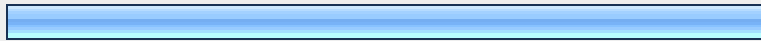
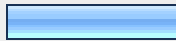


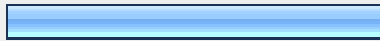




Customer Survey

1. Regarding your company or the B to B companies that you serve, has the way in which you market your products/services changed in the last 2 years?

		Response Percent	Response Count
Yes		81.1%	103
No		18.9%	24
		<i>answered question</i>	127
		<i>skipped question</i>	0

2. Please indicate on a scale of 1- 5, with 1 representing no change and 5 representing significant change, the degree to how you market your products/services within the last 2 years.

		Response Percent	Response Count
1 - No change		6.4%	8
2		19.2%	24
3		40.8%	51
4		26.4%	33
5 - Significant change		7.2%	9
		<i>answered question</i>	125
		<i>skipped question</i>	2

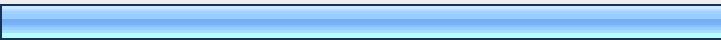

3. How has your investment in the items listed below changed for 2007 vs. 2006? (Please check all)

	Decreased	No Change	Increased	Increased Significantly	Response Count
Magazine Web sites	8.7% (11)	41.3% (52)	46.8% (59)	3.2% (4)	126
Industry Portholes (ie, GlobalSpec, Thomasnet)	11.3% (14)	46.8% (58)	34.7% (43)	7.3% (9)	124
E-newsletters	4.8% (6)	36.8% (46)	47.2% (59)	11.2% (14)	125
Search Engine Marketing	0.8% (1)	38.4% (48)	39.2% (49)	21.6% (27)	125
Print Advertising	34.6% (44)	37.8% (48)	22.8% (29)	4.7% (6)	127
Face-to-Face Events	12.1% (15)	52.4% (65)	29.0% (36)	6.5% (8)	124
Custom Media	8.3% (10)	65.0% (78)	24.2% (29)	2.5% (3)	120
Tradeshows	23.8% (30)	44.4% (56)	27.8% (35)	4.0% (5)	126
Other	6.9% (4)	58.6% (34)	27.6% (16)	6.9% (4)	58
	answered question				127
	skipped question				0





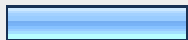
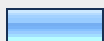



4. If you answered "other" to the question above, please indicate that investment here.

	Response Count
	32
	answered question
	32
	skipped question
	95

5. Are you expected to demonstrate more or less ROI for your marketing investment for 2007 vs. 2006?

		Response Percent	Response Count
More		77.7%	94
Less		0.0%	0
No Change		22.3%	27
	answered question		121
	skipped question		6

6. Which ONE item is currently providing you with the most effective ROI for your marketing investment?

		Response Percent	Response Count
Web site Marketing		26.5%	32
Industry Portholes (ie, GlobalSpec, Thomasnet)		4.1%	5
E-newsletters		7.4%	9
Search Engine Marketing		9.9%	12
Print Advertising		19.0%	23
Face-to-Face Events		10.7%	13
Custom Media		4.1%	5
Tradeshows		9.1%	11
Other (please specify)		9.1%	11
		answered question	121
		skipped question	6

7. Please indicate YES or NO to the following questions:

	Yes	No	Response Count
Is your company allocating a greater % of our marketing budget to overseas marketing?	31.1% (37)	68.9% (82)	119
Is your company introducing specific products/services for specific overseas markets?	26.7% (32)	73.3% (88)	120
Is your overseas marketing investment being made at the expense of our domestic marketing investment?	14.3% (17)	85.7% (102)	119
		answered question	121
		skipped question	6

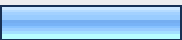
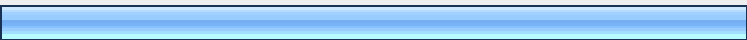
8. My primary overseas marketing investment is: (please indicate ONE)

		Response Percent	Response Count
Magazine Web sites		6.6%	7
Industry Portholes (for example, GlobalSpec, Thomasnet)		6.6%	7
E-newsletters		6.6%	7
Search Engine Marketing		10.4%	11
Print Advertising		31.1%	33
Face-to-Face Events		5.7%	6
Custom Media		0.9%	1
Tradeshows		9.4%	10
Other (please specify)		22.6%	24
		answered question	106
		skipped question	21

9. Please indicate AGREE or DISAGREE with the following statements regarding the media representatives in general that currently call you:

	Agree	Disagree	Response Count
They understand my changing marketing challenges and needs.	70.8% (85)	29.2% (35)	120
I am being asked probing questions about how my marketing needs are changing.	54.5% (66)	45.5% (55)	121
They are providing me good, comprehensive	63.0% (51)	37.0% (30)	81
integrated marketing proposals.	61.0% (47)	39.0% (30)	77
They are providing me with valid ROI data.	24.6% (29)	75.4% (89)	118
Publishing representatives are still primarily concerned with selling me print media.	66.9% (81)	33.1% (40)	121
		answered question	122
		skipped question	5

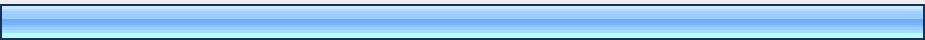
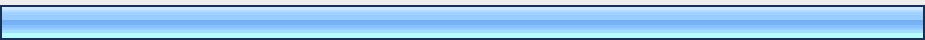
10. Would you be interested in participating in a future one hour long web based focus group designed to help us better understand your B to B marketing challenges in order that we can better serve your needs? (If yes, please complete contact information section)

		Response Percent	Response Count
Yes		19.0%	23
No		81.0%	98
		<i>answered question</i>	121
		<i>skipped question</i>	6

11. If you would like us to contact you regarding your participation in a future Web based focus group, please complete the information below.

		Response Percent	Response Count
Name		100.0%	24
Title		100.0%	24
Company Name		100.0%	24
Email Address		100.0%	24
Phone Number		100.0%	24
		<i>answered question</i>	24
		<i>skipped question</i>	103

12. Thank you very much for completing this survey. If you would like to enter the drawing for Home Depot gift card, please complete the following information. We will notify the winners via email by April 15, 2007.

		Response Percent	Response Count
Name		100.0%	98
Email Address		100.0%	98
		<i>answered question</i>	98
		<i>skipped question</i>	29