

mediadirect.

D I G I T A L M A R K E T I N G

It is actually
very simple in
design and
what we
practice
everyday.

JFDI. (Just Frickin' Do It.)

It's a lesson that Sun Microsystems taught us in 1996 when they purchased Cray Systems Business Division.

Sun's Enterprise Management division wanted shirts with the Sun logo on the left chest and JFDI on the cuffs in two days. MediaDirect had the shirts there the next day. Why so fast? MediaDirect learned about JFDI.

We at MediaDirect understand our clients have busy schedules with a never-ending to-do list of marketing projects or activities. These projects come at such a fast pace, that they tend to stack up unless a reliable vendor can take control and handle the projects. All without complaining that the turnaround is too tight or they don't have the experience.

MediaDirect is that perfect vendor.

We understand it is our job is to make our client's job easier. Never quitting or stop thinking outside the box on how to turnaround a project is how we retain loyalty. It's all about JFDI.

How do you
keep 135
projects
in different
stages of
chaos
organized?

Experience, keeping the process simple and a constant eye for the troublemakers.

Troublemakers are projects that are controlled by Murphy's Law. They can happen anytime, anywhere and on any project. How do you handle the troublesome projects is again? JFDI.

After all, the client has a deadline which must be met and is also on budget. Period.

Our workflow process is simple.

The project is discussed with the project manager and the client, either in person, by phone, e-mail or package. A work order is written up explaining the details of the project, deadlines, where the finished art needs to be sent and which graphics team will work on it. The detailed work order is sent to the Customer Service Representative (CSR) for schedule documentation and then sent to our talented graphics team.

Depending on the complexity of the graphic development, this will determine the length of time needed to finish and the size of the graphics team. Proofs are sent either by email PDF or online via our website and are numbered to control graphics changes to artwork. Final art and/or product is either sent to MediaDirect's print/mail division, digital marketing division or per client's shipping instruction.

See last page (back cover) for our full capabilities.

Logos



CERRO
GRANDE
ESTATES



UNITED SORBENTS
RECYCLE



Silver Bridge

San Diego
Foil & Emboss

Is Your
Water Healthy
www.**waterhealthy**.com

ECLAP

EAST COUNTY LARGE ANIMAL PRACTICE

Booklets/Brochures

GLow PRODUCT | CATALOG
JUNE 2010

iam A mother, food lover, an optimist, and I use...

PREPARED FOR LIFE.

Life+Gear

Life+Gear
GLOW
Products

Waterproof Glow Stick
200-hour, Recycled, 200-hour LED Glow Stick

Features:
LED Technology
Highly Durable
Ergonomically Designed
Highly Versatile
Eco-Friendly
Highly Visible
Available Colors: Red, Green, Blue, Yellow, Orange, Purple, Pink, White

Safety & Prevention
LED Technology
Highly Durable
Ergonomically Designed
Highly Versatile
Eco-Friendly
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Recreation
LED Technology
Highly Durable
Ergonomically Designed
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Fun & Convenience
LED Technology
Highly Durable
Ergonomically Designed
Highly Versatile
Eco-Friendly
Highly Visible
Available Colors: Red, Green, Blue, Yellow, Orange, Purple, Pink, White

iam An instructor, adventurer, and I use...
PREPARED FOR LIFE.

LED Glow Key Chain
200-hour, Recycled, 200-hour Key Chain

Features:
LED Technology
Highly Durable
Ergonomically Designed
Highly Versatile
Eco-Friendly
Highly Visible
Available Colors: Red, Green, Blue, Yellow, Orange, Purple, Pink, White

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iam A climber, hiker, and I use...
PREPARED FOR LIFE.

LED Glow Flashlight
200-hour LED Glow Flashlight 200-hour LED

Features:
LED Technology
Highly Durable
Ergonomically Designed
Highly Versatile
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iam A leader, activist, and I use...
PREPARED FOR LIFE.

Glow Stick Sidekick
Generic Glow Stick Sidekick
Holiday Glow Stick Sidekick

Glow Stick Small Floor Display
Generic Glow Stick 48 Piece Display
Holiday Glow Stick 48 Piece Display

Life+Gear

BACKGROUND: This is a product catalog that we produce complete digitally. The artwork is sent to us and we provide the full printing and finishing services.

Client needed 10 catalog for a sales meeting and we turned it around within 24 hours. Subsequently, the order increased to 250 catalogs on a on-demand monthly basis.

The benefit of on-demand printing is the flexibility to change out products each and every run so content is always current and up-to-date.

Booklets/Brochures



Rejoicing in the bond between pets and people

PETCO Animal Supplies Inc. was founded in 1965 on the principle of "connecting with the community." This philosophy has served us well in becoming productive partners with the many diverse humane groups we support nationwide.

PETCO's rapid growth throughout the U.S. created the need to launch a separate organization to manage their charitable endeavors. The PETCO Foundation was established in February 1999, to support and foster hands-on involvement with animal welfare agencies across the country.

Today, PETCO and the PETCO Foundation work together to promote charitable, educational, and other unique philanthropic activities for the betterment of companion animals everywhere.

The mission of the PETCO Foundation is to raise the quality of life for pets and people who love and need them. We accomplish this by creating responsible pet owners, reducing the number of animals euthanized, rescuing animals in crisis and rehabilitating behavioral issues in pets.

The PETCO Foundation has raised over \$45 million through a combination of fundraising promotions in PETCO stores, special events and from generous donations from PETCO Animal Supplies and its vendors and associates.

The funds donated are used to support over 5500 local animal welfare groups across the United States. In addition to direct monetary contributions, the PETCO Foundation also coordinates the donation of many valuable in-kind goods and services to worthy organizations who share our mission.

The PETCO Foundation is a 501(c)(3) non-profit corporation (#33-0845930) that supports other Internal Revenue Service designated non-profit pet-related groups as well as municipal/governmental agencies and educational institutions involved in animals causes.

**At PETCO,
Animals Always Come First...
And Our People Make
It Happen!**







PETCO
Where the pets go.

Corporate Address:
PETCO Animal Supplies, Inc.
9125 Rehco Road
San Diego, CA 92121

Telephone Number:
(858) 453-7845

Founded:
1965, incorporated in the state of Delaware

COMPANY OVERVIEW

At PETCO, our vision is to create a fun and exciting shopping experience, online and in stores, for our customers and their pets by offering a complete selection of small companion animals, pet-related products and pet services, including grooming, canine education, vaccination clinics, and photography at competitive prices with superior customer service at convenient locations. PETCO does not sell dogs or cats, instead we choose to partner with local shelters and adoption groups to help find homes for these deserving animals that may otherwise never find homes.

We understand that our customers are pet lovers, not just pet owners. They view their pets as members of the family and believe they deserve the same level of care and comfort. We invite our customers to shop our stores with their pets. This makes purchasing the right product easier and a lot more fun!

We also realize that in today's world, our customers' lives are filled with competing demands for their time. To help make caring for their pets a little easier, our stores are conveniently located in the community. Next to the local grocery store, bookstore, video store or on the way home from work, PETCO is in your neighborhood. We also offer the convenience of online shopping. Your favorite pet products are available here on our web site and are conveniently delivered to your door.

PET OWNERSHIP INFORMATION
Animal Ownership (households)

- Steady at 63% of population since 2004
- 113,707 million households
- There are more than 360 million pets in the US
- The annual market value of the pet industry is approximately \$42 billion in the US alone

Health benefits commonly attributed to pet ownership:

- Lowers stress levels
- Reduces the risk of heart disease
- Increases survival from heart attack
- Lowers allergic reaction
- Improves physical & psychological well-being



Fun Facts

- 99% of pet owners consider their pets family members
- 83% refer to themselves as their pet's mom or dad
- 63% of pet owners say "I love you" to their pet at least daily
- 59% celebrate their pet's birthday
- 57% would prefer their pet as their only companion if stranded on a desert island
- Pets bring considerable joy and security into people's lives
- The bond can be as vital as any human relationship

PETCO AFFILIATIONS
Center for Disease Control and Prevention

- The CDC is a valued PETCO partner
- PETCO has a signed Memorandum of Understanding (MOU) with the CDC outlining our working relationship.



PIJAC

Pet Industry Joint Advisory Council (PIJAC) is the unified voice of the pet industry, representing all segments of the pet industry:

- Retailers
- Wholesale/distributors
- Companion animal suppliers
- Manufacturers
- Manufacturers' representatives
- Hobbyist groups and other trade organizations

PIJAC promotes responsible pet ownership and animal welfare, fosters environmental stewardship, and ensures the availability of pets. It is a non-profit, service-oriented organization comprised of Members who care about pets and the pet industry.

PIJAC works closely with other industry associations such as:

- APPA (American Pet Product Association)
- FTFFA (Florida Tropical Fish Farmers Association)
- PIDA (Pet Industry Distributors Association)
- WWPIA (World Wide Pet Industry Association)
- PFI (Pet Food Institute)

National Reptile Improvement Plan (NRIP)

- Inspired by heartwater concerns
- Multi-stakeholder initiative
- Sets husbandry standards
- Voluntary compliance/regulation
- Completed in 2003
- Approximately 90% of reptile and amphibian imports by NRIP accredited companies
- 100% of PETCO reptile vendors are NRIP certified
- Expanding to incl. "Mom & Pop" stores

Habitatide™ is a joint effort by PIJAC-USFWS-NOAA
Habits, Habitats and Attitudes.

Partnership-based campaign to discourage (prevent) the release of unwanted pets in order to reduce risk of biological invasion, including transmission of pathogens and parasites.



Prevention

- Smart Pet Choices
- Excellent Pet Care
- Alternatives to Release

PETCO ANIMAL CARE FIRSTS

- All animals must see/consult with veterinarian within 24 of illness or injury
- Vet care based on need - not cost of care or cost of animal
- Hourly animal walks
- Periodic store inspections (unannounced)
- Care Sheets - customer education
 - Species Specific
 - General care
 - Habitat
 - Husbandry



Think Adoption First

- Initiative in all PETCO stores
- We recommend adopting animals before purchasing
- Computer kiosks linked to Pefinder.com in all stores

Healthy Bird Program

Testing for diseases

- Psittacosis
 - Individual
 - Group
- Beak & Feather Disease
 - Individual
 - Group
 - Lovebird

Banding

- All PETCO birds have leg bands

Polyoma Virus

- Vaccine for specific species
- Screening for other species



Associate Training

- Specialized training
- Habitat selection
- Diet selection
- Toy selection
- Health care
 - Recommendations
- Will turn down sale if customer is not able to properly care for the pet

Vendor Certification

Comprehensive program designed to ensure the animals that PETCO sells are bred, maintained and transported in a healthy environment

- Unannounced vendor certification audits
- Exceeds USDA requirements
- Exceeds IATA transportation requirements

Independent Animal Care Advisory Council

- Composed of 5 independent members who are specialists in their fields
- Meet twice yearly
- Comprised of experts in aquatics, animal ethics, animal behavior, veterinary medicine and animal welfare

State of the art animal habitats

- Electronically controlled temperature and lighting in reptile habitats
- Continual fresh air make-up and negative air pressure bird habitats - disease control
- Continual fresh air make-up in small animal habitats



BACKGROUND: PETCO needed a brochure to present at a US Congressional hearing on the pet ownership and treatment. PETCO wanted to position themselves as a leader in this industry by supplying pet necessities and owner information pertinent to pet owners in general.



TAKE THE SUN MICROSYSTEMS SAVING CHALLENGE

See how much Sun can save you.

Contact us today to take the Sun Savings Challenge with a **FREE TCO assessment**, and learn how Sun can reduce your datacenter costs and save you money.

The Sun Savings Challenge assessment provides a comprehensive, customized TCO/ROI report that covers servers, storage, software and services. The assessment compares the three to five-year cost of your current environment versus an alternative solution, including hardware, software, maintenance, power, floorspace, and other cost components. The tool calculates a variety of financial metrics using standard financial accounting practices and shows you all the calculations.

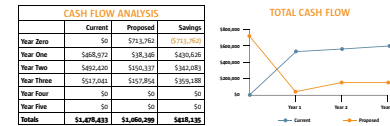
The sample outputs below demonstrate the type of detailed analysis you may receive when you take the Sun Savings Challenge and qualify for a free assessment.

Offer ends June 30, 2009.

CONTACT: sun.com/smartchoice

Sun can save you money with smaller, faster and more eco-friendly servers.

Example Below is a 1:1 Server Refresh of older Sun servers to newer Sun Servers, with a 418K in savings over 3 years.



Sun Microsystems, Inc. 4150 Network Circle, Santa Clara, CA 95054 USA. Phone 1-800-950-1300 or 1-800-555-9500. Web sun.com
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photos: jim byrnes



Case Study: Volkswagen

BACKGROUND

Volkswagen wanted a new, measurable, more cost-effective way to reach consumers in the SF Bay Area and drive customers to their local dealers.

THE CHALLENGE

To get more purchase intenters to the Bay Area dealers' web site, the regional dealer advertising association ran an online program. VW chose a search engine marketing firm, an online portal partner and AdBrite as their ad network partner for this pilot.

APPROACH:

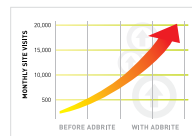
- Banner campaign with Flash creative. Dedicated account manager balancing campaign budget to maximize impressions on the best-converting sites
- Budget scaled from \$30k in first month to \$65k in third month once conversion pattern was established
- Geo-targeted campaign across entire AdBrite network, including portal sites, Men's and Women's lifestyle sites and alternative lifestyle sites (i.e. music, entertainment, etc.)
- Age & Gender Targeting
- Sample sites: hi5, Veoh, Alexa, and a WhitePages.com

MEASUREMENT:

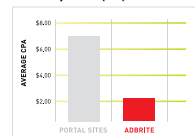
- Visits to Bay Area dealer's website
- Cost Per Visitor (CPA)

RESULTS:

Conversion Lift



Cost Per Acquisition (CPA)



"AdBrite helped us reach potential VW buyers on sites we wouldn't have thought of...[AdBrite] definitely outperformed on my expectations, driving about 18,000 new prospects to our site in one month."

- Vince Schardt,
Sales Operations,
Volkswagen Group of America

AdBrite offers a trusted, transparent, and targeted way to reach your customers online.
Contact An AdBrite representative at 1-877-232-5200 or email us at AdSales@adbrite.com.

amino VITAL

• Energizes while combating fatigue

• Fast absorption to help with dehydration

• Increases fat burning with exercise

• Helps maintain focus during workouts

Official Amino Acid Sports Supplement of:

AMINO VITAL®: An advanced sports performance liquid supplement that ENERGIZES, REBUILDS and REVITALIZES the body before, during and after exertion.

- Scientifically proven to improve sports performance and overall health
- Contains an ideal proportional combination of five amino acids, along with other vitamins and minerals
- AMINO VITAL® is rich with Branched-Chain Amino Acids (BCAAs) providing:
 - a critical source of muscle energy during exertion
 - nutrition for muscle recovery and repair
 - key building blocks in repairing damage tissue and bone
 - help with strengthening the immune system

Pacific Rim Sports
MARKETING • CONSULTING • ADVERTISING

Tradeshaw Booth Graphics



BACKGROUND: The idea behind this Sun Microsystems tradeshow booth is to showcase three products that are based on Solaris, and the eco-friendly Sun Fire x4600 and Sun Fire x4500. There will be a terminal for the techies regarding benchmark measurement on the right hand end of the booth property. The Sun Primary Green color was chosen to reinforce the ecofriendliness of the two showcased products.

e-Mail Marketing Campaign

Some business professionals have two umbrella insurance policies.

- One for their business
- The other for their personal

Until Now, Introducing...

The Big Umbrella Policy

Now, one insurance policy gives seamless coverage for both your personal and business exposures.

This single policy prevents the legal battles that can occur when two different insurance companies may cover the same accident. This policy is available to you regardless of the insurance company you choose for your home, auto or business. The best part is that this one policy usually costs less than having two separate policies.

The "Big Umbrella Policy" for business owners is underwritten by "A+" rated Scottsdale Indemnity Company (Nationwide Group) and endorsed by the IBA West (a professional association of independent insurance agents and brokers) and is available exclusively through Anderson & Mutson.

Contact your agent* today and tell them that you want a quote from A&M for the "Big Umbrella Policy".

andersonmurison.com
CA License# 0323106

800 West Colorado Blvd, Los Angeles, CA, 90041
(800) 234-6977 x 260

* A&M does business only through licensed agents and brokers and does not do business directly with the public.

- One Policy for Business and Personal
- Underwritten by A+ Rated Company
- Save Money and Headaches
- Contact Your Agent Today

This push e-mail is to promote A&M Wholesale Insurance to brokers and have them contact them for the latest BIG UMBRELLA policy products.

You're Invited

CUSTOMER EVENT AT TAO NIGHTCLUB

Tuesday, April 21st 7:00-10:00

Sun and Applied Computer Solutions are co-sponsoring A Night at TAO at the fabulous TAO Nightclub at the Venetian in Las Vegas! This will be a unique opportunity for customers to meet key Sun executives, and to network and with industry peers.

Join Sun Microsystems and Applied Computer Solutions on Tuesday, April 21st at TAO, the exclusive nightclub located in The Venetian Resort Hotel Casino. Prepare yourself for an evening of VIP treatment with complimentary cocktails, delectable Asian-inspired hors d'oeuvres, and a delicious buffet dinner while you mingle and network amongst the exclusively invited guests. Enjoy all that TAO offers with performances by their unique entertainers.

[Register Here](#)

Admission to "A Night at TAO" will be by confirmation only, at the discretion of Sun Microsystems and Applied Computer Solutions. Confirmation emails will be sent out the second week of April.

Customers meeting with Sun executives at NAB will receive top priority for "A Night at TAO" admission. To request a Sun Executive meeting at NAB, please send an email to nab@sun.com.

Go to www.mediadirect.com/tao to see response and data collection page for this email. **Please note: Form is deactivated.**

Websites

- www.cerrograndeestates.com
- www.andresrestaurantsd.com
- www accuratesecuritypros.com
- www.oceanvillainn.com
- www.acsexpress.com
- www.unitedsorbents.com
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- www.silverbridgeus.com
- www.dfeventservices.com
- www.seniorhomesafetysolutions.com

SENIOR HOME SAFETY SOLUTIONS

TOLL FREE 877-395-8266

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P: (858) 695-8266 | F: (858) 695-8256
email: info@SeniorHomeSafetySolutions.com

The Hawaiian

The Imperial

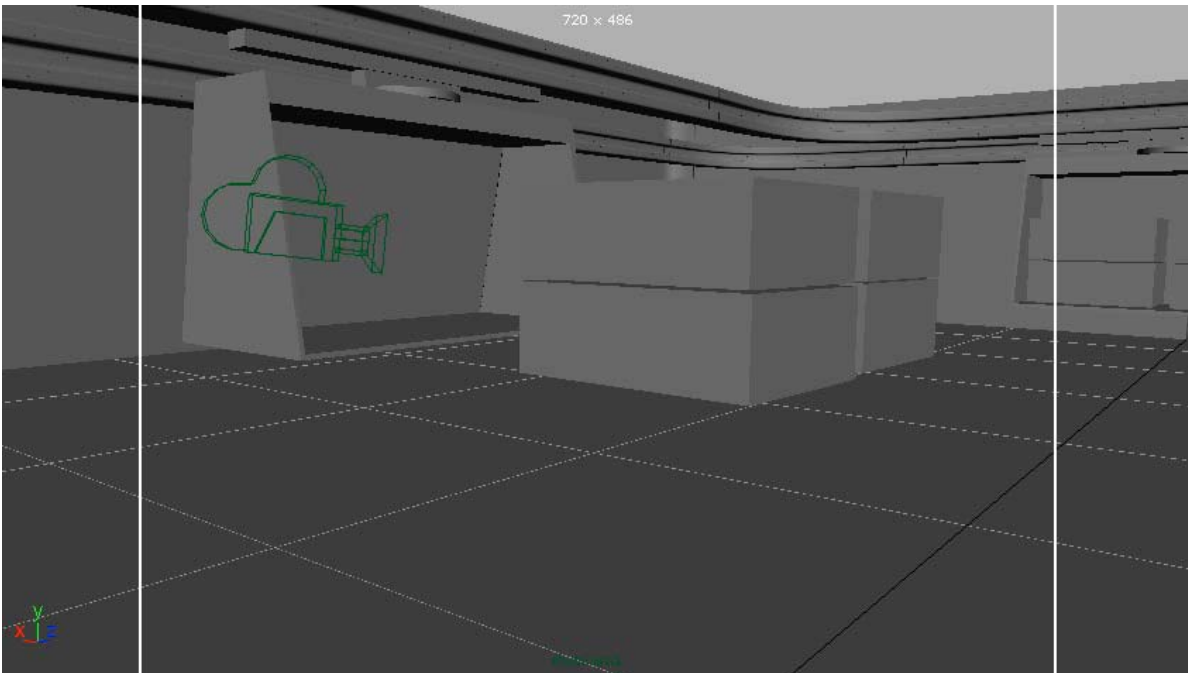
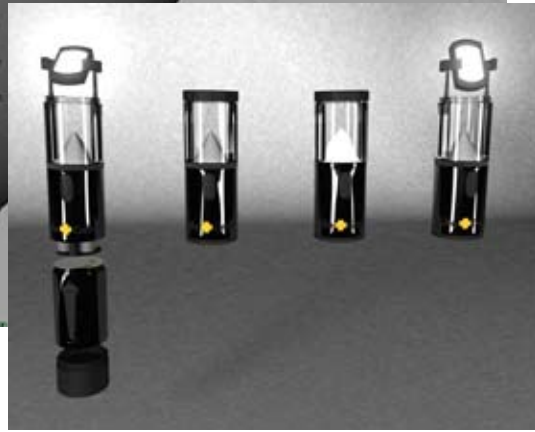
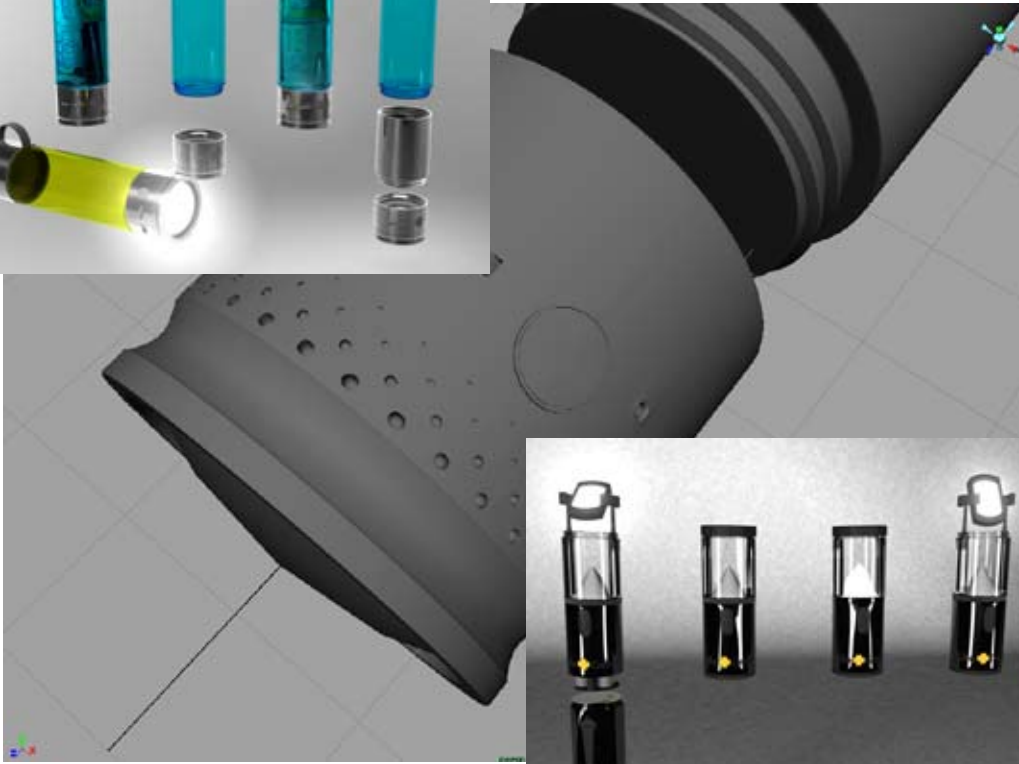
The Valmi

The Buckingham

The Royal

The Texan

3D Illustration / Animation



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1-800-759-0012



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 - Less than five miles from San Diego Airport



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20th Anniversary
Established 1989

Celebrating our 20th year in business.

Since 1989, Applied Computer Solutions has served as an **independent, trusted advisor** to customers in a variety of industry segments offering an unbiased approach to technology while maximizing their existing environment and creating solutions founded on their individual business needs.

Applied Computer Solutions
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(714) 861-2200 • www.acsacs.com

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COMPLETE CAPABILITIES LISTING

CREATIVE

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Branding
Packaging Design

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Web Analytics
Online Registration Sites
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Commercial Print
Large Format (Banners & Posters)
Trade Show Graphics
Variable Data Printing

MAILING

E-mail Deployments
Database Management
Bonded Mail House
List Procurement

EVENT SUPPORT & PROMOTION

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Third Party Banking
Event Support & Management
Marketing Consulting
Gift Fulfillment
Advertising Specialties