

a c q u i s i t i o n

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m a x i m i z a t i o n



Better informed
marketing decisions

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omēda

enabling data driven marketing



IT

Welcome to our vision. We're Omeda. And we're different. On purpose.

Our mission is to enable customer-centric data driven marketing with information technology. That means we put technology in its proper place – in our office, not yours – so your focus can be steadfast on making use of information to move your business forward.

Since we opened our doors in 1980, we have gained the trust of an extraordinary list of companies known for their grasp of technology, including IBM, Microsoft and EDS in addition to leaders in their respective categories such as CDW and NAPA, as well as the Tribune Companies and Ziff Davis.

We currently manage over 200 unique data inventories with accessible data solutions across a full range of services. And we can answer your needs from database creation to maintenance and maximization, and even help you deliver marketing messages via mail and/or email.

What's more, we are adept at systems integration, so beyond offering you unprecedented access to your inventory of data, we have the know how to extract fresh data from your systems and turn it into invaluable marketing information on a daily basis.

But it gets better. Working with us is not a matter of Kings' ransoms and leaps of faith. True to our unique viewpoint on the usability and accessibility of data is a unique viewpoint on pricing. Because of our vast experience and the sophistication of our system, we don't require a huge upfront investment to get you started. Instead, we follow a fixed-price approach that leads simply to cost versus a calculable return on investment. Think of it as a minimum investment and minimum commitment otherwise known as a "test then roll out" approach.

Ready to make better informed marketing decisions? Let's get started.

Carpe Datum

Marketing information
brought to you...
at your desktop...
organized, cleansed and usable.

The value of your data is directly proportional to your ability to access it and manipulate it. Thinking of your data as offsite in some giant repository is not helpful, you need it on your desk. At your fingertips. And under your immediate control.

That's why our focus at Omeda is on access of your data that works like modern inventory management. We call it "just in time" data. And we've enabled high usability web browser-based tools that allow you to easily select criteria and customers from the shelf.

Our tools, in fact, speak to you in marketing terms. But beneath the surface is patented technology that hustles your searches and what-if scenarios in the express lane. And don't worry if you are a lover of the terseness of Boolean speak. While our tools are friendly, they're also robust — with extensive logic support for even the most sophisticated analysis.

**Don't think data warehouse,
think data inventory.**





Think you can't afford to?

Funding has classically been the nemesis of seizing the power of data and putting it to work for increased profitability.

Early on, we found the likelihood of getting a client up and running was inversely proportional to the proposed dollar amount for creating a database and providing the tools to work with it — especially in less than rosy economic times. So we turned the old-school business model on its ear.

At Omeda, we offer you a minimum set up fee and a fixed-cost operating model, instead.

Our data inventory and retrieval/analysis is fixed pricing. There are no additional charges or gotchas. It's that simple.

We believe in smarter marketing through turning data into useable, actionable information, and there's nothing we enjoy more than seeing you prove your ROI. Our business grows synergistically with yours.

Can you afford not to?

The fact of the matter is, this is where Omeda shines. Beyond our focus on ease of data selection, there's a real infrastructure of support we can offer to actually accomplish tasks with your database. And in the case of many of our customers, multiple databases.

At the surface level, we're providing custom selects and extensive reporting capability. Drill deeper and we're assisting with everything from coding and appending to overlays and data hygiene.

It's not uncommon for us to consult on the integration of multiple, and typically fractious, corporate databases. And we have the experience to consolidate them — into a potent marketing tool.

Our goal is to provide a comprehensive solution, and that also means we are happy to extend our support out of the rarefied realms and into the practical application of your data, too. Call on us for:

- **Database creation and maintenance**

- Enhancement*

- Extraction*

- Unitization*

- Homogenization*

- Merge/Purge*

- SIC coding/NAICS*

- Householding*

- **Internet services**

- **E-mail deployment**

- **Subscriber services**

- **Postal pre-sort services**

- **Client training and support**

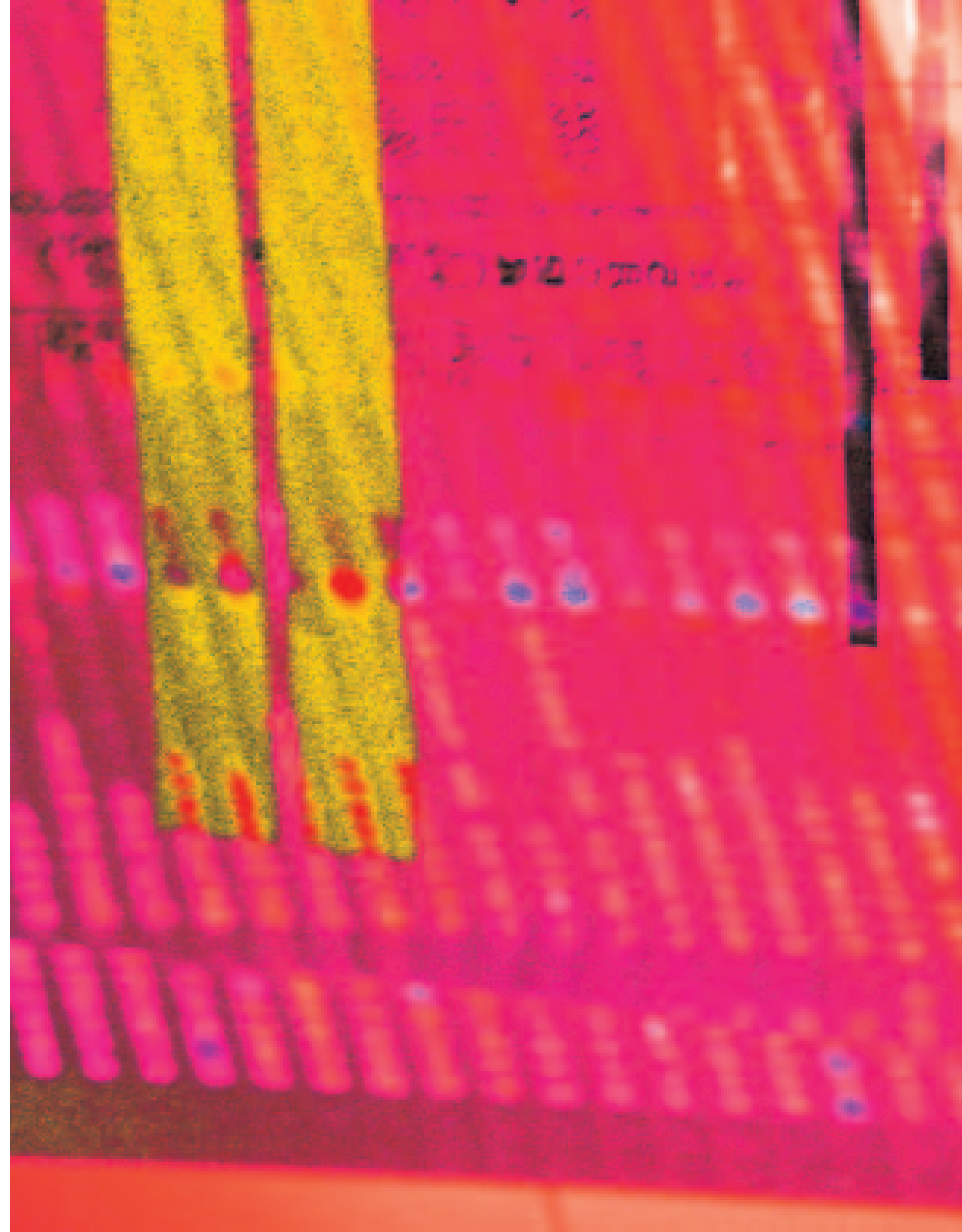
- **Customer retention programs**

- **New customer development**

And you can count on us for a total quality management approach to all of the above. We have a long history of excelling at above the 99% level when audited by our clients.

Should you need it, we can also bring the resources of our partner in New Delhi to the table for affordable ultra-quality keying of data. After all, there's no substitute for having total confidence in your data.

**A vast reservoir
of capabilities,
at your service.**





Have your IT people call ours,

anytime.

Yes, our focus is on marketing. And on enabling your use of data, but we're justifiably proud in the inspired application of technologies that can only come when IT people are joined with marketing people in single vision.

We invite your best people to work with our brightest. You'll find we've an infrastructure that is deep and rich in computer science and systems integration.

So we're happy to talk platforms and redundancy. In our case, our core engine was designed to be scalable and features the most up-to-date IBM servers using DB2 and Linux. We have redundant T3 connections interfacing our servers with the Internet.

We're happy to tell you more, in person.

We think you'll find us a refreshing alternative to the self-important purveyors of megabuck, in-house database technology systems. And, the capability is all there with us ... and then some. Let us get you started on the path to smarter marketing decisions enabled by access to your data with a maximum return on investment for your organization. Carpe datum.

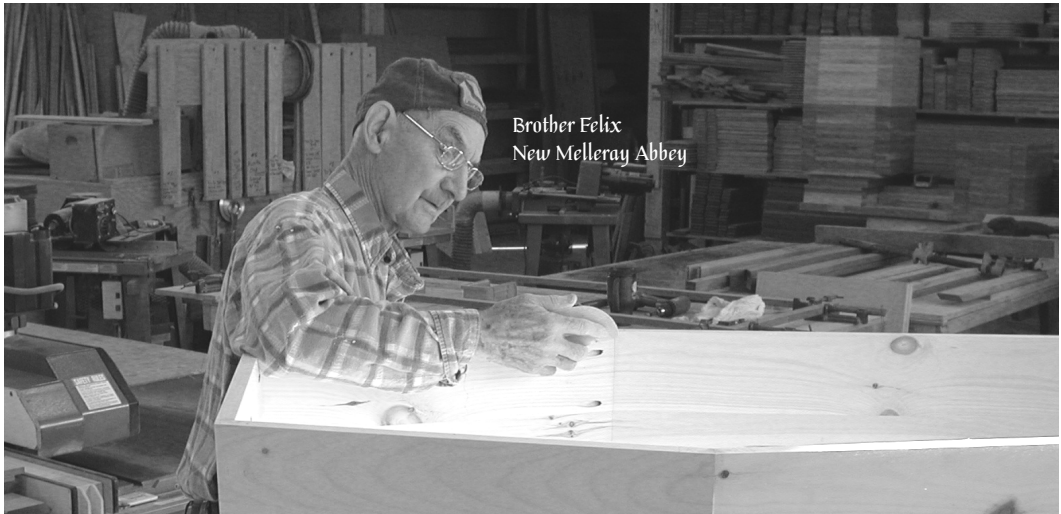


enabling data driven marketing

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Prayer takes many forms.



Brother Felix
New Melleray Abbey

Integrity is not just a word to us. We are the Trappist monks of New Melleray Abbey. Our philosophy calls for us to labor quietly with our hands in support of our life of prayer and simplicity. The result — expertly crafted caskets made from the finest woods out of our own forest. In walnut, oak and pine, we bring old-world joinery and classic designs to caskets at sensible prices.

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**DIVERSIFIED REAL ESTATE
CONCEPTS, INC.**

P R E S S R E L E A S E

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FOR IMMEDIATE RELEASE

**MICHAEL JORDAN TEAMS UP WITH DIVERSIFIED REAL ESTATE CONCEPTS
IN \$600 MILLION LAS VEGAS LUXURY CONDOMINIUM-HOTEL RESORT.**

Property to offer first-ever Michael Jordan Athletic Center and Michael Jordan Restaurants

CHICAGO, IL, January 5, 2005 — Diversified Real Estate Development Concepts, Incorporated is pleased to announce the addition of the world-renowned Michael Jordan brand to its Aqua Blue Luxury Condominium Resort and Spa.

The project will be built on a six-acre site adjacent to The Platinum—another luxury development from Diversified Real Estate Concepts—one block from Caesar’s, Bellagio and the Las Vegas strip.

Slated for ground-breaking in Fall, 2005, sales are anticipated to begin this spring for the 825 unit Aqua Blue resort. Seizing on the recent trend toward condominium-hotel properties, the Aqua Blue advances the concept by offering luxury amenities—including a boutique casino, an 8,000 square foot European spa, rooftop and 5th floor pools, whirlpools, waterfalls and cabanas, as well as a rooftop nightclub and restaurant designed by Jeffrey Beers—together with an unprecedented 65,000 square foot athletic center for residents and guests.

“The centerpiece of this project speaks to redefining Las Vegas entertainment as high-energy and activity-based, in addition to its classic attractions” according to Michael Peterson, owner of Diversified Real Estate Concepts. “I am thrilled that the Aqua Blue was chosen to host the first-ever Michael Jordan Athletic Center. With a full-sized basketball court among its many amenities, the Michael Jordan Athletic Center raises the bar for creating a sense of community. Ultimately, this is what drives the popularity of the condominium-hotel concept.”

The Aqua Blue will also host two other Michael Jordan offerings, namely, the Michael Jordan Steak House and The 23.sportcafe. Already in New York City and Uncasville, Connecticut, Michael Jordan’s Steak House, the modern American steak house, has created a reputation of distinction among its peers. Driven by Michael Jordan’s commitment to excellence and specializing in a USDA Prime Steaks and Chops, Michael Jordan’s Steak House offers a contemporary approach to steak house classics. Menu favorites include MJ’s Prime Delmonico Steak with Balsamic-Ginger Broth and Portobello Mushrooms or “The Cowboy,” a Prime Rib Chop with a horseradish crust and Mexican chocolate.

-more-

The casual cousin of the Michael Jordan Steak House, Michael Jordan's 23.sportcafe is a vibrant and lively casual restaurant that celebrates the extraordinary career of Michael Jordan. A unique, upscale approach to the traditional sports bar experience, the 23.sportcafe is a spirited restaurant where guests come to enjoy great food while surrounding themselves with silk screens that feature 360° of sports from around the nation.

The Aqua Blue design team is being led by Jeffrey Beers. An internationally-renowned designer, Beers is charged with creating one of Las Vegas most spectacular resorts. Mr. Beers has been lauded for his work in creating Rum Jungle, Tabu and China Grill, just to name a few.

Priced from \$565,000 and up, Aqua Blue residences will feature fully-appointed, furnished suites with terrace, gourmet kitchen, oversized whirlpool tub and fireplace as standard features. When in residence, owners will have full access to Aqua Blue's many amenities and services. When not in residence, owners will have the ability to make their condominium available through the on-site hotel rental program.

ABOUT DIVERSIFIED REAL ESTATE DEVELOPMENT CONCEPTS, INCORPORATED

Established by Michael Peterson, and solely owned, Diversified Real Estate Concepts, Incorporated is associated with all aspects of recreational condominium, hotel, and commercial real estate development including land acquisition, design conception, construction planning, establishing marketing strategy and the highest level of excellence achievable. Diversified Real Estate Concepts, Inc. consistently strives for a degree of performance and professionalism to set the standard of example in the real estate development industry.

Michael Peterson, a leading developer of award-winning waterfront condominium developments, marinas, hotels, restaurants, and luxury homes, is a graduate of the University of Wisconsin-Madison where he received a Master's Degree in Business Administration specializing in Marketing and Real Estate Appraisal & Investment Analysis under the directive of the late Professor James Graaskamp. He also served as an Instructor at Madison Business College teaching courses in Business Law, Real Estate Law and Management Principles.

What comes out of a **LIVE** **DEMONSTRATION**

Beyond theory,

real world performance

is what makes a

product superior.

That's why, given the

opportunity,

college athletes

overwhelmingly go with the

leader in sports medicine

products, McDavid.

From head to foot

our XX products demonstrate

best in class thinking and

design – not just on paper,

but live and in person, too.

We wouldn't have it any

other way.

McDavid™
Performance talks.



Ankle Braces:

From our pioneering 195 Ultra Light with figure 6 wrapping that prevents migration collapse to our 188 Ultra Ankle for high sprains, choose from 14 products.

Knee Braces:

Over 30 years of leadership, and 23 different products -- including our unequalled 428 ProStabilizer with lightweight geared polycentric hinges for maximum stability.

Head to Foot:

Our comprehensive line of real world performance-tested sports medicine equipment offers support and brace solutions for wrists, elbows, thighs, shins, and backs.

Cowboy Collar:

Scientifically proven to prevent "Burner" or "Stinger" syndrome better than the neck roll, we dissipate energy with a cantilever effect rather than a simple fulcrum.



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DRIVEN** ARE BOLD BEYOND MEASURE
AND THIRST FOR ADVENTURE

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PERHAPS YOU ARE ONE OF US
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