



WHAT IS BRAND X AUSTIN?

*Creating strong brands and powerful strategies...
times the power of Austin's best talent and resources...
plus controlling costs and leveraging your strengths...
equals faster time to market, sales and profitability.*

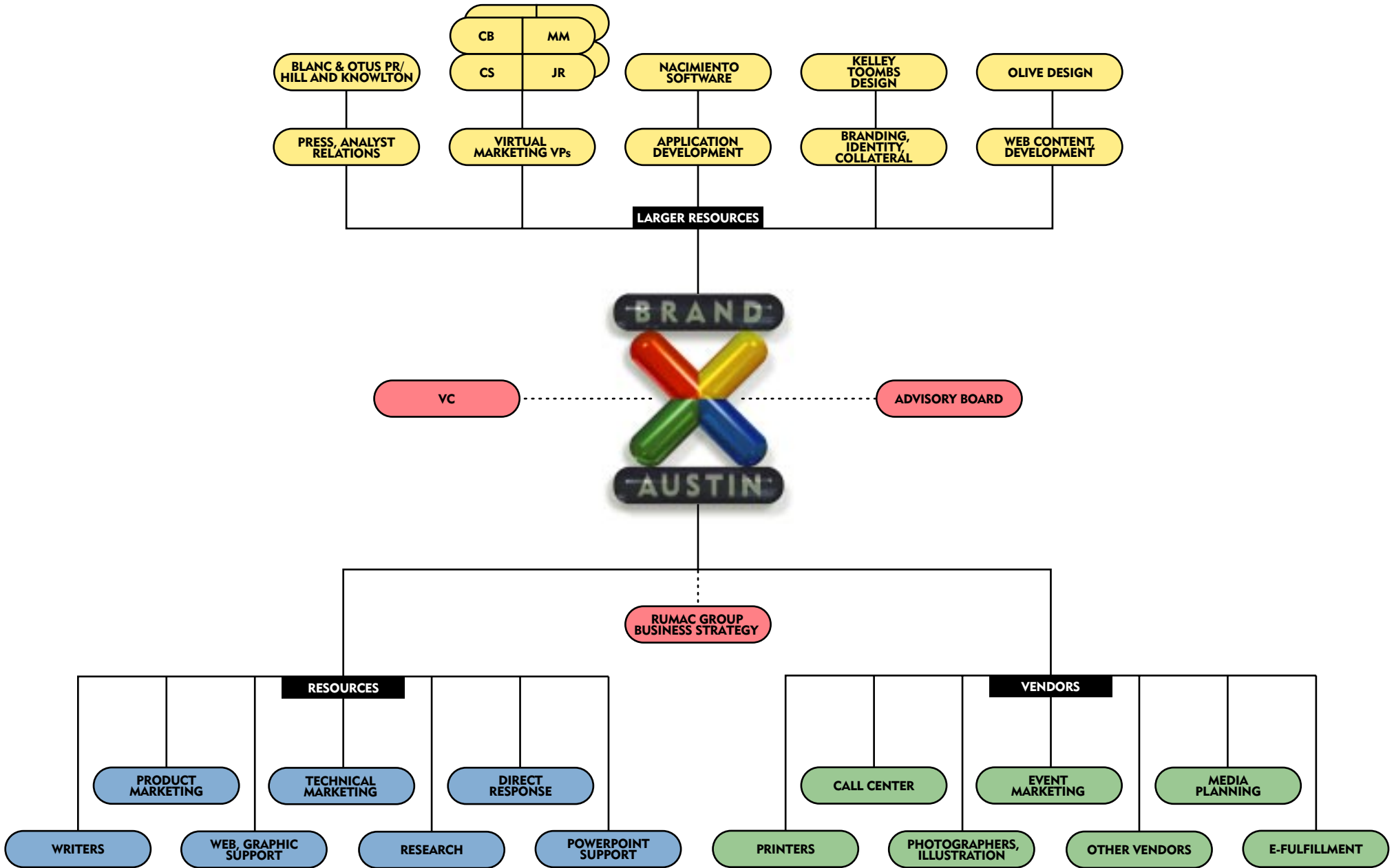
**We're a statewide business services network
headed up by John Rasco, one of several
Virtual MVPs (Marketing VPs)
with specialized, hands-on experience
with growing companies and the resources
they need to become successful, quickly.**

**Our core competencies include actively engaging,
quickly understanding the way the organization works,
leading the team to a practical marketing strategy,
finding ways to overcome obstacles,
developing and maintaining a sense of mission,
producing work to a high level of quality,
and ensuring that ideas are translated into *action*.**

**Founders, boards, execs and troops.
VCs, investment bankers, analysts and lawyers.
CEOs, CFOs, IPOs, ramp-ups and RIFs.
Whatever your situation, we've been there.**

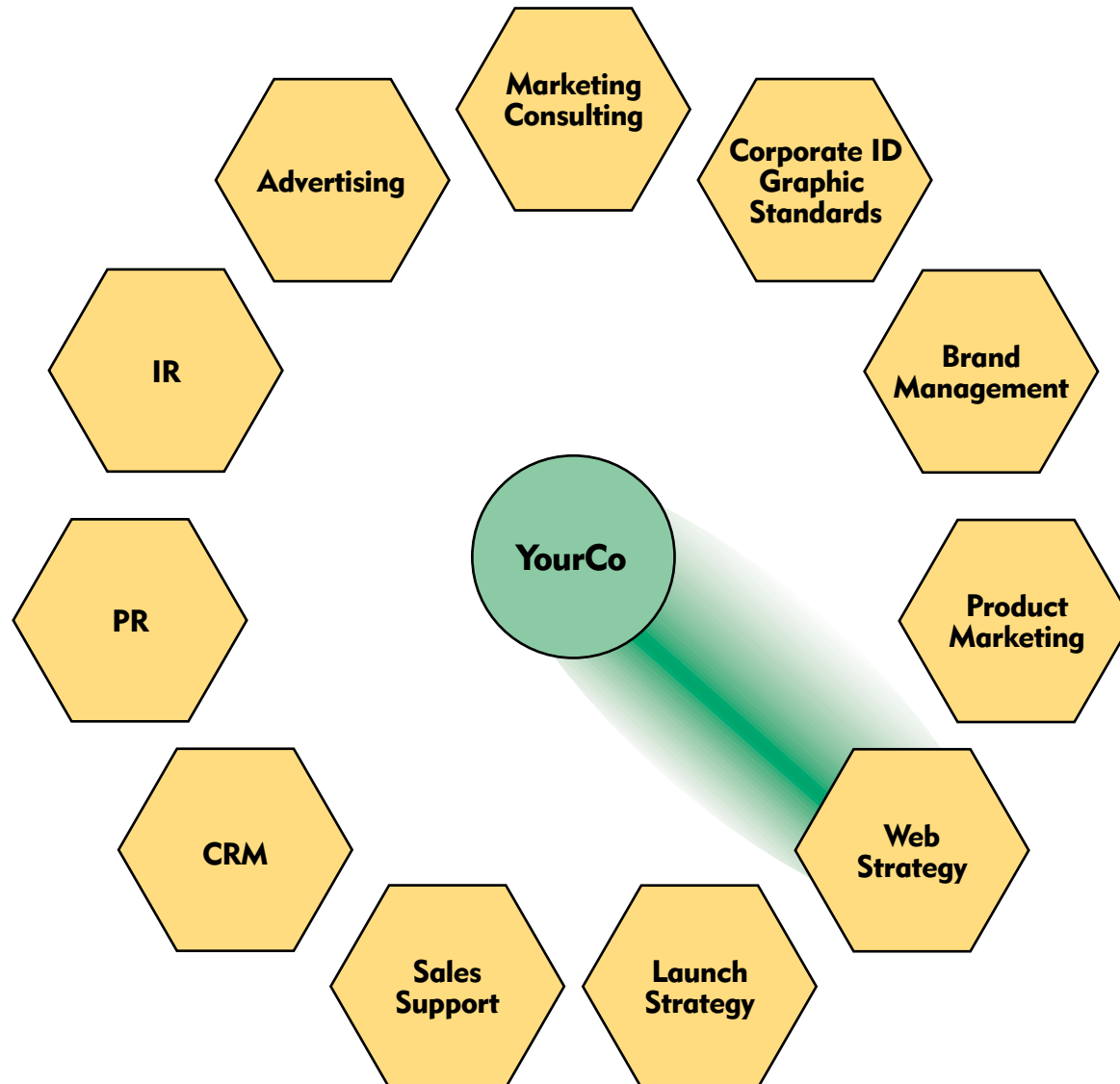
**We can determine and prioritize your real needs,
budget appropriately and manage the program
on a part time basis, with à la carte pricing.
Call us today to strategize tomorrow.
512.377.3600, or visit www.brandxaustin.com**

BXA'S "SWAT TEAM" MODEL: THE RIGHT PEOPLE DOING THE RIGHT THINGS AT THE RIGHT TIME FOR RIGHTEOUS RESULTS

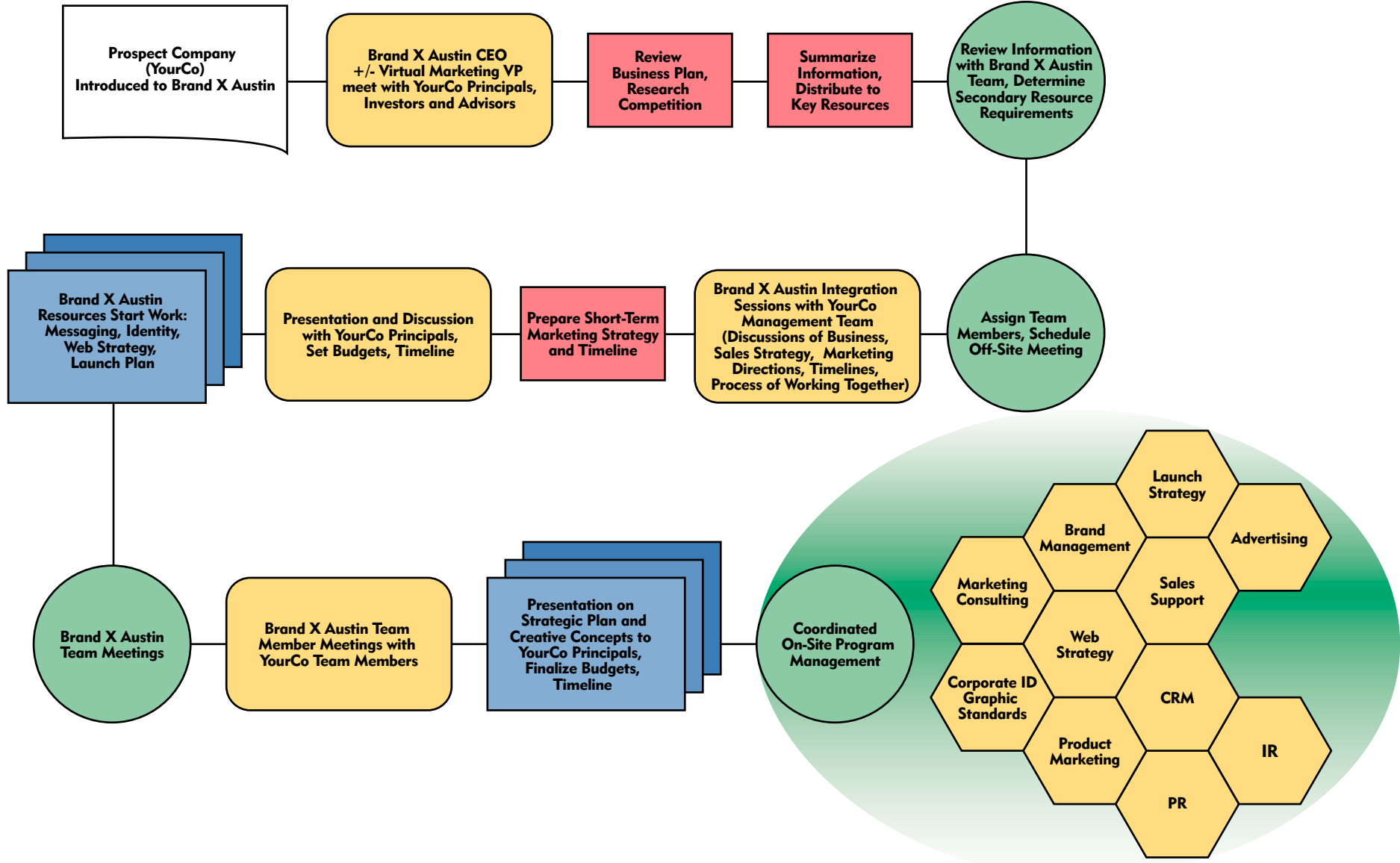


"PEER-TO-PEER" MARKETING: THE START-UP DISASTER

Faced with the restraints of limited bandwidth and conflicting priorities, managers of early-stage companies have no option but to focus on one marketing area at a time. Many key tasks are neglected.



BRAND X AUSTIN MARKETING INTEGRATION: MANAGED, COORDINATED NETWORK OF PROFESSIONALS



BRAND X AUSTIN VALUE-ADDS

- Teamwork w/Start-Up
- Tasks
- Management of Multiple Vendors
- Parallel Tasks

BENEFITS OF EARLIER MARKETING INTEGRATION

Marketing activities lead sales by at least one quarter; earlier activity by BXA's Marketing Network propels sales earlier and improves performance.

