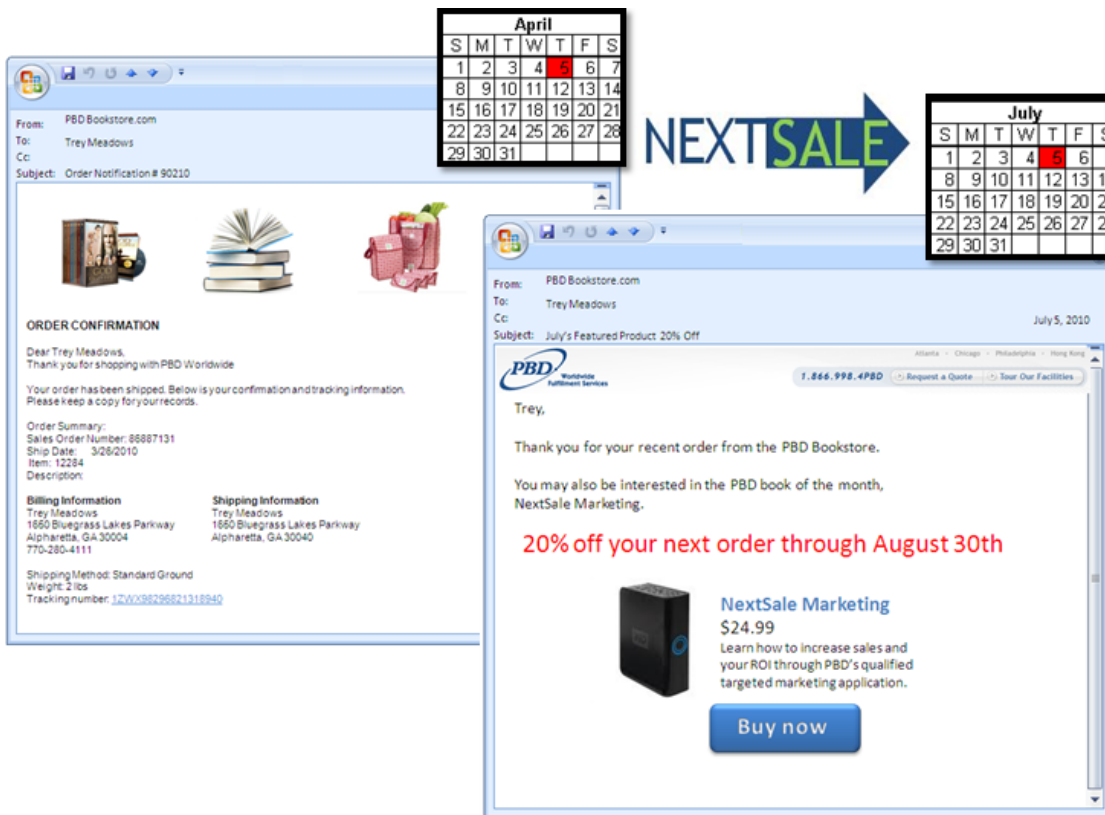


Qualified Target Marketing

We offer more than fulfillment & distribution services to our clients...

PBD's NextSale Marketing is an inexpensive and targeted way to reach out to your customers. Client order history and product data is captured and can be used for a multitude of marketing efforts including **Email Marketing and Direct Mailing**. The application is customized and flexible and can drill down to the order level, the product level, and also has date range capabilities. List generation and marketing campaigns can be targeted or can be used to saturate your market. This application allows for you to reach prospects that are already qualified and associated with your company so your ROI is much higher than sourcing through a list company. Best of all, you can track your results through the application's management system.

PBD's NextSale Email Marketing System will help enable your company to build and maintain relationships with customers and prospects through the creation, automation and delivery of relevant online messaging. When you use the NextSale platform to create and manage multichannel marketing campaigns you can reach millions of individuals—one at a time—enhancing customer communication and increasing sales opportunities.



The image shows a sequence of events in an email marketing campaign. At the top, two calendar grids for April and July are shown, with a 'NEXTSALE' arrow pointing from April to July. Below this, a screenshot of an email from 'PBD Bookstore.com' to 'Trey Meadows' is shown. The email subject is 'Order Notification # 90210'. The email content includes an 'ORDER CONFIRMATION' section with details like 'Dear Trey Meadows, Thank you for shopping with PBD Worldwide' and 'Your order has been shipped. Below is your confirmation and tracking information. Please keep a copy for your records.' It also includes order summary and shipping information. Below the email screenshot, another screenshot of an email from 'PBD Bookstore.com' to 'Trey Meadows' is shown, dated July 5, 2010. The subject is 'July's Featured Product 20% Off'. The email content says 'Thank you for your recent order from the PBD Bookstore. You may also be interested in the PBD book of the month, NextSale Marketing. 20% off your next order through August 30th'. It features a book cover for 'NextSale Marketing' priced at '\$24.99' and a 'Buy now' button.

Press Release

Benefits:

- Qualified Prospects
- Inexpensive
- Targeted Messaging
- User Friendly Application
- Opt Out Tracking
- Flexible Data Mining
- Campaign Tracking & Reporting

The concept of email marketing is really nothing new. So, how is PBD's marketing solution any different from others or even your own...?

- Allows you to communicate with your customers in a way that shows you understand their interests, which ultimately builds customer loyalty
- Gives you the opportunity to offer specific products to specific customer types
- Drives repeat purchases and traffic back to your store for additional sales
- Messages ("offers") are directly tied to business goals – increasing revenue!

For more information please contact us

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