

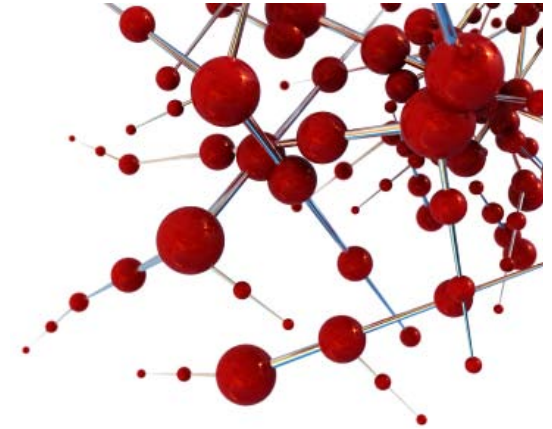


Interactive capabilities
presentation for

Hampton Products

Agency structure

McAdams Group is dedicated to providing the best and most specialized talent from around the world that can solve a myriad of marketing, branding and advertising problems quickly and on budget. We achieve this because we operate virtually, are strategically oriented and are focused on delivering great creative. Our structure enables McAdams Group to gather a uniquely qualified team to meet the unique needs of each client. We provide a brand centric, scalable, flexible, nimble, and vigilant resource that clients have used and endorsed for over 20 years.



Suggested team members

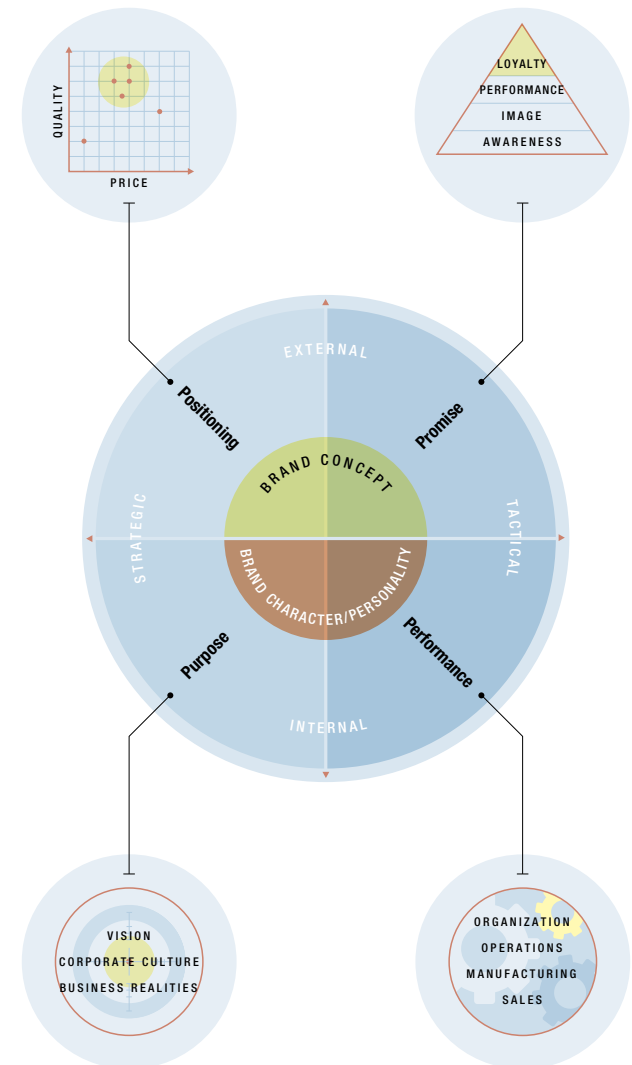
- Larry McAdams – Creative Director
- Gary Szenderski – Director of Brand and Marketing Strategy
- Juli Rodriguez – Account Supervisor and Social Media Director
- Patricia Fitzgerald – Senior Copywriter
- Randy Nickel – Senior Art Director
- Mike Paff – Senior Designer
- Gary Oosterhuis – Director of Web Marketing and Programming
- Sean Massa – Flash and HTML Programming

The Foundation: McAdams Brand Matrix™

Our clients' success is based on our strategic approach—understanding your positioning relative to the category in which you compete. Using McAdams Brand Matrix we discover and communicate your compelling brand platform, we then translate it into great creative that differentiates.

All Web site begin with our comprehensive Web site planning questionnaire which we will leave for your review. Topic include:

- Defining Goals and Objectives
- Know Your Audience
- Know Your Competitors
- Review Your Current Website
- Site Content and Features
- Measuring Success



Representative Client List / Case Studies

■ Hampton Products

For over 10 years, McAdams Group has responded to Hampton Products marketing initiatives, developing a deep understanding for their products and market. Some of these projects include:

- First generation web site design, content and programming
- Packaging for Several Products
- Corporate ID: Symbol and Logotype
- Product Brochures
- Brand Personality and Standards Exploration
- Initial Recommendations for a web 2.0 solution



Representative Client List / Case Studies

■ Coca-Cola

Coca-Cola knows McAdams Group's reputation in the food service industry. That's why they continue to ask us to be a resource:

McAdams Group created the content for the Menu Master,[™] a value-added solution that offers Coke customers help in developing a more profitable menu. It is presently used in chains across the country.

McAdams Group provided strategy and creative development for a promotional campaign to help Coke re-sign a major client that was being wooed by a competitor. Coke won the business.

■ Catalina Restaurant Group

For over five years our branding, marketing and design solutions have helped Coco's to drive traffic, encourage customers trial and increase check average. Recently McAdams Group created a mini-website for Coco's new premium organic coffee. We also developed SEM recommendations and set up Google Local Accounts and Ads for each location.



cocosbakery.com/coffee

Representative Client List / Case Studies

■ NAVCO

NAVCO is the largest privately held national system integrator in North America. Their message is: “You can’t stop crime, but you can move it down the street.” For over 10 years McAdams Group has helped NAVCO communicate their unique message.

Web initiatives include:

- Web site design, content and programming
- Hosting and stats package
- E-mail management and marketing application
- SEO initiatives and SEM campaigns

■ Safety Syringes, Inc.

Situation: in 1997 a new CEO was hired and determined that the prefilled glass syringe market was moving toward safety.

Challenges: A marketplace that needed needlestick safety education.

Approach: McAdams Group was retained and print agency and later web agency of record. For over 10 years we helped launch new products, navigate market change, achieve internal consensus and grow their sales. We became the strategic resource that also helped SSI navigate change against competitors and new technologies.

Results: in the 10 plus years we partnered with SSI sales went from \$50,000 to \$27,000,000 a year.



safetysyringes.com

Our over ten year relationship came to an end before we could populate the entire site with the new design direction we implemented on the home page shown here.

Representative Client List / Case Studies

■ Penhall Company

McAdams Group provides Penhall Company with a complete suite of web solutions including:

- Web site design, content and programming
- Hosting and stats package
- CMS (Content Management Solutions)
- SEO initiatives and SEM campaigns
- Flash design and programming
- HR module with CareerTrack interface

■ Unicity LC3/World Vision/Campus Crusade

McAdams Group is currently developing a major web push for the humanitarian / NGO space.

For The Jesus Film Project four-day fundraising event (a ministry of the Campus Crusade), we developed:

- Marketing strategy
- Event branding
- Four wave direct response campaign
- Web Flash intro (to view, go to <http://www.mcadamsgroup.com/success-stories/non-profits/the-jesus-film-3>)

Event Results:

Attendance – 154
Fundraising – \$4,380,000



penhall.com

Representative Client List / Case Studies

■ Radix BioSolutions

Radix BioSolutions strives to effectively enable the scientific community to implement xMAP Technology to more efficiently attain their research and commercial goals.

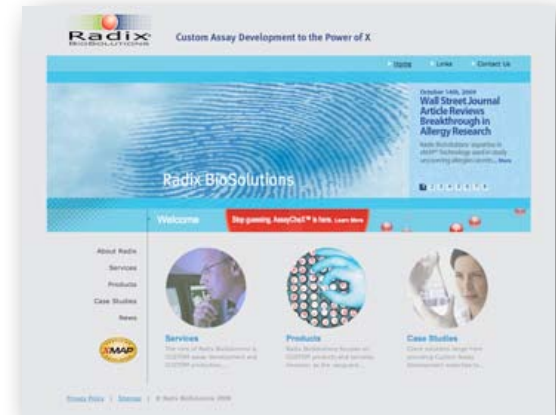
Situation: In May 2008, Radix had a logo, a one page website and a new Vice President of Marketing.

Challenges: Limited budgets and a lean management team (scattered across the world), little brand awareness and a need to differentiate versus increased competition.

Approach: In order to discover the unique brand personality and attributes, we lead management through the McAdams Brand Matrix strategic development exercise remotely via USTREAM.TV.

With brand character and concept in place, McAdams Group was retained to implement a creative program as the web and print agency of record.

Results: web and print initiatives have been completed on time and on budget. And revenue is up 50%



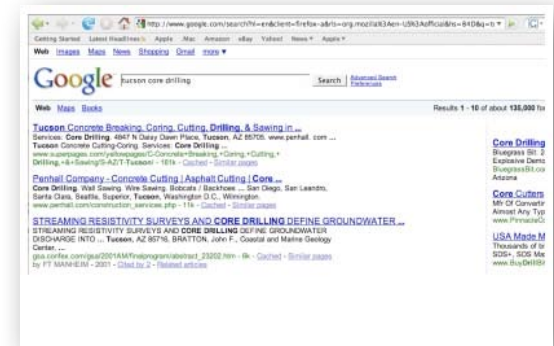
radixbiosolutions.com

Website Design and Development

McAdams Group web development is focused on delivering the optimal user experience by employing web design best practices including site architecture, brand strategies, relevant content and ease of navigation. We believe your website can become the central portal to providing a better customer experience. This means your customer can form a deeper affinity for your brand on an emotional level, and gain favorability over your competitors.

Search Engine Optimization

At McAdams Group, we have a team of professionals trained in search engine optimization (SEO) who use the most up-to-date techniques ensuring top-ranking organic web presence. When we build a website, SEO is incorporated into every detail of the website including the design, navigation, content, images and videos, even down to how the site is coded. Search is always evolving, so we are constantly evaluating new information and provide our clients with recommendations to keep their websites at peak performance.



penhall.com
SEO results for penhall.com

Search Engine Marketing

From pay-per-click, banner ads, online display advertising, social media and email blasts, McAdams Group develops strategies and tactics to build an effective and compelling campaign which attracts visitors and gives you the best ROI. We track your campaign's results and monitor how the SEM components are working together, enabling us to provide educated recommendations on how your website budget is allocated.



navco.com

The perfect circle. Prospects are looking for and finding NAVCO through our SEM & SEO initiatives. And NAVCO is responds to the prospects through our email marketing and management solution.

Social Media

McAdams Group has invested time and resources in understanding social media and its benefits. Research shows that by listening to, learning about and engaging customers through social media conversations, a company increases its web traffic and leads. People prefer to work with those who are known and trusted by friends and colleagues. At McAdams Group, we understand how to:

- Leverage social media to help our clients provide higher levels of customer service
- Conduct market research to learn more about their customers
- Build brand loyalty



References and URLs

Mark Hassett
Director of Sales and Marketing
Unilife Medical Solutions, Inc.

Erik Miller
Vice President, Business Development and Marketing
Radix BioSolutions, Ltd.

Jim Kauker
Executive Vice President, Marketing and Sales
NAVCO

Christer Andreasson
Former CEO
Safety Syringes, Inc.

Brian Millsap
Vice President, CIO
Hampton Products International Corp



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Thank you!

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