

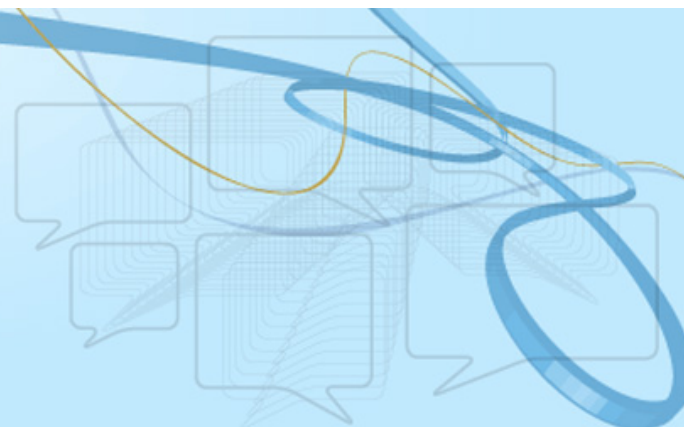


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CASE STUDIES



CLIENT Lowe's

Location: Harlington, TX

Goal: 1,200

Event Staff: 2

Number of Days: 4

Premium: Stainless Mugs/Radios

Results: 1,664 Applications



CLIENT Kohl's

Location: Buffalo, NY

Goal: 6,000 Applications

Event Staff: 2

Number of Days: 14

Premium: 10% Discount

Results: 9,000 Applications

Approval Rating: 85%

% Ahead of Goal: 33%



CLIENT Hecht's

Location: Charlotte, NC

Goal: 3,000 Applications

Event Staff: 4

Number of Days: 5

Premium: Tote Bag

Results: 3,500 Applications

Approval Rating: 60%

% Ahead of Goal: 17.5%



CLIENT Belk Department Store

Location: Land O' Lakes, FL

Goal: 2,000 Applications

Event Staff: 2

Number of Days: 5

Premium: Tote Bag

Results: 3,000 Applications

Approval Rating: 70%

% Ahead of Goal: 50%



CLIENT Bloomingdale's

Location: Huntington, NY

Goal: Not Identified

Event Staff: 20

Number of Days: 3

Premium: Tote Bag

Results: 12,000 Applications

Approval Rating: 70%



The Signature of American Style

CLIENT Lord & Taylor

July 4th Special Event

Location: St Louis, Orlando and Chicago

Goal: Not Identified

Event Staff: Varied per site

Number of Days: 1

Results: 2,000 Applications per event