

Fact Sheet



COMPANY PROFILE business³ consulting (B³) has revolutionized the business consulting industry by providing the finest, most comprehensive, integrated professional business consulting services and solutions at a price and within the time frame that small-to-medium-sized businesses can afford. B³'s full range of business, management and marketing solutions help business owners and managers overcome the financial, marketing, expansion and regulatory problems experienced by all growing companies. We do what we do best while our clients focus on their core competencies and do what they do best - an unbeatable business strategy and proven formula for success. From a simple press release to the complexities of corporate finance, mergers/acquisitions and detailed, formal presentations, our professionals are proven winners with decades of success in business.

INTEGRATED CONSULTING SERVICES

MILLENNIA COMMUNICATIONS

— Complete advertising, public relations, web site development and television production firm with dozens of completed and successful projects. Specializes in creative marketing and advertising programs that include e-commerce, electronic and/or print advertising, direct mail and written communication. Overview of division:

Advertising — over \$60 million in radio, television and newspaper advertising placed

Public Relations — creation of greater than 300 press releases and P.R. programs

Letters and other Written Communication — greater than 3,000

Web Site Development and Solutions — 30 completed projects

E-Commerce — 12 completed projects

Television Production — five network television pilots, six network and cable television series, nine nationally broadcasted awards shows, five cable shows, 15 commercials, five corporate projects, 45 nationally televised sporting events

B³ PROFESSIONAL BUSINESS SERVICES

— A comprehensive portfolio of professional marketing, business, financial and special event services. Overview of division:

Formal and Pro Forma Business Plans — greater than 100

Formal Marketing Plans — greater than 75, more than 30 implemented by B³

Formal, Written Proposals — greater than 300

Development of Request for Proposal (RFP's) — 18

Comprehensive Business and Financial Analysis — greater than 100

Creation/Restoration of Credit Ratings and Dun & Bradstreet Reporting — greater than 120

Loan and Financing Packages and Presentations — greater than 100

Multi-Media Presentations — 12

Special Event Planning and Production — greater than 100

Project Planning — greater than 100

Sports Marketing — greater than 100 events, raised greater than \$10 million

CAKEBREAD & PORTER PUBLISHING

— Professional writing, layout, design, printing and publishing services. Overview of division:

Magazines — wrote and published 13 magazines, articles appeared in 27 others

Trade Publications — 9

Newsletters — greater than 100

White Papers — greater than 30

Layout/Design/Printing Projects — greater than 300

A SNAPSHOT OF RECENTLY COMPLETED

projects

B³'s development and implementation of successful business and marketing programs is nationally renowned. We are accomplished experts in the development and writing of proposals and responses to local, state and federal government and Fortune 500 company's requests for proposal (RFPs), requests for information (RFIs) and project-specific price quotes. A small summary of five of our most recent projects includes the following:

— Logistics Company: Created corporate image and developed and implemented business and marketing plan. **SUCCESS**: Gross revenues increased from \$5.7 million to greater than \$50 million in less than six years (greater than 870% increase).

— Information Technology Company: Developed, designed and implemented the business and marketing plan. **SUCCESS**: Company closed greater than \$5 million in annual contracts and three multi-year government contracts in first 3 months of operations.

— Paper Converting Company: Developed the corporate image and architected and managed the business plan, the marketing plan and sales efforts. **SUCCESS**: Company grew from \$100,000 to greater than \$3.6 million in annual sales.

— Chemical Company: Created financial analysis, marketing plan and assisted in the authoring of a 75-page submission for presentation to U.S. government. **SUCCESS**: Company received Small Disadvantaged Business (SDB) and 8(a) certifications from the SBA.

— Holding Company: Developed financial projections, comprehensive business plan, marketing plan and loan request package. **SUCCESS**: Company received a multi-million dollar creditline from Merrill Lynch Financial Services.

business³ consulting

NATIONAL AND INTERNATIONAL BUSINESS CONSULTING PARTNERS AND PROFESSIONAL AFFILIATIONS

Atlanta (Buckhead) • Chicago (Northbrook) • Denver • Houston • Jacksonville (Jacksonville Beach) • Los Angeles (Newport Beach) • Miami (Aventura) • Minneapolis (Eden Prairie)
New York (Great Neck) • Philadelphia (King of Prussia) • Phoenix • San Francisco • Seattle • Tampa • Washington, DC (Reston, VA) • London • Sao Paulo • Toronto