



Overview:

ProfitLink is a management consulting firm dedicated to helping its clients create value for its stakeholders by identifying and implementing profitable improvement opportunities. ProfitLink delivers results through a system of integrated products and services tailored to the specific profitability needs and organizational style of its clients.

ProfitLink has consulting services and products designed to:

Discovery tools that uncover hidden improvement opportunities inside all areas of the organization.

Team based implementation systems that deliver results quickly while providing a sustainable, repeatable process for long-term use.

Tracking systems that drive the pace of improvement work and link the results to the financial statements-proving the results are real.

Leadership alignment processes that help management focus on profitable improvement opportunities and managing their implementation.

Survey and benchmarking products that increase customer and supplier involvement in increasing profits.

ProfitLink's recent clients include:

- Sappi Fine Papers, Ltd.
- F.X. Coughlin, Inc.
- Fort James Corporation
- Kaman Industrial Technologies
- Packaging Corporation of America
- The John Roberts Company
- Anoka Ramsey Community College
- Master Graphics, Inc.
- El Paso Corporation
- Zurich Insurance
- Pechiney Plastic Packaging
- Pactiv Corporation

Organization:

ProfitLink was founded in 1994 by its two owners, Don Emery and Mike Ripley who actively participate with clients as well as manage the business. The company has grown into an international consulting group with staff and partners doing work throughout the U.S., Canada and Europe. ProfitLink has continued to demonstrate revenue growth and profitability (over 125% increase in the last 4 years) by consistently delivering high satisfaction to its clients. ProfitLink's consultants average 10+ years of demonstrated results in this industry. Their dedication consistently produces 5-10 times the return for their fees charged to clients in the first year.

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Markets and Customers:

ProfitLink has delivered results in small, medium and large sized companies in a variety of manufacturing and distribution industries.



Investor Fact Sheet (continued)

Organization (cont'd):

ProfitLink also operates effectively as a virtual organization across North America and Europe, leveraging information technology to manage decentralized teams. In some cases, these teams also include partners in the form of individuals and boutique consulting firms who bring specific expertise and capability that match a client's specific needs. We will also use other means -- from videoconferencing to air travel -- to balance the informational and interpersonal requirements of every client engagement. We have years of successful experience managing expert resources who both work for us and work with us in various capacities for our clients.

Products:

ProfitLink has developed a number of proprietary products to assist clients in implementing improved profitability. Two of the major product lines include:

Focus™ Discovery Series

- Quick Start Discovery
- Profit Potential Mapping
- Hidden Cost Diagnostics
- Customer & Supplier Involvement Systems

Strive™ Team Improvement System

- Team Training & Coaching
- Project Implementation
- Financial & Progress Tracking
- Management Leadership & Alignment

ProfitLink has also developed software and proprietary formulas to support the implementation of these systems.

Business Plan:

ProfitLink is a privately held corporation committed to expansion and growth over the next few years. ProfitLink is open minded and creative in the manner in which to achieve that growth whether through strategic acquisitions, alliances or internally generated markets. For additional investor information about ProfitLink, please contact:

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