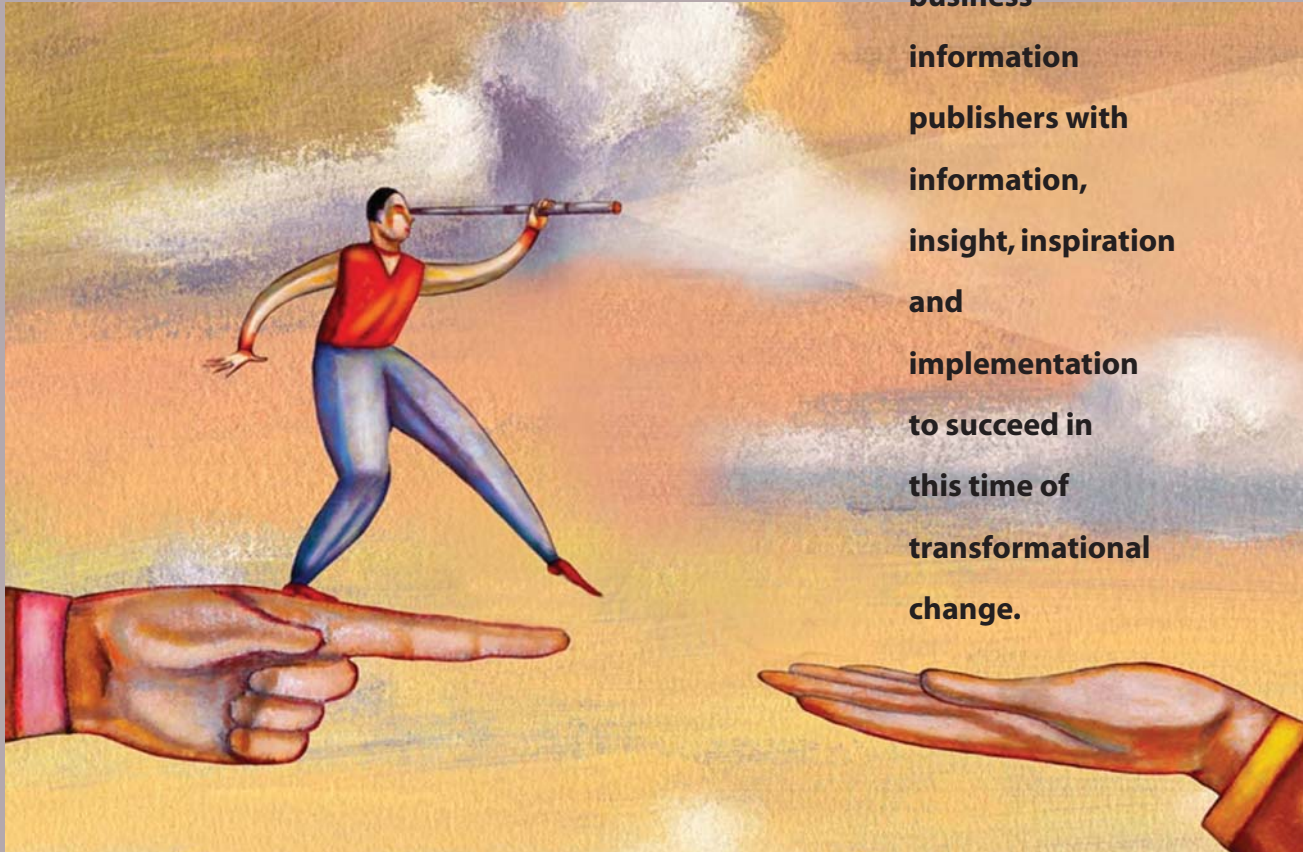


InfoCommerce Group

**provides online
database,
health content
and other
specialized
business
information
publishers with
information,
insight, inspiration
and
implementation
to succeed in
this time of
transformational
change.**



InfoCommerce Group:
Defining the possible...
delivering the practical



THE THOUGHT LEADER

Infocommerce Group (ICG) is an international consulting and research firm whose home base is the epicenter of the online publishing revolution. Since 1995, ICG has been the thought leader in exploring, charting, analyzing – indeed, defining – the most important issues reshaping the business information industry.

THE SOURCE OF KNOWLEDGE

The reason ICG is recognized as the leading expert organization in business information publishing: our nuanced understanding of the industry's dynamics coupled with unique access to the people who drive it. In addition to our long standing experience and commitment to the industry, our reputation is also based on our publications, Models of Excellence awards and conferences which we use to connect our customers to new and important players and identify industry-changing trends.

In turn, our customers provide a reality-based source of intelligence about what is and isn't working in the marketplace. This makes ICG a clearinghouse for industry information, and we draw on this privileged base of insight in all of our consulting assignments.

While ICG consults broadly across the entire spectrum of business information publishing, it is particularly recognized for its expertise in the areas of data publishing and health information content.

VISIONARY OUTLOOK, REAL WORLD EXPERIENCE

ICG's five principals collectively offer over 100 years experience in conceiving, launching, operating and improving both subscription and advertising-driven business information products. As senior managers, CEO's and start-up entrepreneurs, the principals of ICG offer a base of highly specialized experience unavailable anywhere else.

ICG's three primary consulting principals are:

RUSSELL PERKINS - Founder and Managing Director.

Well-known industry pundit and author of several books on data publishing, Russell has over 20 years hands-on experience in all facets of the database publishing industry.

MEGAN St. JOHN – Managing Director. A 20-year veteran of the publishing and information business, Megan has run operations for both large and small companies across a wide array of industry specialties and formats.

JANICE McCALLUM - Managing Director. Janice heads the Health Content Advisors division of ICG. Janice is a respected thought leader in the economics of publishing and has been actively involved in creating and marketing electronic information products for over 20 years.

TUNING OUR WORK TO YOUR NEEDS

The ICG team works with each client to provide a customized approach that addresses the specific needs of the situation. We have successfully handled engagements in such diverse areas as:

Assessing Vertical Market Opportunities

A successful data publisher sought to take their profitable approach to new market segments. In order to assess the viability of market expansion, ICG first developed a matrix of key market indicators with which to develop a scored ranking of existing sectors. We then crafted a series of in-depth vertical market reviews, examining the market structure, the nature of transactions in the marketspace and the viability of new market introductions.

Conducting Operational Due Diligence Reviews

Both strategic and private equity buyers have called on us to review target companies and operations during their due diligence process. For these engagements supporting both initial acquisitions and refinancing, ICG drew on our knowledge and experience in managing data, periodical and information businesses to assess operational strengths and weaknesses as well as market positioning, growth prospects, cost structure, operational infrastructure and key personnel.

Honing Market Growth and Positioning

A first-to-market online journal had developed strong traffic to the site, but found it increasingly difficult to convert these visitors over to their paid subscription model. Growth slowed and they asked for help in steering toward a stronger revenue stream. ICG examined the issues in the context of the market size, segment structure, and competitive set placed against the current offerings to determine recommendations on where to find future growth.

Finding New Revenue Streams

A 100% online information provider had developed adequate subscription revenues but pondered the potential of adding advertising revenue streams. Based on a foundation of primary research that queried reactions from both current paid users and potential ad prospects, ICG developed a launch strategy and implementation plan including investment and organizational considerations.

Validating New Product Ideas

A well-established and respected print publisher with a struggling online offering brought us some new concept ideas they thought would breathe life into their online product. ICG developed screening parameters to assess and rank new ideas and then conducted primary and secondary research on top ranked ideas. One concept didn't make the grade; the other was substantially revamped once they concepts were vetted against actual market needs and reactions.

Integrating a New Acquisition

Having successfully completed an attractive acquisition of a core property, one publisher discovered that the deal came with a small unit that lacked leadership and was geographically distant. ICG stepped in to actually manage the unit during the transition, all the while also assessing its potential. Key hires were made and a comprehensive review and recommendation was delivered so that the group could move forward on solid grounding.

Measuring Market Reaction

Seeking customer feedback is an often overlooked, but critical part of satisfying market needs. The publisher of an industry directory with a long history needed a clear sense of what the market thought of the property before they began needed updates and enhancements. ICG conducted in-depth customer conversations with subscribers to this highly priced database to understand the applications, use patterns and levels of satisfaction with the product.

Sometimes it's just a conversation

A well-established publisher was far into the process of revamping their online applications, adding rich features and capabilities. They came to ICG to walk us through their plans to get our reactions, our suggestions to tweak it and our ideas for further enhancements. And so, we sat with them for an afternoon and shared our market insights. Sometimes it's a simple as that.

Can ICG be of assistance to your organization?

Let's discuss it. Please contact:

Russell Perkins

610-645-6911 (direct)

rperkins@informcommercegroup.com

to review your specific needs,
in complete confidence of course.

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