

Company Overview



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MISSION STATEMENT:

We are an “**On-Demand Marketing**” company. Our **tools** are an online marketing hub that directly distributes, manages and delivers on-demand marketing for large companies and small alike. Our **value** is produced by creating efficiencies in marketing through innovation in technology and integral design. Our **skill** is in matching our powerful creative campaigns to exacting demographic targets. Our **service** includes low-cost low-run postcards and dynamic signage. We add related services to our model, and apply consistent processes that manage marketing transactions efficiently, effectively, and affordably. We will drive AdSwift to achieve internet “phenomenon” status, as the key niche internet B2B application for marketing.

COMPANY DESCRIPTION

- 1 AdSwift provides media design services that match creative marketing messages with demographic targeting to achieve higher return rates for large businesses. The creative application of the marketing message is supported by our online toolset which is tailored to optimize the performance of the marketing message. Combining our creative strategy with our toolset yields aggregate performance increases in marketing ROI.
- 2 AdSwift is structured as an online “media hub” that facilitates the sharing of marketing media within large organizational structures. Providing marketing procurement and delivery systems that are compliant, secure, trackable, and easy-to-use makes us a swift idea for big companies! With our custom-branded solutions, marketing directors manage a more consistent and effective marketing effort, at greatly reduced costs.
- 3 AdSwift operates a unique and separate free-commerce marketing section for small businesses. Vertical markets are constantly added and populated with content by participating designers. The business owners can personalize the generic solutions, and the designers earn royalties based upon order quantities. This “community” provides feedback mechanisms to evolve and adapt to needs of the users, and reward for merit of applicability.
- 4 AdSwift provides the latest advances in state-of-the-art marketing delivery systems. We apply consistent processes and tools to manage these collectively, and gain efficiencies as a result. We fulfill these arms of our hub by forming alliances with key companies in each delivery area:

Direct Mail (DM) currently has the highest ROI of any marketing medium. Therefore, our primary partner is expresscopy.com, the nation’s leader for on-demand printing and mailing services. They are currently operating 4 of the USA’s first Xeikon5000 Digital Presses and offer speed and volume service with superb quality. With this partner, AdSwift is able to postcard mailing services in a capacity that far exceeds our closest competition.

AdSwift is developing solutions with key providers of Dynamic Digital Signage (DDS) hardware and networks. With these partners, we can combine and unify location-based signage advertising with home-based direct mail, magnifying the overall impact and increasing penetration. Systems of delivery can be combined with Direct Mail.

CORE COMPETANCIES

Direct Marketing Systems - Internet fed and managed with a variety of delivery channels.
Creative Targeted Design - Internet cultivated with both internal and external portals.
Digital Media Management - Easy User Interface for Design, Personal and Group Accounts.
Enterprise Tools Design - Integration of technologies, salesforce and marketing objectives.



CHIEF MANAGEMENT

Clifford Schinkel - President and COO

Cliff has 25 years professional experience in designing interactive systems architecture for the world's largest companies. He has directed advertising agencies, video/animation studios, and founded successful dot-com companies. Cliff designed the Pitney-Bowes sponsored Smithsonian Postal Museum interactive exhibit on Direct Mail. He has taught advanced media design at Portland State University for 12 years. Cliff is extremely qualified, an authority on his topic, and has a clear vision of the future for AdSwift.

John Balloun - Chairman and CEO

John is an experienced leader, with a broad knowledge and depth of experience in marketing, finance, and management. He is adept at analyzing organizational needs, building motivated, cohesive teams and developing strategic funding and operating directions. John's expertise is in building systems which optimize people, processes, quality and results.

Bob Cymbala – Sales Manager

Donna Heimbuch – Creative Director

Brandon Huber – Chief Technology Manager

Evan Campbell – Programming Manager

Douglas Beatty - Research and Development

110+ Participating Independent Designers (+20% monthly subscription rate)

40+ Independent Marketing Representatives (+10% monthly growth rate)

ONLINE TECHNOLOGIES

Internet-Based Tools for Corporate Marketing, including:

- 1 Personal File Storage and Management
- 2 Easy Subsidizing Tools for Marketing Propagation
- 3 Marketing Design Submission and Review System
- 4 Template-Based Customization (*w/variable compliance*)
- 5 Order Tracking, Analysis and Tally
- 6 Categorization and Distribution System
- 7 Online PDF Proofing Engine
- 8 Multi-Part Mail Scheduling System

TECHNOLOGY BRANDS:



PRIMARY PRODUCTS

Postcard Direct Mail Advertising

in 2 sizes, full color printing, with overnight mailing services.

- Currently fully functional and tested.

Dynamic Digital Signage Advertising

both stationery and mobile applications via IP Direct channeling.

- Currently in development with hardware manufacturer.

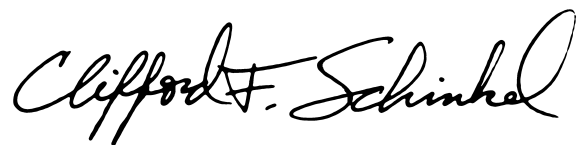
SPONSORSHIP

The AdSwift online model of self-maintaining accounts offers ideal vocational opportunities for youth and the handicapped. We sponsor Easter Seals by identifying specific design participants as charitable selections for holiday cards and other forms of B2B contact.



"The reason the amphibious automobile was never successful, is because by combining a boat with a car, you got neither the best boat nor the best car." -Schinkel

AdSwift does not handle all of the print marketing media that you may desire in your company's arsenal. But we are the best option specifically for postcards. We do postcards only, and do them best. We define our ideal customer as a large franchise, independent representative sales network, or national sales organization that desires to maximize the effectiveness of their marketing dollar. We work with our customers to create and implement new technologies that produce results. We thrive on innovation and win-win situations and attitudes. We do so with our best offer forward first and at all times. Let us prove our service to you.

A handwritten signature in black ink that reads "Clifford F. Schinkel".

Clifford F. Schinkel
President and COO

The
Swiftest Way
to MARKET™

Headquarters in Portland, Oregon.
Sales Offices Nationwide.