

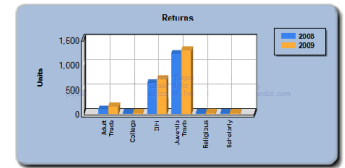
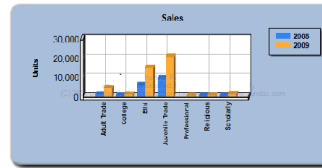
PUBINSIGHT™ Business Intelligence for the Publishing Industry

Knowing your business, market, customers, and competition is a challenge facing every organization. Business managers throughout the organization need to make decisions based on information that is comprehensive, current, and accurate. However, the majority of Publishers acknowledge that they do not have access to all the information they need, when they need it, and how they need it. Over the past two decades, companies have made huge IT investments to improve the situation, yet still do not have the information and tools to excel in performance management and business intelligence.



Order Dashboard

Business Performance Powered by People, Process, and Technology



Top 10 Customers

| Account | Units | \$ | % Total |
|----------------------------------|---------------|---------------------|---------|
| UNIVERSITY BOOKSTORE | 1,548 | \$98,478.00 | 3.94% |
| MCGRAW-HILL/UNIVERSITY BOOKSTORE | 1,544 | \$32,880.00 | 3.95% |
| ALVAREZ COLLEGE | 896 | \$19,279.50 | 2.08% |
| BAKER & TAYLOR | 828 | \$18,497.10 | 1.79% |
| REALMOUNT MARKET PLACE INC. | 748 | \$15,368.00 | 1.66% |
| UNIVERSITY BOOKSTORE | 714 | \$15,065.00 | 1.63% |
| COWLEY DISTRIBUTING INC. | 704 | \$14,913.00 | 1.61% |
| WHITNEY EDUCATION GROUP INC. | 652 | \$13,899.00 | 1.48% |
| CRANDALL COLLEGE BOOKSTORE | 624 | \$13,578.00 | 1.47% |
| HOLYFAMER COLLEGE | 610 | \$13,543.90 | 1.46% |
| Total (All Accounts) | 42,888 | \$806,399.90 | |

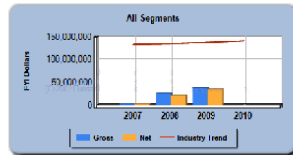
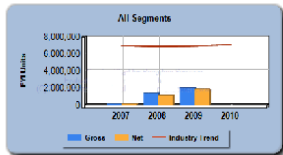
Sales Rep Orders

| Sales Rep | Units | \$ | % Total |
|-------------------------|---------------|---------------------|---------|
| Blaine Brown | 10,624 | \$239,099.40 | 24.65% |
| Alvareza Adams | 8,238 | \$173,480.70 | 18.73% |
| Peter Elger | 6,480 | \$148,032.10 | 15.76% |
| Pat Owsen | 6,862 | \$141,834.60 | 15.31% |
| Steve Salton | 3,188 | \$70,784.70 | 7.04% |
| Jim Zinn | 2,702 | \$66,964.60 | 6.16% |
| Salv Tanno | 2,008 | \$40,905.40 | 4.42% |
| Andy Jones | 1,584 | \$34,810.40 | 3.74% |
| Aaron H. Wells | 1,462 | \$32,321.00 | 3.48% |
| Tom Throck | 64 | \$1,387.10 | 0.15% |
| Total (All Reps) | 42,888 | \$806,399.90 | |



Trends Dashboard

Business Performance Powered by People, Process, and Technology



| | SUMMARY DATA - NET UNITS | | | | | SUMMARY DATA - NET SALES | | | | | | | | | | |
|--------------------------|--------------------------|-----------|-----------|-----------|---------|--------------------------|-------|------|----------|--------------|--------------|----------|--------|--------|-------|------|
| | 2007 | 2008 | 2009 | 07/08 | 08/09 | 09/10 | 2007 | 2008 | 2009 | 07/08 | 08/09 | 09/10 | 09/10 | | | |
| ALL BOOK BIZ \$ | 4,885 | 1,051,693 | 1,797,161 | 3222.2% | 86.9% | -1.6% | 0.3% | 21% | \$61,184 | \$6,046,000 | \$3,874,851 | 6369.0% | 88.3% | 1.0% | 1.3% | 24% |
| Trade (Total) | 1,113 | 88,343 | 1,378,333 | 2268.6% | 88.0% | -2.3% | 0.6% | 21% | \$67,807 | \$1,040,688 | \$2,454,918 | 2573.2% | 88.3% | -0.8% | 1.0% | 21% |
| Adult Trade | 2,724 | 879,784 | 1,370,917 | 3076.6% | 88.3% | -1.3% | -0.1% | 15% | \$46,341 | \$14,912,000 | \$2,330,263 | 2078.6% | 88.0% | -1.2% | -0.2% | 15% |
| Adult Trade | 373 | 2516 | 7,350 | 865.6% | 193.0% | -2.4% | 10% | 24% | \$11,484 | \$9,710 | \$169,063 | 420.9% | 168.0% | -2.2% | 0.0% | 24% |
| Professional | 6 | 0 | 36 | -100.0% | 3600.0% | 4.1% | 26% | 15% | \$102 | \$0 | \$612 | -100.0% | 40% | 30% | 17% | |
| Religious | 0 | 1,992 | 1,203 | 199200.0% | -34.6% | -10.2% | -32% | 32% | \$0 | \$62,000 | \$48,000 | 80000.0% | -34.6% | -10.0% | -40% | 32% |
| Education (Total) | 1,736 | 189,548 | 417,818 | 11028.6% | 109.8% | 4.0% | 0.3% | 28% | \$42,207 | \$4,864,480 | \$10,428,712 | 11385.7% | 110.3% | 4.4% | 0.2% | 28% |
| College | 101 | 898 | 1,472 | 823.1% | 112.7% | 3.5% | 3.7% | 36% | \$2,222 | \$14,498 | \$22,174 | 82.4% | 122.0% | 4.8% | 3.6% | 32% |
| High | 1,635 | 188,380 | 416,321 | 12877.2% | 159.8% | 4.0% | 3.6% | 26% | \$23,985 | \$4,843,842 | \$10,208,418 | 12178.4% | 110.2% | 4.8% | 3.2% | 28% |
| Specialty | 89 | 282 | 819 | 288.2% | 148.6% | 4.2% | 1.3% | 1.3% | \$2,087 | \$8,382 | \$16,121 | 227.4% | 188.3% | 3.9% | 1.3% | 1.7% |

PUBINSIGHT™ provides Publishers with timely monitoring, response, and advanced reporting and analysis capabilities enabling executives, managers, or staff to respond instantly to business events by giving them all of the appropriate information required to make the right tactical and strategic decisions.

- **Deliver personalized and targeted information**
Deliver higher-value information to improve decision-making and increase user productivity.
- **Reach a broad range of user communities**
Targeted capabilities let users see more data in fewer clicks to work more effectively.
- **Easy to manage & modify**
Expanded administration and ad-hoc capabilities make your deployment easier to support and enhance.

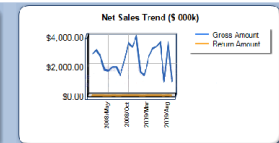
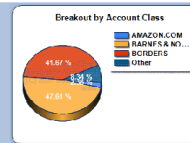
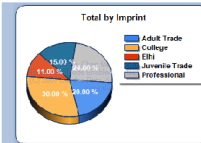
Business Intelligence and Reporting

PUBINSIGHT™ reporting and analysis capabilities enable Publishers to meet key business analysis and reporting needs. PUBINSIGHT™ offers both scheduled and ad-hoc reporting. Users can run and view reports via the web browser as well as export reports to a PDF or Microsoft Excel file. The administrative control of access security function ensures that sensitive information is not compromised. Reports may be delivered automatically by email on a schedule set-up by the administrator.



Sales Dashboard

Business Performance Powered by People, Process, and Technology



MTD Summary (Units)

| Channel | Order | Shipped | Backorders | Returns |
|-------------------------|-------|---------|------------|---------|
| Bookstores | 710 | 4,927 | 3,480 | 71 |
| Education & Academic | 1,686 | 6,390 | 28,740 | 250 |
| Market | 55 | 155 | 1,160 | 9 |
| Organizations Direct | 300 | 955 | 2,110 | 19 |
| Wholesalers and Jobbers | 92 | 312 | 3,010 | 33 |

Accounts with Greatest Returns (MTD)

| |
|-----------------|
| UNIVERSITY B... |
| ST EDWARDS... |
| COLLEGE ST... |
| COWLEY DIST... |
| REDFERN B... |
| PARAMOUNT... |
| UNIV OF PITT... |
| CHRISTIAN B... |
| ELGIN COMM |
| COLL BOOKST... |

YTD Net Sales Summary (\$ 000k)

| Channel | Gross Amount | Return Amount | Net Amount |
|-------------------------|--------------|---------------|-------------|
| Organizations Direct | \$1,045.91 | \$10.47 | \$1,035.44 |
| Specialty Markets | \$109.58 | \$1.10 | \$108.48 |
| Education & Academic | \$13,031.92 | \$150.32 | \$12,881.60 |
| Market | \$105.51 | \$1.06 | \$104.45 |
| Market | \$632.93 | \$9.33 | \$623.60 |
| Bookstores | \$2,842.56 | \$23.43 | \$2,819.13 |
| Wholesalers and Jobbers | \$2,489.00 | \$23.00 | \$2,466.00 |

For ad-hoc reporting, PUBINSIGHT™ features a sophisticated yet easy-to-use report definition tool that enables the creation of custom reports based on process and line of business data stored in the PUBINSIGHT Data Warehouse.

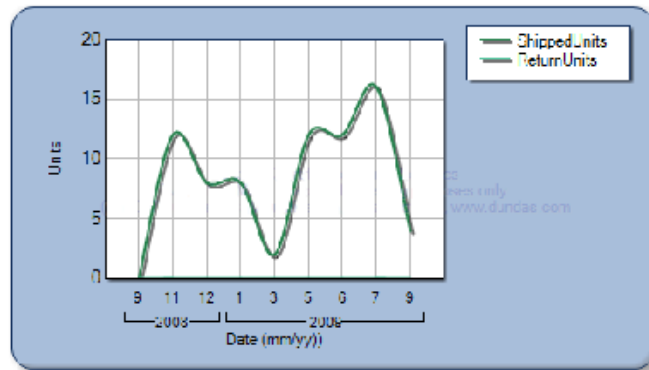
Title Report

Business Performance Powered by
People, Process, and Technology

| | | |
|-----------------------|-----------------------|-----------------|
| ISBN: 0101052333 | Title: Geometry | Inventory: 10 |
| ISBN13: 9780101052335 | Author: Cara Williams | Ordered: 210 |
| | Imprint: Elhi | Shipped: 90 |
| | Division: Education | Back Order: 120 |

Sales Last 12 Months

| Month Ending | Shipped Units | Sample Units | Return Units |
|--------------|---------------|--------------|--------------|
| 12/2008 | 8 | 0 | 0 |
| 11/2008 | 12 | 0 | 0 |
| 9/2009 | 4 | 0 | 0 |
| 9/2008 | 0 | 0 | 0 |
| 7/2009 | 16 | 0 | 0 |
| 6/2009 | 12 | 0 | 0 |
| 5/2009 | 12 | 0 | 0 |
| 3/2009 | 2 | 0 | 0 |
| 1/2009 | 8 | 0 | 0 |
| | 74 | 0 | 0 |



POS Sales

| Type | Account | Current Units | Current Amt | Units 1 Week Ago | Amt 1 Week Ago | Units 2 Weeks Ago | Amt 2 Weeks Ago | Units 3 Weeks Ago | Amt 3 Weeks Ago | LTD Units | LTD Amt |
|------------------------|----------------|---------------|-------------|------------------|----------------|-------------------|-----------------|-------------------|-----------------|-----------|---------|
| Retail | AMAZON.COM | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 70 | 1099.00 |
| | BARNES & NOBLE | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 20 | 314.00 |
| Retail Total | | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 90 | 1413.00 |
| Wholesale | BAKER & TAYLOR | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 70 | 1099.00 |
| | INGRAM | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 150 | 2355.00 |
| Wholesale Total | | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 220 | 3454.00 |

Order Dashboard – Provides a high-level and detailed breakdown by division of sales, returns, Top 10 Customers and Top selling sales reps.

Sales Dashboard – Provides a Pie Chart of total imprints sold with drill down capabilities, a breakdown of Sales by Account Class, Net Sales Trends, Accounts with greatest Returns (MTD), MTD Sales Summary by Channel, and YTD Net Sales Summary by Channel.

Trends Dashboard - Presents company actual data against industry data for both Net units sold and sales dollars. This dashboard will show year over year of unit sold and sales(\$) along with the percent change against industry trends.

Title Report – Search and view specific title information along its monthly Sales & Returns along with Supply chain data by sales channel.

About FYI Solutions

At FYI Solutions, we have a mission: to unlock the power of your business intelligence investment. By studying your business environment—from processes to information flow to data architecture—we identify and strengthen weak links throughout your entire reporting ecosystem in order to boost the productivity of your information delivery system. In the end, you'll access the data you need more easily, efficiently, and powerfully. Simply put, you'll have increased your ROI—that is, your return on intelligence.

To learn more call 973.331.9050 or visit us at www.FYIsolutions.com/PUBinsight