

Hi-Tech Marketing Solutions

Innovation is the engine of progress. Marketing is the fuel that drives it.

1 TO 1 MARKETING THAT'S PERSONAL

Customers today are looking to gain competitive advantage in every way they can in their respective industries.

Our objective is to provide marketing solutions that give the greatest *return on investment* possible for our clients.

Through the use of direct mail, interactive internet, telephone tracking and monitoring, we can increase the efficiency of lead generation while building customer loyalty for our clients.



We produce colorful customized mail pieces maximizing personalization while providing customer response (telephone services) and personalized URLs (PURLS) for tracking and measuring response.



For information contact:
HI-TECH MARKETING SOLUTIONS
3410 NE 6 Terrace, Pompano Beach, FL 33064
Phone (954) 784-3840
Toll-Free (866) 595-4485
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www.hi-techms.com

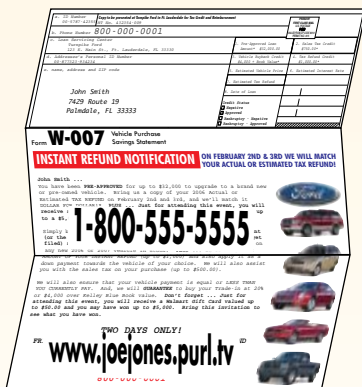
**LEAD GENERATION
= MORE SALES
+ MORE PROFIT**

Why Personalized URLs?

TODAY 47% OF PEOPLE PREFER TO RESPOND TO DIRECT MAIL ONLINE

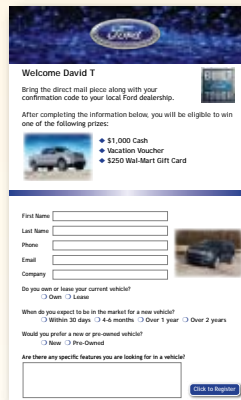
- Increase your Direct Mail response rates
 - Generate more qualified leads
 - Track and measure results
 - Build customer loyalty

Direct Mail



We create a custom color mail piece with an assigned 800-number and personal URL

PURL



A response via the internet to the personalized URL will capture vital opt-in survey information and immediately send the marketer an email lead to respond to.

Telephone



A response by phone is routed through an assigned 800-number where all calls are tracked and reports are generated

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PARTNERS

Kodak

HAMADA



XEROX

Collect Valuable Data

Custom Landing Pages ...

have the look of the mail piece and will be personalized to each responder with variable data and imagery.

The landing page will profile responders by collecting valuable opt-in survey information.

The responder may be offered a discount coupon in exchange for filling out a brief questionnaire.



The screenshot shows a landing page for Ford. At the top, it says "Welcome David T" and "Bring the direct mail piece along with your confirmation code to your local Ford dealership." Below this, it lists prizes: "\$1,000 Cash", "Vacation Voucher", and "\$250 Wal-Mart Gift Card". The form includes fields for "First Name", "Last Name", "Phone", "Email", and "Company". It also has radio buttons for "Do you own or lease your current vehicle?" (Own/Lease), "When do you expect to be in the market for a new vehicle?" (Within 30 days, 4-6 months, Over 1 year, Over 2 years), "Would you prefer a new or pre-owned vehicle?" (New/Pre-Owned), and a text box for "Are there any specific features you are looking for in a vehicle?". A "Click to Register" button is at the bottom right.

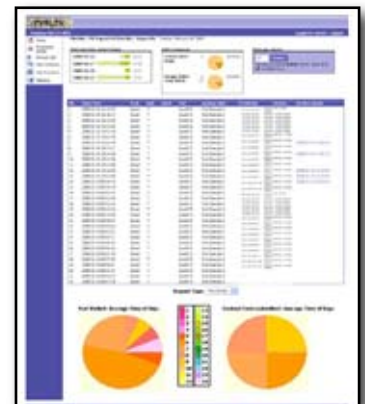
Thank You Page ...

Upon successful completion of the landing page the responder is directed to a thank you page. The Marketer is provided with an instant lead via their E-mail address. All of the pertinent contact and survey information for the Marketer's sales force is now available to CLOSE THE SALE.



Statistics Reporting Page ...

Our online Purl Stats Manager Software allows the Marketer to view all campaign statistics. The Marketer can view and export all stats including time and date stamp for Purl website visits & archived contact/survey information for follow-up with their sales department to insure that contact with the new lead has been made.



Direct Mail Samples

INVITATION STYLE MAILERS



8.5x11 bi-fold in oval window envelope

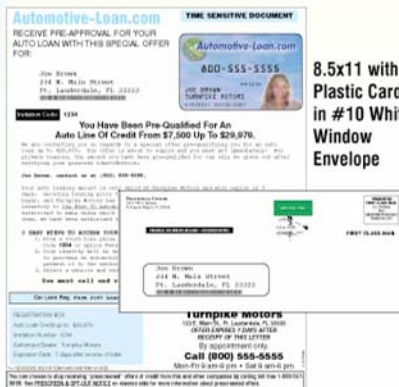


6.5x14 tri-fold in invitation style envelope

MAILERS WITH PLASTIC CARDS



8.5x14 with "Pit Pass" card in Full View Envelope



8.5x11 with Plastic Card in #10 White Window Envelope

LETTER IN #10 WHITE WINDOW ENVELOPE



8.5x14 4/0 Mailer



8.5x14 4/0 Mailer

SNAP-APART MAILERS



LAMINATED POP-OUT 4x6 POSTCARDS



ASSORTED POSTCARDS



SPECIALTY MAIL PIECES



Tuxedo Mailer

10x11 Fold-over License Plate Mailer

11x17 self mailer