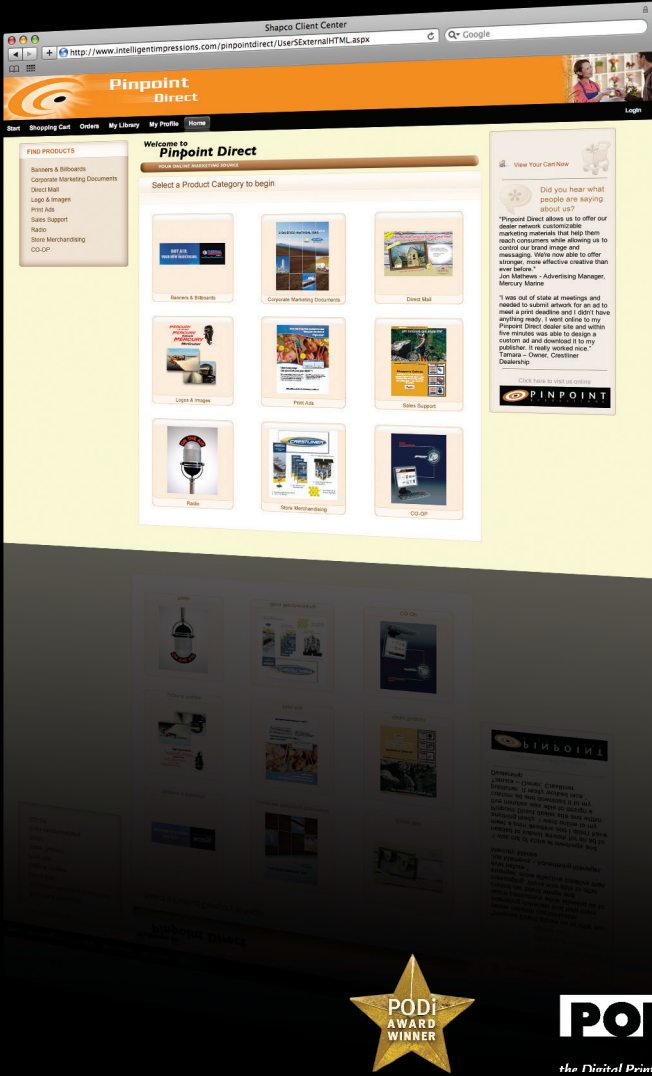


PINPOINT DIRECT

MULTI CHANNELED MARKETING & PRINT FULFILLMENT SOLUTIONS



www.pp-direct.com.com



WELCOME TO PINPOINT DIRECT

PINPOINT DIRECT allows you to effectively manage and create customized marketing and print collateral. Whether you need business cards, letterhead, direct mail or corporate literature, you can create and manage your print procurement with PINPOINT's easy-to-use web site. You can design and print literature, upload mailing lists and mail out all in a matter of minutes from the comfort of your chair.

SAMPLE PRINT AD



SAMPLE DIRECT MAIL



BENEFITS OF PINPOINT DIRECT

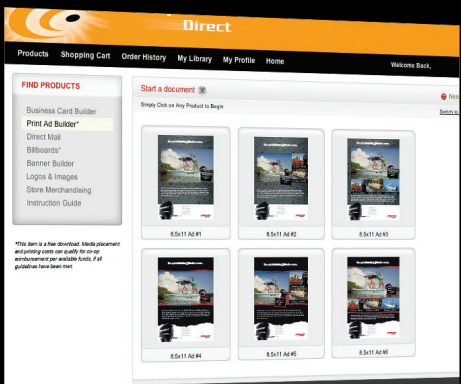
- ✦ **Ease Of Use.** PINPOINT DIRECT clients manage their multi channeled marketing and print procurement in minutes and launch with a click of a button.
- ✦ **ROI.** PINPOINT DIRECT increases order efficiency and profits to your bottom line.
- ✦ **User Friendly.** Users can choose offers, select marketing materials, edit copy and launch a campaign all from their personal computer using a secured login.
- ✦ **Automated Printing and Distribution.** Once approved, our digital print technology customizes your material and then prints, mails or ships in bulk at the lowest possible cost.

WHAT DOES PINPOINT DIRECT MEAN TO YOU?

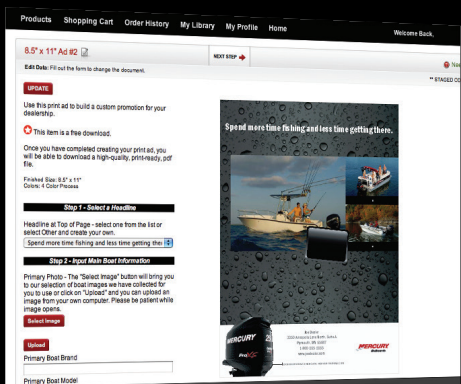
PINPOINT DIRECT works as an online marketing and print fulfillment administrator allowing multi channeled companies to develop and manage marketing materials that are posted and ordered online. PINPOINT DIRECT allows you to order, customize and proof collateral online reducing human resource hours with online efficiency. Customize aspects such as:

- ✦ Logos
- ✦ Location
- ✦ Product Offers
- ✦ Promotions
- ✦ Product images
- ✦ Backgrounds

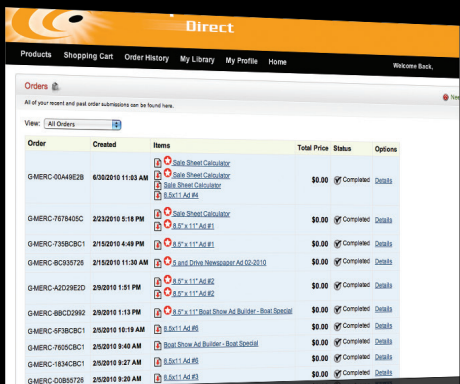
1. CHOOSE



2. CUSTOMIZE



3. PRINT



EASY AS 1, 2, 3

Pinpoint Direct allows us to offer our entire dealer network customizable marketing materials that help them reach consumers while allowing our marketing department to control the Mercury Marine brand. Mercury Marine is now able to convey a stronger, more effective and targeted marketing solution that drives both sales and brand.

—Jon Mathews; Global Brand Manager- Mercury Marine