

S-L MARKETING SPECIALISTS, INC.

**915 Clifton Avenue
Clifton, NJ 07013**



CORPORATE PROFILE

**Manufacturers Representatives - Automotive & Industrial Markets
(Specialists in Pull-Through Sales)**



S-L MARKETING SPECIALISTS INC.

915 Clifton Avenue, Clifton NJ 07013 973-472-0382 Fax: 973-472-4304
Manufacturer's Representatives to the Automotive & Industrial Markets

At S-L Marketing Specialists, Inc., we offer a professional approach to all segments of the automotive aftermarket, paint-body-equipment, and the industrial market based on in-depth experience and knowledge of how to move products in this specialized field.

Manufacturers' lines of distribution and pricing structures are strictly adhered to. Warehouse stocks are inventoried, and a full-time, jobber-dealer detailing program is always in effect. The result is a strong "pull-through" from user to jobber to W.D.

Promotional flyers are created in-house to support this program. We get fully involved, right down to artwork, copying, and printing. It is through this involvement that S-L Marketing Specialists, Inc. has built an excellent reputation of sales and service.

The sales force is a trained and technically oriented one. It is capable of doing the demonstrations, instructions, and troubleshooting necessary to the moving and installation of equipment to the end-user.

The salesmen work solely for S-L Marketing Specialists, Inc. and function as professional sales personnel only. We recognize the need for resident salespeople to service each territory effectively, thus personnel are placed in strategic locations to ensure local representation.

Our main business office is maintained on a full-time basis with staff available for order taking and processing, mailings, and customer coordination.

A custom software package is utilized to provide monthly reports. One report provides manufacturer by customer, and the other provides customer by manufacturer.

Both reports are listed by current month, current year-to-date, ranking of customers and activity, and comparative last year figures. This material gives accurate sales forecasting and programming information. Each salesman receives a printout and/or electronic updates, which are used as sales tools. Laptop computers keep our salespeople in the loop at all times.

A separate computer system, using Aldus software, is used to generate in-house advertising for our distributors as well as a bi-monthly 'SLMS Rep Talk News Brief' publication. The 'SLMS Rep Talk News Brief' informs our distributors, jobbers, end-user shops and manufacturers of market changes, promotions, and new product introductions. It is faxed to all key accounts and prospects, followed up with a mailing and sales visit by an SLMS representative.



INTRODUCTION

SLMS

SALES & MARKETING AGENCY

Most important SLMS attributes:

- Technical product knowledge and skills.
- Agency goals compatible with our manufacturers.
- After sales service (set-up and training).
- Niche market specialization with focus at the end-user shop level.
- Agent compatibility with synergistic lines.
- Stability of business.

Overview of the manufacturer's representative functions that add value to the sale:

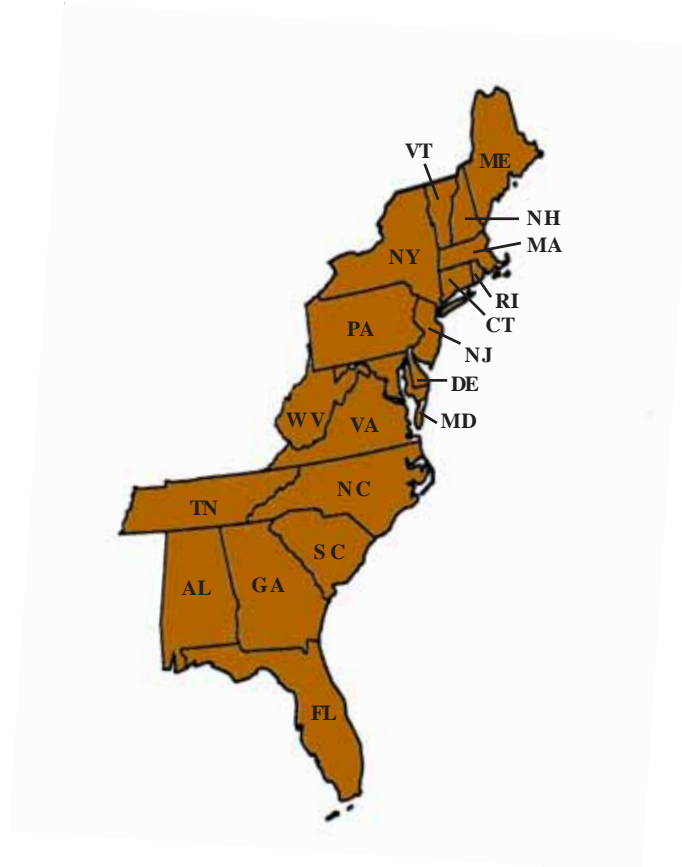
- Ability to outperform direct sales force by providing more people in a face-to-face shop selling environment.
- SLMS offers strength in all automotive aftermarkets. The PBE segment adds another opportunity for all tool & equipment manufacturers.
- We create opportunities at the shop level and don't react to or rely on sales leads to grow our market.
- SLMS offers our manufacturers a highly motivated sales force, salespeople with progressive sales attitudes, and invaluable sales leads. Our people are experienced and committed to the sales profession.

Positioning of the representative agency as an outsource professional field sales organization:

- This decision should be a commitment, not an experiment by both SLMS and our manufacturers.
- Greater contribution to EVA for our manufacturers and customers.
- Field sales mean just that. Sales are created at the user/shop level. The practice of reps going out for coffee with their distributors and calling it a sales call are gone. We are a talented sales agency and does what it takes to be successful.

S-L MARKETING SPECIALISTS, INC.

Sales Coverage: Our sales coverage is defined by territory.



Territory I

New Jersey
New York

Territory II

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

Territory III

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Territory IV

Alabama
Florida
Georgia
North Carolina
South Carolina
Tennessee

Distribution:

Warehouse Distributors, Tool Equipment and PBE Specialists, Jobbers, Fleets, Chains, Mass Merchandisers, Industrial, Hardware and OEM.

Product Lines:

Automotive and Industrial Tools, Equipment and Body Shop Collision Supplies (PBE).

Fred J. Schultz, President

A successful career in the automotive aftermarket in corporate sales and marketing management. Served as Sales and Marketing Vice President of ETW Corp., a multi-branched, nationally known tool and equipment W.D. Directed a large sales force calling on jobber trade. Developed master catalogs, master price sheets, and mailing brochures. Effectuated warehouse/advertising programs. Conducted sales clinics and technical clinics for W.D. and jobber sales personnel. Maintains in-person contact with all major warehouse customers. Travels with the SLMS men in a management capacity and provides field support for factory men.

Holds his degree in Marketing from Baruch College, CCNY.

Robert L. Hickey

Residence: Saddle Brook, NJ
Covers: Northern New Jersey and Staten Island, NY

Graduated Taylor Institute at Bloomfield College in Bloomfield, N.J.

Experience includes customer service, purchasing agent and salesman for two of the largest tool and equipment warehouses on the east coast.

Bob is an extremely talented pull-through salesman at the jobber and shop levels. He is capable of using all types of equipment such as electronic computer scan tool, welding equipment, mobile air conditioning service equipment, power tools for collision repair, hydraulics and wheel service equipment.

Patrick J. O'Brien

Residence: Landing, NJ
Covers: Northern and Central New Jersey, Lower New York State

Graduated William Paterson College of New Jersey.

Experience includes six years with Sears. Responsibilities included setting up and creating P.O.P. displays and coordinating all media advertising with store displays to ensure a successful sales promotion. Pat calls on shops, jobbers and W.D.'s in the above areas.

Pat is a well trained technician at the shop level handling demos, organizing clinics, and instructing on all mechanical and electrical equipment.

John F. Herley

Residence: West Babylon, LI, NY
Covers: Metro New York and Long Island

Attended Nassau Community College in New York.

Calls on W.D., jobber, and shop accounts pulling through sales for the warehouse distributors. Sets up and conducts training seminars and product introductions at the shop level.

Prior experience includes several years as a tool salesman for a large hardware distributor. Background includes body shop experience.

Raymond M. Markulics

Residence: Nazareth, PA
Covers: Eastern Pennsylvania and Southwest New Jersey

Graduated with honors from Wilkes University in Wilkes-Barre, PA.

Ray's background includes several years of PBE experience and tool and equipment sales for a large multi-store jobber operation. Prior to joining S-L Marketing Specialists, Inc., he was appointed as Assistant Manager for one of the jobber locations. His responsibilities included the purchasing and selling of tools, equipment, paints, spray equipment, plastics, abrasives, and other essential supplies.

Philip Scott, Jr.

Residence: Johnstown, PA
Covers: Western Pennsylvania and Northwestern West Virginia

Phil is a talented shop technician who comes to S-L Marketing Specialists, Inc. with over 18 years of experience in the automotive tool, equipment and PBE aftermarket. His expertise is at the shop and jobber level, and was previously employed by a group affiliated PBE, tool and equipment distributor.

Phil's prior responsibilities included the creating and running of a technical training center and working with jobber salespeople in the field, calling on shops. Prior to his warehouse experience, he operated a family-owned PBE auto parts store and was responsible for outside sales and paint mixing.

Christopher Schaub

Residence: Mahwah, NJ
Covers: New Jersey and Metro New York

Chris is a graduate of St. Thomas of Aquinas College in Sparkill, NY and has an MBA from Iona College in New Rochelle, NY.

Chris's past experience is in the financial sector with 20 years of sales and management responsibilities. He is no stranger to the automotive and industrial trade, having experience in restoration, construction, and working in an automotive repair shop during his college years.

Richard S. Russell

Residence: Sparrows Point, MD
Covers: Maryland, Washington DC, Northern Virginia, Northeastern West Virginia and Delaware

Richard has over twenty years of direct sales experience working with a diverse customer base of repair shops and jobbers.

Richard's background includes ten years of user/shop sales for a large jobber. He also managed a busy wholesale counter for an automotive warehouse distributor.

Michael F. Masce

Residence: Frankestown, NH
Covers: A portion of Eastern Massachusetts & the Cape area, Vermont, Maine and New Hampshire

Michael's past experience includes sales of welding supplies, equipment and consumable goods for a distributor in New England to shops, OEM and municipalities.

He is a talented technician with focus at the shop level.

Jason J. Myers

Residence: E. Hartland, CT
Covers: Connecticut, Western Massachusetts, Rhode Island and Albany, NY area

Graduated from the Denver Automotive and Diesel College and received a gold medal award upon completion.

Prior to joining SLMS, Jason worked as a technician at an independent Porsche restoration specialist shop and a high line European car dealership. His duties included all aspects of automotive repair, collision jobs and body work.

Andy Hernandez

Residence: Cape Coral, FL
Covers: Southern Florida

Andy is a graduate of the Florida International University in Miami, FL.

His experience includes automotive tools and equipment, PBE, industrial and hardware. He has held both sales and management positions with a major paint company. Andy has conducted sales clinics and training seminars at shops and vocational schools. He also has export and logistics experience as well as direct contacts with major accounts in the Caribbean Islands, Central America and South America.

Dan Davis

Residence: Largo, FL
Covers: Northern Florida

Dan is a graduate of Florida State University with a BA degree.

Experience includes a product management role with a major national automotive, industrial, and marine warehouse distributor. Dan's role included purchasing products and generating pull-through business for manufacturers.

Jeromy Whitener

Residence: Matthews, NC
Covers: North Carolina and South Carolina

Attended the University of North Carolina at Charlotte.

Jeromy began his career in sales with a national tool and equipment distributor in 1996. He was responsible for expanding his territory across the Carolinas with a customer base which included tools, equipment, industrial, PBE, and marine distributors and jobbers.

Matthew G. Wynne

Residence: Tucker, GA
Covers: Georgia

Graduated the University of North Dakota and is a former U.S. Army Officer.

Experience includes 5 years as a high volume, auto repair franchise owner and operator, and 7 years as a mobile tool distributor for a major brand. Matthew is a hands-on, service-oriented sales professional who is as comfortable presenting and demonstrating products to distributors as he is at the shop level.

Thomas Doane

Residence: Niagra Falls, NY
Covers: Upstate New York

Thomas is a graduate of the Trott Vocational Technical School specializing in electronics.

His automotive experience includes 4 years as a technician/service manager for a bus dealership and repair facility. His past 7 years were spent as a PBE/tool specialist for a jobber and a national paint and body jobber chain. Thomas is comfortable with all electronics and shop equipment, and is a talented body shop technician.

Deborah Schultz-Schaub, Chief Financial Officer

Graduate of Oneonta State University of New York with an MBA from Fordham University.

Deborah, our CPA, is also responsible for managing the office and its personnel. She is responsible for the corporate finances and tracking salesmen and company sales performance. Prepares weekly and monthly sales analysis reports and operating statements.

Karla Kaskie

Karla attended Paterson Catholic in New Jersey. Prior to joining S-L Marketing Specialists, Inc., Karla had direct contact with customers as a customer service representative and handled customer inquiries and problems.

Responsibilities include following up of sales support programs to maintain a strong line of communication with our customers, factory principals, and salesmen as well as assuring a smooth flow of work through the office.

Anna Marie Loffredo

Anna Marie has direct contact with customers to provide catalogs, price lists, promotional literature, and order entry.

Using a custom designed computer program, Anna Marie handles invoices and commission reports from the factories.

Patty Prokidansky

Patty is a graduate of the American Business Academy of Hackensack, NJ. She also holds a Computer Concept Application diploma.

Her responsibilities include using a custom designed program to record invoices and commission reports from the factories. She also helps with maintaining a strong support line between our sales force, factories, and customers.

PRINCIPAL REFERENCES

Associated Equipment Corp.	St. Louis, MO	Dwight Brown, <i>National Sales Manager</i>	706-669-9190
3M / Bondo Corporation	Atlanta, GA	Joan Bennett, <i>Eastern Regional Sales Mgr.</i>	203-234-1013
Central Tools, Inc.	Cranston, RI	Alec Dawson, <i>President</i>	800-866-5287
Corghi	Akron, OH	Chuck McCourt, <i>Eastern Division Mer.</i>	800-232-2190
Cowles Products Co., Inc.	New Haven, CT	Jennifer Lyons, <i>Product Manager</i>	800-624-4483
Hystik, Inc.	Houston, TX	David Pastor, <i>V.P. Sales</i>	281-784-7710
Infratech	Gardena, CA	John Mazzotta, <i>President</i>	301-354-1261
Iwata / ANEST	West Valley City, UT	Ray Odette, <i>Principal</i>	801-209-7753
JohnDow Industries, Inc.	Barberton, OH	Mark Pfleeger, <i>V.P. Sales</i>	330-734-3966
Motor Guard Corp.	Manteca, CA	David Barleen, <i>President</i>	800-227-2822
Reading Technologies, Inc.	Reading, PA	Paul Flynn, <i>President & CEO</i>	800-521-9200
Robert Bosch Tool Corp.	Mt. Prospect, IL	Rodney Abernethy, <i>Regional Manager</i>	704-736-8030
S&G Tool Aid Corp.	Newark, NJ	George Gering, <i>President</i>	800-888-2080
Saint-Gobain Abrasives, Inc.	Worcester, MA	Tony Kenneally, <i>Eastern Regional Sales Mgr.</i>	508-795-5000
SK Hand Tool Corp.	Chicago, IL	Cliff Rusnak, <i>Director of Sales</i>	708-485-6629
SPX Corporation	Warren, MI	Pat O'Neill, <i>V.P. of Aftermarket Sales</i>	507-455-8378

ACCOUNT REFERENCES

Autobody Jobbers Warehouse	Paterson, NJ	Keve Stevens	973-881-7272
ETW Corporation	West Caldwell, NJ	Jay Gartman	973-808-4639
ISN	Lakeland, FL	Bruce Weber	863-603-0777, x 1265
M. Eagles Tool Warehouse	Newark, NJ	Steve Gering	973-824-6951
Medco Tool Exchange	Philadelphia, PA	Richard Bell	215-492-6700
Midstate Tool & Supply	Altoona, PA	Barry Halbritter	814-944-2533
Northeast Tool Dist.	Stratford, CT	Paul Herman	203-380-8340
O.E. Place Tool Co., Inc.	Cranston, RI	Phil Place	401-467-6655
Paramount Tool and Equipment	Farmingdale, NY	Danny Bertolino	516-249-3013
Pro Tool, Inc.	Goshen, NY	Rob Hunter	845-294-2645
Roberts Tool & Supply / IMA	Saddle Brook, NJ	Bob Sherman	201-791-8787
Topline Tool & Warehouse	Farmingdale, NY	Bill Rottkamp	516-249-9577
WTD Supply	Brooklyn, NY	Neil Staub	718-782-2300

S-L MARKETING SPECIALISTS, INC.**SALESMAN TERRITORY LIST**

AS OF 9/03/08**PHONE: (973) 472-0382****FAX: (973) 472-4304**

CODE	NAME	VOICE MAIL #	TERRITORY DESCRIPTION
	FRED J. SCHULTZ <i>President</i> 915 Clifton Avenue Clifton, NJ 07013	111	All Territories Sales & Marketing
111	JOHN HERLEY	201	Metro New York (Long Island, Bronx, Brooklyn, Queens, Lower Westchester)
121	THOMAS DOANE	209	Upstate New York (Eastern border of Syracuse Across to Buffalo), New York (Western)
14	CHRIS SCHAUB	215	Metro New York, Southern Tier of New York, New Jersey (Northern, Central & Eastern Portions)
153 15W	PHIL SCOTT	210	Pennsylvania (Western) West Virginia (Northwestern)
221 222	BOB HICKEY	202	Staten Island, New York New Jersey (Eastern Portions from North to South - Shared with Pat O'Brien)
332 333	RAY MARKULICS	207	New Jersey (Southwestern) Eastern Pennsylvania (To Route 15 Border)
444 445 446 447 44W	RICHARD RUSSELL	208	Maryland Virginia (Northeastern) District of Columbia Delaware West Virginia (Northeastern)
551 552	PAT O'BRIEN	206	New York (Southern Tier - Manhattan) New Jersey (Northern and Central Portions)
77A 77C 77E 771	JASON MYERS	205	Connecticut Massachusetts (Western) Rhode Island New York (Albany Area)
88E 88B 88F 88D	MICHAEL MASCE	203	Massachusetts (Eastern - Boston Area) Maine Vermont New Hampshire
90G	DAN DAVIS	211	Florida (Northern)
91G	ANDY HERNANDEZ	212	Florida (Southern)
94N 94S	JEROMY WHITENER	213	North Carolina South Carolina Virginia (Western Portions)
95H	MATT WYNNE	214	Georgia



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www.slmarketing.com



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John Herley – Salesman

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Ray Markulics – Salesman

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E-mail: rmarkulics@rcn.com

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E-mail: vze4bkj4@verizon.net

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Matthew G. Wynne – Salesman

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Jeromy R. Whitener – Salesman

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OFFICE STAFF

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