



A division of MarCom Associates

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**Website**

**MarCom Newswire Blog**

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## **WHY YOUR COMPANY NEEDS MARCOM**

In today's marketplace, there is a dramatic shift towards the 'Narrative' era ... where the biggest challenge facing companies today is how to communicate their story internally and externally over multiple channels, including the Internet. Today, marketing and communications is an integral part of a company's growth factor. MarCom New Media specializes in *Go to Market* solutions for clients looking to succeed. We have the ability to put experienced executives on the case who know how to develop immediate and stable revenue business.

MarCom provides strategic marketing, communications, search engine optimization (SEO) and social media, marketing, and in the case of public companies, business to business and investor relations (IR) strategies that have proven to be effective in preparing our clients for increased revenues. Whether you are an emerging company on a fast track, or successfully established in your industry and need strategic guidance towards the future, MarCom is the solution.

## **The New Social Media PR**

Traditional public relations and marketing continue to change at a rapid pace. Today's audience is online, and it is projected that by the year 2010, online ad spending will reach \$26 billion. The overall affect is that this is changing old media. Newspaper circulation which peaked in 1987 is declining faster than ever, down another 2.6 percent in 2006. Radio is also down another 4 percent in 2006. Circulation for all women's magazines is down as is audience ratings for most popular TV shows. Why? Because people worldwide are on the Internet in social media sites networking, sharing, watching news, reading what interests them. More than 70 percent of Americans 15 to 34 actively use online social networks.

Traditional marketing and public relations can also be very costly, as is Pay per Click online advertising. This is why MarCom offers the latest cutting edge services that will help provide rankings in the search engines so your company name and key words associated with your products and services will come up within the first page of the search engines like Google, or Yahoo.

The new online marketing is being called, search engine optimization (SEO) and "social media marketing." What is social media? We now live in a generation that's all about "a person like me." Social media describes the online technologies and practices that we use to share ideas, opinions insights, experiences and perspectives with others. These new online technology tools and tactics include:

- Websites that are properly optimized
- Keywords for your industry to use in optimizing websites and content
- RSS (really simple syndication) feeds
- Press releases (that are optimized with your key words)
- Optimized article submissions ([See examples for T.S. Wiley here](#))
- Blogs ([See Rocco Basile's Blog](#))
- Vlogs - for optimized photos and videos ([See JewelsforCharityVideo](#))
- Webcasts/Podcasts/Videocasts ([Showstoppers Webcast](#))
- Socializing web content (tagging and bookmarking)
- Social networks

MarCom New media **works on long-term projects with our clients. MarCom will:**

Serve in the capacity of supporting you in implementing your website, SEO, social media marketing and PR, encompassing strategy and tactics, web-mastering, writing communications/content and social media. In this capacity, share our extensive knowledge base to strategize, develop and execute online marketing campaigns.

## **STRATEGIC IMPLEMENTATION**

### **Search Engine Optimization, Marketing and Online PR.**

- 1) Fully analyze your situation.
- 2) Conduct keyword research to determine the keywords associated with your name most likely to achieve high search-engine rankings and create a keyword strategy to map the keywords to specific website pages.
- 3) Review all content and make suggestions to revise website copy with key words.
- 4) Craft and install title, Meta description and alt image tags on your website.
- 5) Create a blog for ghostwritten content to be published and linked back to the websites (2-3 posts a week)
- 6) Create additional site content through writing and publishing additional electronic press releases, articles, and other social media sites.
- 7) Optimize existing and new content over the next three months and execute the social media PR plan. Link to both websites together.
- 8) Acquire reciprocal links and incoming links from other appropriate websites.
- 9) Purchase directory listings for your new website to provide additional, high page rank links. Directories include Yahoo! Directory, Superpages as well as any industry specific directories with high page rank. (Yahoo is \$299/Year Superpages runs \$22/month)
- 10) Video production for short format video for YouTube, and other video websites, etc.

## **WHO WE ARE**

MarCom New media, a division of MarCom Associates, was founded in 1997, and combines a unique blend of high level, seasoned executives from the marketing, communications, design, technology, sales, training, corporate finance, and public/investor relations sectors. We leverage our seasoned experience, creative abilities and technology to create strategies that help clients unleash the power of marketing for branding, selling products and building relationships with customers and investors. Our team has more than 20 years experience each across a broad spectrum of industries. We work with your executive management and marketing teams to devise and implement strategic plans that generate increased awareness of your company and products to customers, investors and potential shareholders.

MarCom offers strategic management planning, traditional public relations and corporate communication, advertising and design, Search Engine Marketing (SEM), Search Engine Optimization (SEO), event production, media placement and team productivity training.

We produce cost-efficient, results-oriented programs and can support your company's existing staff, take on overload work, or contribute full-service, fresh new approaches for increased sales and awareness of products and services, domestically and internationally.

## **HOW WE OPERATE**

Marketing and communications are the nucleus of any company's positioning, branding and sales efforts. MarCom provides accelerated, nimble positioning that is integrated throughout a client's business development cycle, establishing early corporate branding for start-ups or reestablishing an existing brick and mortar company's position within its industry.

We employ a proprietary process designed to build brand and customer awareness, attract the interest of the media, industry analysts, investors, strategic partners and employees. Our proven methodology has often propelled businesses from concept to initial public offering in a compressed timeframe.

### **Here are the key customer benefits that MarCom provides:**

- Develop strategies to provide or redefine the 'face and personality' for clients, allowing them to articulate who they are, why they differ from the competition, how they fill a market niche and accomplish their short and long-term goals.
- Launch and support the creative process for design, image and branding of a company or its products and services.
- Facilitate clients' fund raising, executive management infrastructure, partnership development and sales.

- Validate companies by fleshing out and documenting their corporate strategy and short and long-term goals through comprehensive business plans.
- Develop strategies and tactics including key messaging, collateral materials, competitive research, special events, speaking opportunities, trade shows participation, customer testimonials, and case studies.
- Utilize an entire spectrum of marketing vehicles including traditional and electronic public relations, Search Engine Optimization (SEO) and Social Media Marketing (SMM), direct mail, advertising campaigns, trade show promotions, training programs and communications materials, as well as online advertising, to reach an exponentially larger sphere of target customers.
- Work with a company's board of directors and functional marketing groups to ensure that key outbound messages, concepts, design and materials about the company are consistent and directed to the appropriate target audiences.
- Provide in depth outline for product and technology licensing programs. Assist in development of contracts and search for potential licensees.
- Facilitate internal and external workgroup alignment training to support all functional corporate divisions including presentation training, team effectiveness, creative and meeting planning.

## OUR SERVICES

Our company takes a broad-based approach to the strategies and tactics it employs to its marketing, public relations and IR campaigns. We provide accelerated positioning that is integrated throughout a client's business development cycle. The results are significantly increased exposure and investor opportunities. Services include:

**Corporate Image** – Expand awareness of a company and its products by helping to develop company/product messaging and communicating these messages to target audiences. Corporate vision/mission statements; strategic product and campaign objectives and tactics. Annual and quarterly corporate business and marketing plans and milestone checkpoints.

**Brand Awareness** – Strategic objectives and tactics, campaign planning (marketing mix) and implementation, working with all functional groups (Product Management; Events; Advertising; Product Launches; Direct Mail; and Trade Shows.)

**Search Engine Positioning** – Research and strategy toward Internet optimization for increased website visibility and optimum organic search engine listings. Tactics include: Websites that are properly optimized; keyword analysis; optimizing websites and content; RSS (really simple syndication) feeds; optimized press releases and article submissions; blogs and vlogs, and social media bookmarking.

**Social Media Marketing** – Social media includes technologies and practices used to share ideas, opinions insights, experiences and perspectives with others online in social networking sites.

**Expansion through Licensing Programs** – Determine the best route for domestic and international expansion through licensed product development.

**Corporate Values** – Customer focus; teamwork; results through action; Corporate vision/mission statements; strategic product and campaign objectives and messaging; annual and quarterly corporate/business/product marketing plans and milestone checkpoints.

**Workgroup Alignment** – Including communications; time management; presentation training; team effectiveness; creative planning; meeting planning; stack ranking; Meyers Briggs personality testing.

**Partnerships (Leverage and Strengthen)** – Identify and establish relationships with strategic alliances or key partners to take advantage of all marketing opportunities that arise. Key partnerships will arise through OEM sales and large corporate partners.

**Management Placement and Training** – Identify a company's management infrastructure needs, locate and place executives. Conduct internal and external workgroup alignment training to support all functional corporate divisions in communications; time management; presentation training; team effectiveness; creative and meeting planning.

**Technology and Information Systems** – Strategic planning and direction of a company's internal information systems and integration efforts.

**Design Services** – Develop collateral materials including direct mail (concept, design, print production and fulfillment), ads and promotional materials, packaging and display design, trade show exhibit design and corporate logo/ ID.

MarCom Associates Marketing and Communications Services

**Media Planning and Buying** – Negotiate and purchase media in trade and consumer magazines, newspapers and on the Internet.

**Event Management** – Coordinate and implement special events including invitation design and fulfillment, theme, catering services, etc.

**Strategic Alliances/Key Partnerships** – This entails developing and establishing relationships with key partners and managing these relationships toward profitability.

**Investor Relations/PR** – Corporate communications and IR/PR strategies working directly under the Board and Executive Committees of publicly held companies, to assist in outbound messaging to shareholders, and increasing a company's valuation. This includes business plan modifications, locating management team executives, sales force, etc.

**Investor Relations/Fundraising** – Strategic guidance towards fundraising and a Private Placement Memorandum (PPM) through a strategic partnership with Market Pathways, Irvine, CA.

**Crisis Communications** – Developing and implementing crisis plans and training manuals. Certified Public Information Officer for the American Red Cross.

## THE MARCOM TEAM



### **Kristin Gabriel, Marketing Communications**

We call Kristin the communicator. She not only exudes a bubbly personality but she has visionary ideas that have put people, companies and products on the map for years. It was Kristin who brainstormed a media campaign for artist Mike McNeilly that became an industry itself – Tall Wall Media, the giant billboards you see up and down Sunset Boulevard on the sides of buildings. She is involved in all levels of management to implement Social Media Marketing, corporate communications, public relations, advertising campaigns, and major events.

Kristin's most recent work can be seen within media such as *Business Week*, *The Wall Street Journal*, *Los Angeles Times*, *PC Magazine*, *The Hollywood Reporter*, *Angelino*, *KABC-TV*, and *Entertainment Tonight*. Most recently she has worked for clients including iolo technologies, LLC, developers of the System Mechanic product line, CyberDefender Corporation, Panda U.S., Applied DNA Sciences, Kazanjian's Jewels for Charity, and the American Veteran Awards annual televised red carpet event. Kristin coordinated a major market event for *LA Architect* magazine called "Downtown LA: Where Design Hits the Road," which drew over 3,000 visitors to historic downtown, generated excellent media coverage, and raised over \$10,000 for charity, Project AngelFood. Kristin is just as happy presenting to a Board of eight, as she is throwing an event for three thousand.



### **Tracy Bagatelle-Black, Public Relations Executive**

Tracy has an infectious laugh. She has always been known to add "sizzle" to her work as a strategic public relations pro. Her experience runs the gamut from high tech and bio-tech to automotive to entertainment and more. Some of her clients have included Mazda, Capital Records, Thump Records, HBO.com, and Warner Brothers. At PeopleLink, a B2B Internet company, she was responsible for all PR functions including managing a team of 11 public relations professionals and a budget of \$400,000.

Prior, Bagatelle-Black was an account supervisor at Hill & Knowlton (H&K), a top five public relations firm, where she managed several teams for technology clients and ranging from Internet companies to wireless telecommunications. She was also a member of H&K's Media Group, contributing her talents on various accounts including a top-ten law firm and a national pet store chain.

She has also held positions at the Terpin Group, where she led the Internet Group for the firm, and at InterActive Agency, one of the first public relations agencies in the country to take on Internet public relations.

A member of the Public Relations Society of America (PRSA) Tracy has been published in *The Net*, *Websight*, *America Online* and *California Computer News*, and most recently, she did a piece for *Gannett News Service*.

Tracy is also the proud Mom of two youngsters, making her MarCom's resident expert on the youth market.

MarCom Associates Marketing and Communications Services



### **Mike Keesling, Search Engine Marketing**

Mike is nick-named Toolroom. He is rarely seen without a Pepsi within reach. He produced the first client (Energizer) website campaign for Chiat\Day. Mike is nick-named Toolroom. He is rarely seen without a Pepsi within reach. Mike produced the first client (Energizer) website campaign for Chiat\Day. He has been doing search engine optimization and marketing since 1996. One of his clients has maintained a top five ranking for their number one keyword phrase "oahu vacation rentals" in Google since the inception of this search engine. During Google's infamous Florida Dance, (which dropped 97 websites out of the top 100 in fifty different categories including "oahu vacation rentals"). Mike gave his best SEO advice ever, which was do nothing and ride it out. 23 days later he was proved correct.

Prior, Mike spent twelve years as producer and director for KGMB TV (CBS Affiliate) and as program director for Independent Station KHNL TV in Hawaii, doing commercials, local origination programming and the news. He was the Emmy nominated producer of "Cane Fire!," a thirty minute prime time music special (which aired before MTV existed). Mike also spent three years as a marketing consultant to Sony Music for Developing Artists-West Coast, helping break artists Alice in Chains, Jeff Buckley and Pearl Jam among others. In the late 70s he propelled the alternative publication, *Hawaii Observer*, into the number one paid circulation magazine in Hawaii on a marketing budget of \$500, outselling the likes of *TV Guide* and *National Enquirer*.

Also of interest, with all his tools and a Pepsi in hand, it was Mike who created the sport Ultimate Frisbee.



### **Carole Hodges, Business Development and Training**

Carole brings diverse experience to clients as one of the top coaches in the country. She has earned the reputation as "the detective" because her expertise is to dig in and determine the hidden factors that so often hold a company back. Carole aligns the "people" component so that teams, managers and top executives are accomplishing their best.

Prior to working as an independent coach, Carole was a top salesperson for MCI. She represented the company on the executive board of the International Multimedia Telecommunications Consortium, where she was elected executive vice president and awarded a fellowship for her service.

A Master Practitioner of NLP, a Certified Hypnotherapist, Master Results Coach and Peak Potentials SuccessTracs coach, Carole has led people to achieve real life, measurable success for the past 8 years. She brings a deep compassion and understanding to her work, as well as unbounded belief that each person holds a genius and strength which is their true gift.

By digging in and playing detective, then energizing each person's passion through coaching, Carole offers the keys to releasing true genius within a company or an individual.



### **Harry Magnan, Product Management & Technical Writing**

Someone once called Harry Dart-guy. It seems appropriate since Harry is into throwing darts, and he's really good at it. Not only is he good at the sport, but he often applies this type of precise mental focus to his work as a product development strategist. Harry has twenty years of experience in marketing communications, product management, training, and technical writing within technology start-up environments. He also has extensive experience developing processes for working with engineering and quality assurance teams, and is comfortable with multiple delivery methodologies including XML and web-based documentation. Harry's expertise bridges such diverse areas as utilities and anti-virus, graphics and video tools, LAN technologies, client server technologies including call center technologies, database and data warehousing, ERP applications and e-commerce. He specializes in developing the synergy between these diverse technologies. He has worked for companies including Amgen, IBM, iolo technologies, Cyberdefender, Siebel, Acta Technology, Quintus Corporation, Symantec Corporation, MetaCreations Software, and many more. Clients must be advised that if they decide to take Harry up on a game of darts, they will always lose. But if he's on their product team, the winnings will be big.

### **Joe Rizzo, Graphic Designer**



Joe has a keen eye for detail and design. Whether it's photography, package design, catalogs, point of

purchase, national advertising or website design, Joe knows how to brand a concept, idea or product, and has done so for Baskin Robins, Nestle, Shell Oil, St. Ives Laboratories and many others. He began working in the advertising business at an early age in New York City, starting out as a staff photographer with Young and Rubicam, and later at William Esty. Those were the days when cigarette advertising was allowed, and R.J. Reynolds was test-marketing a commercial marijuana cigarette brand called Mary Jane. Avon was doing television commercials, Master Card introduced the first corporate card and Union Carbide gave birth to the Eveready Energizer Bunny!

After a five year stint with his own photo studio, Joe left the Big Apple and headed for Los Angeles where he began working for cosmetic and salon product manufacturers. It was at St. Ives Laboratories when he was a photographer and designer pioneering desktop technology that he brought outsourced work back into the design department, including digital photo retouching and color prepress. Joe also honed his skills and became an expert graphic designer, art director and print manager, and also managed video production and direction. Since the day he graduated from The School of Visual Arts in New York, Joe has shared his extensive knowledge, discipline and keen eye with client's who were fortunate enough to work with him.



### **Brad Stone, Creative Director**

Those of us who have known Brad for the past twenty years know that his creative mind never stops working! With over twenty years of award-winning experience, Brad is intuitive enough to know how to reach target audiences. Brad works through the mediums of print, television, radio, outdoor board, display, and online advertising. He communicates with concepts. He is the king of ideas. Brad's work for entertainment projects such as Jurassic Park, The Flintstones, Casper, Little Rascals, Babe and Dragonheart is superb. You have seen his work for major brands such as Disney, ESPN, Guess, MGM, Ralph Lauren, Rampage, Warner Bros., and many more. Earlier in his career, as worldwide vice president creative director for the Disney Stores Inc., Brad developed and established the art direction and planning requirements for all product merchandising, packaging, advertising, catalog and point of purchase for over 500 stores globally. He was also vice president, senior creative director worldwide for MCA/Universal, managing the creative on all merchandise, packaging, advertising style guides and movie trailers. Brad's recent work includes design projects for films Waterworld and Young Hercules, and Pearl Harbor, Amblin Entertainment, Futurist Entertainment, Hanna Barbara, KingWorld, Turner Broadcasting, Direct TV, USA Networks and consumer brands such as Nextel, Neutrogena, Glacier Bay Vodka and Esalon. The bottom line, Brad is just as comfortable slipping into a Hussong's beer as an Armani original.

## **STRATEGIC PARTNERS**



**Enthusiast, Inc.** –Helping organizations connect and grow using the Internet, Enthusiast Web Solutions was started in 1999 to solve this very problem. The company partners with clients and provides the web solutions, content management software, expertise, and technical know-how to revive business in this new world. Enthusiast Web Solutions can put you on the interactive map and help you stake out new territory.



**Market Pathways** – A full-service financial public relations firm that specializes in small-to-mid sized companies, Market Pathways tailors its investor relations efforts to meet the specific needs and objectives of each of its clients. Founder Shannon Squyres offers strong ties with a nationwide-targeted network of retail and institutional leaders and market makers. Market

Pathways has built a solid reputation for professionalism, credibility and integrity. A comprehensive range of services include, but are not limited to, retail outreach programs, institutional exposure and support, shareholder relations, investor lead generation and media relations.



**Ready For Media**–The West Coast's most experienced media strategy and training firm, Ready for Media has coached corporate executives in the fine art of facing audiences in person and through the media since 1991. Led by industry guru Anne Ready, the company coaches clients to meet these challenges through a step-by-step interactive process that includes in-studio, on-camera practice, followed by video review and candid critique. One of America's foremost experts in executive media preparation, Ready for Media is a carefully selected team of print and broadcast journalists who provide mock interviews and media strategy.



**Rigney Graphics** - For more than 20 years, Rigney Graphics has been providing excellence in design to more than 400 loyal clients. The company started out when typesetting and graphic design materials were produced using somewhat primitive technologies as compared with today's computer-driven digital design. Adherence to fundamental design and typographic principles learned in these early years, coupled with continuous updating of knowledge of expanding digital technologies, has resulted in designs which are highly aesthetic and that get results for clients.



Ron Jaffe has traveled to more than 30 countries and islands around the world, acquiring more than 24 years of professional experience as a photographer. From fashion and glamour to Hollywood television shows, films, and celebrities, Ron has worked with high-profile corporate and political figures from the plains of Calgary to the southern tip of South Africa to the deserts of North America. Ron is comfortable working with everyone, from celebrities to corporate executives to film and TV studios. Executive portraits, publicity shots, entertainment and film are Ron's specialties.



**TechTransform**—Founder Riggs Eckelberry and team works with companies and the financing community to transform technology assets into actual business success, specializes in *commercialization programs* for clients looking to succeed. TechTransform builds and helps manage the sales channel, from partnerships to licensing, with a network and a culture specifically suited to this task. The company offers sophisticated systems to create and manage web-based relationships. TechTransform is also adept at bringing non-US technology companies to North American.

## RECENT SATISFIED CLIENTS

MarCom Associates and its division MarCom New Media has been providing corporate and marketing communications, public relations, search engine optimization (SEO) and social media marketing since January 1997.

<u>High Tech/BioTech/Medical Clients</u>	<u>Retail/Non-Profits/Events</u>
<b>The Wiley Protocol®—Santa Barbara, CA.</b> A patent pending bio-identical hormone replacement therapy (BHRT) delivery system of rhythmically dosed estradiol and progesterone in topical creams. ( <a href="http://www.thewileyprotocol.com">www.thewileyprotocol.com</a> )	<b>Peternity.com—Brea, CA.</b> A place to help people honor their pets for eternity, providing custom pet memorial products including headstones, statues and grave markers, cremation pet urns, keepsake boxes, and pet portraits. ( <a href="http://www.peternity.com">www.peternity.com</a> )
<b>Entertainment Connection—Burbank, CA</b> Provides educational apprentice programs for the film, radio, television and the music recording industries. <a href="http://radioconnection.com">http://radioconnection.com</a> ; <a href="http://film-connection.com">http://film-connection.com</a> ; <a href="http://recordingconnection.com">http://recordingconnection.com</a>	<b>Rocco Basile—Brooklyn, NY</b> Reputation management for Board member of New York-based charities, <b>Children of the City</b> and the <b>Joe DiMaggio Awards Committee</b> . ( <a href="http://www.roccobasile.com">www.roccobasile.com</a> ) ( <a href="#">Rocco Basile Blog</a> )
<b>Acutrack, Inc.—Livermore, CA.</b> Enables customers to create, publish and deliver custom content on CDs and DVDs worldwide. ( <a href="http://www.acutrack.com">www.acutrack.com</a> ) ( <a href="#">Acutrack Blog</a> )	<b>The Kazanjian Foundation/Jewels for Charity—Beverly Hills, CA</b> Charitable arm of the prominent jewelry company Kazanjian Bros., Inc.( <a href="http://www.jewelsforcharity.org">www.jewelsforcharity.org</a> )
<b>CyberDefender Corporation—Los Angeles, CA,</b> Security developer with the industry's most advanced early defense technology ( <a href="http://www.cyberdefender.com">www.cyberdefender.com</a> )	<b>Ceniza Cigar Lounge—Old Town Pasadena, CA.</b> Largest retailer of cigars in California. ( <a href="http://www.cenizalounge.com">www.cenizalounge.com</a> )
<b>Dr. Bijan Afar —Los Angeles, CA</b> Periodontics and Implant Dentistry ( <a href="http://www.oralimplants.com">www.oralimplants.com</a> )	<b>American Veteran Awards (AVA)—Los Angeles, CA</b> National non-profit, non-political, public benefit organization.
<b>iolo technologies, LLC—Los Angeles, CA,</b> Leading provider of Windows-based utilities software ( <a href="http://www.iolo.com">www.iolo.com</a> )	<b>Soleil Film and Television—Santa Barbara, CA</b> Feature film and television production company ( <a href="http://www.soleilfilm.com">www.soleilfilm.com</a> )
<b>Itensil, Inc.—Los Angeles, CA</b> Developer of innovative collaborative expertise-driven applications.( <a href="http://www.itensil.com">www.itensil.com</a> )	<b>WinAHomeNow.com—Conejo, CA.</b> Million dollar raffle sponsored by the Conejo Jewish Day School, to raise funds for better education. ( <a href="http://www.winahomenow.com">www.winahomenow.com</a> )
<b>Applied DNA Sciences, Inc.,—Los Angeles, CA</b> DNA-embedded Anti-counterfeit and fraud biotechnology. ( <a href="http://www.adnas.com">www.adnas.com</a> )	<b>Sabi—West Hollywood, CA</b> Retailer of fine Japanese lacquer ware. ( <a href="http://www.sabi.com">www.sabi.com</a> )
<b>Panda Software U.S. —Glendale, CA</b> Leading anti-virus company. ( <a href="http://www.pandasoftware.com">www.pandasoftware.com</a> )	<b>LA Architect Magazine—Glendale, CA</b> The leading magazine specific to the Southern California design community. ( <a href="http://www.laarchitect.com">www.laarchitect.com</a> )
<b>MicroWorld Technologies, Inc.—Old Bridge, NJ</b> Anti-virus security solutions provider ( <a href="http://www.mwfti.net">www.mwfti.net</a> )	<b>The Avenues of Art &amp; Design—West Hollywood, CA.</b> The West Coast's premier destination for interior design, galleries, showrooms, specialty shops and restaurants.
<b>View Systems, Inc.—Baltimore, MD.</b> (OTCBB:VYST) A premier developer of digital video systems and concealed weapons technology. ( <a href="http://www.viewsystems.com">www.viewsystems.com</a> )	<b>XTRAX, LLC and Reducit— Beverly Hills, CA</b> Herbal weight loss formula to balance serotonin levels ( <a href="http://www.reducit.com">www.reducit.com</a> )