

SUMMARY OF SERVICE



NewMarket Services, Inc. is an information provider to a unique market segment - the over 55 million people who move each year. This number includes the 1.6 million who are transferred by their companies annually. Currently NMS supplies relocation information to over 200,000 people each year.

Our ability to get subscribers and supply information to people who move has been proven effective. We have access to these relocating professionals through the relationships we have established with the human resources departments of over 1800 major corporations and the management offices of over 2000 apartment communities. In this capacity we deal with some of America's premier companies, including Price Waterhouse Coopers, Prudential, and AT&T.

The medium we currently use to transmit or deliver the information is in print format. The information sometimes is gathered, processed, and formatted by us (The NMS Guides and Relocation Packages) and sometimes it is another information source wanting to reach our market, i.e. Discover, Haas Apartment Guide, Ameritech, Citibank. When a business wants to distribute information on their product or service to this select market group, we are a primary delivery vehicle.

The value of our service can be illustrated by:

- 1) The fact that over 1800 Human resources departments of major corporations subscribe to our service.
- 2) Relocation departments of many major real estate companies utilize our service.
- 3) Many of our major advertisers (Hilton, Hyatt) have their own sales departments that work to reach the relocation market.
- 4) Many of the directed magazines that are designed to reach the relocation market have paid us to include their publication in our service including, Chicago Sun Times House Hunt Book, Discover Chicago, Allied's Guide To a Good Move, The AT&T Household Planner and The Apartment Guide.

What our service allows us to do, is get in front of an excellent market group in a very positive way, which is what all media strives to do. Any medium, be it print, television, radio or the Internet, wants to obtain an attractive audience. To do this, content or information must be gathered and formatted and then delivered in a positive way in the hopes of attracting the reader/viewer/subscriber. Our business starts with this very attractive audience.