

“Multicultural Recruiting, Sourcing, Branding, Events, and Training Solutions”

Minority Professional Network (MPN)
The Career, Economic and Lifestyle Connection™
for Progressive Professionals

A Viable Source of Top Talent™
for Multicultural and Diversity-Focused Employers
www.MinorityProfessionalNetwork.com **or** www.mpnsite.com

Presentation Outline

I. MPN Summary Overview and Purpose (p. 4)

- MPN Overview
- Primary Areas of Focus
- Online / Offline Value Network

II. Traffic, Demographics and Subscribers (p. 8)

- Demographics Summary
- Top Careers / Professions Represented
- Most Frequently Visited MPN Web Portal Pages
- e-Subscriber Audiences Summary
- Top Ranked U.S. Geo Area Subscriber Audiences

III. MPN Employer Offerings and Solutions (p. 14)

- Online, e-Communications, and Offline

Presentation Outline

IV. Clients and Partners (p. 20)

- Select New Clients and Advertisers
- Select Key Partners and Resource Users
- Select Prospective Clients and Advertisers
- Partial List of Existing Clients and Advertisers
- Partial List of Partners and Resource Users

V. Recent Results and Graphical References (p. 28)

- Select Event Photos and Charts
- Select Recruiting and Resume Generation Clients
- Select Marketing and Awareness Clients and Partners

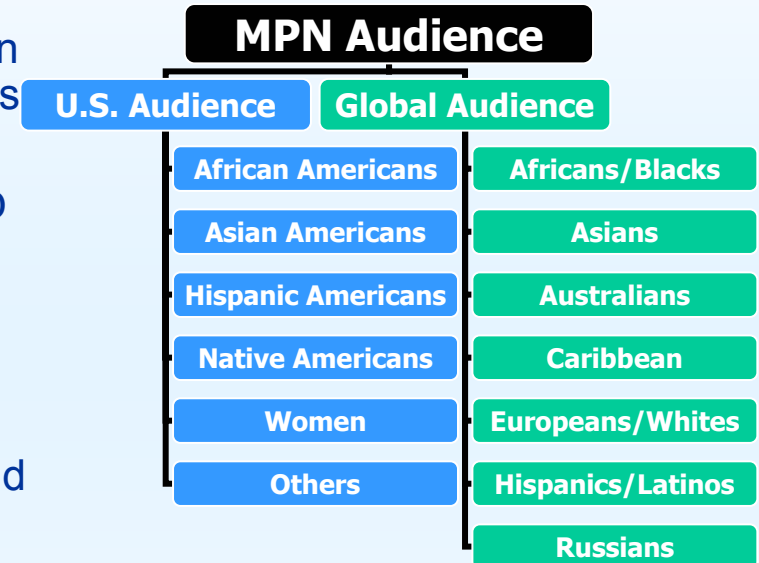
VI. Executives and Contact Information (p. 31)

- MPN Executives
- Company Contact Information

MPN SUMMARY OVERVIEW & PURPOSE

MPN Overview & Purpose

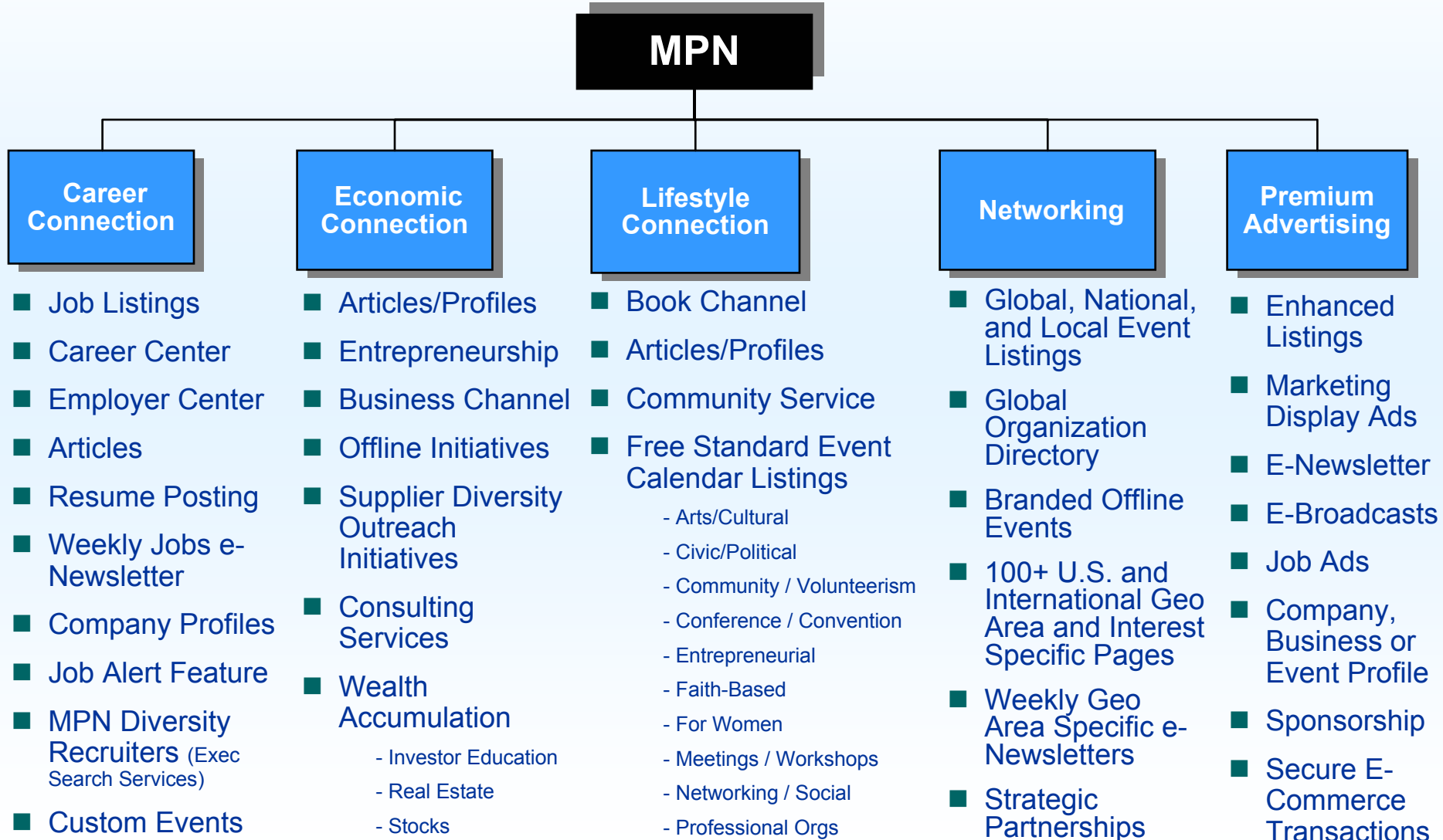
- “Value Network” in Place Since 1998
 - Initially launched as electronic publication providing information on Events and Jobs via e-Newsletters
- MinorityProfessionalNetwork.com - Web Portal Debuted November 2001
- Multicultural and Highly Diverse User Community
 - Targeting progressive persons of African/Black, Asian, Hispanic/Latino, and Native American Descent
 - U.S. Audience also includes progressive persons of Arab, Caribbean, European, Jewish and Pacific Island Descent
 - Large Focus on Minority Professional Women
 - The Site Provides Value for All Races, Ethnicities and Genders



MPN's Primary Focus Areas

- **Career**
 - A Viable Source of Top Talent™ for Diversity Focused Employers
 - Robust Online, e-Communications and Offline Integrated Solutions
 - Employer-of-the-Month Online and e-Newsletter Sponsorships
 - MPN Diversity Recruiters: Candidate Placement (Contingency Fee) & Candidate Referral (Fixed Fee) Services
 - Custom Diversity Recruiting Event Planning and Marketing Services
 - Partnership Packages Available
 - As Minorities Comprise an Increasing Share of the Labor Force, the Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Sustain Competitive Advantage
 - MPN Career Services Allow Hiring Companies and Job Seekers to Find Each Other Efficiently and Cost-Effectively
- **Economic**
 - Multicultural Business Directory Listings (60+ category pages)
 - Entrepreneurship Content, Resources and Marketing Solutions
 - Supplier Diversity Marketing and Outreach Initiatives
 - Wealth Accumulation Content and Resources
- **Lifestyle / Other Content**
 - 100+ U.S. and International Geographical and Interest Specific Event Calendars
 - Multicultural Non-Profit Organization Directory Listings (60+ category pages)
 - Student Resource Channel
 - Book Channel

MPN Online / Offline Value Network

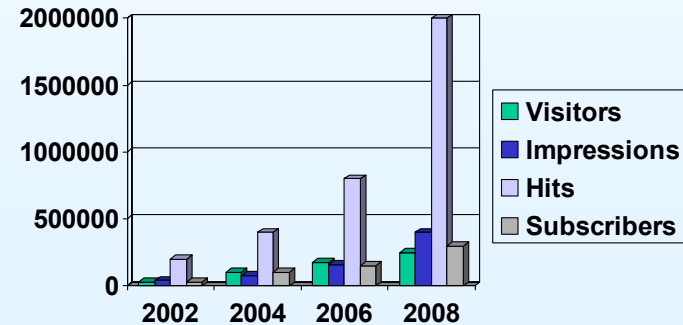


TRAFFIC DEMOGRAPHICS & SUBSCRIBERS

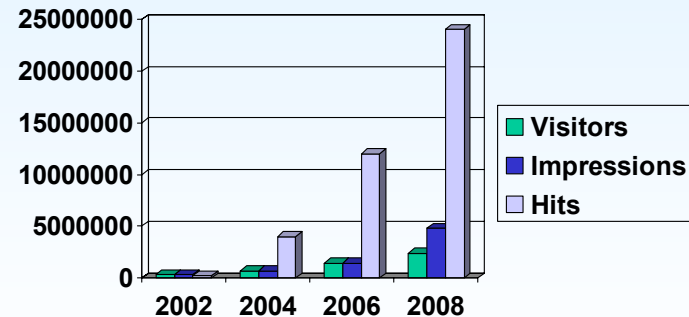
MPN Demographic Summary

- Averaging More Than 2,000,000 Unique Visitors per Year
- Averaging More Than 24 Million Server Hits per Year
- Averaging More Than 4,800,000 Page Views (Impressions) per Year
- More than 300,000 e-Subscribers
 - 93% Have Earned Post-Secondary Degrees
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of at Least \$76,000
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55
 - Subscribers Are from All over the Globe (All U.S. States and Over 50 Different Countries)

MPN Traffic (Monthly)



MPN Traffic (Annual)



MPN Users and Subscribers: Top Professions / Careers Represented

Sales / Marketing / Business Development	Internet / e-Business / Computers / Technology / Information Technology
Finance / Financial Services / Accounting	Education / Training
Human Resources	Legal
Engineering	Non-Profit
Management / Project Management / Leadership	Entrepreneurship
Healthcare / Medical	Students
Communications / Broadcasting / Journalism	Administrative
Advertising / PR	

MPN Web Portal Traffic Data: Highest Volume Traffic Pages

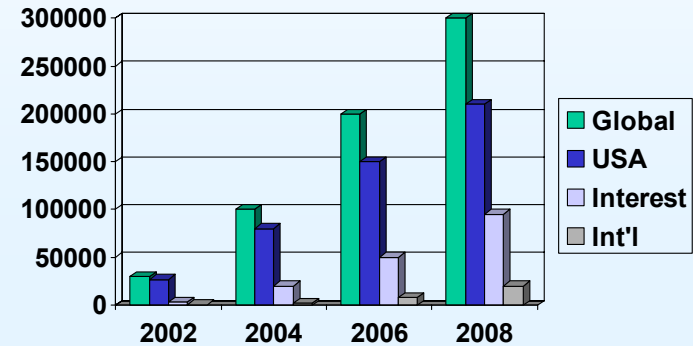
<i>MPN Web Portal Page</i>	<i>Total Traffic Ranking</i>
Event Calendar Listings Display Page	1
Career Center / Jobs Database	2
Articles/Content Listings Display Page	3
MPN Home Page	4
Business Directory Listings Display Page	5
Non-Profit Directory Listings Display Page	6
Global Calendar Events Home Page	7
Metro Atlanta Geo Area Calendar Page	8
Diversity Business Directory Home Page	9
Student Resource Network Home Page	10

e-Subscribers Summary

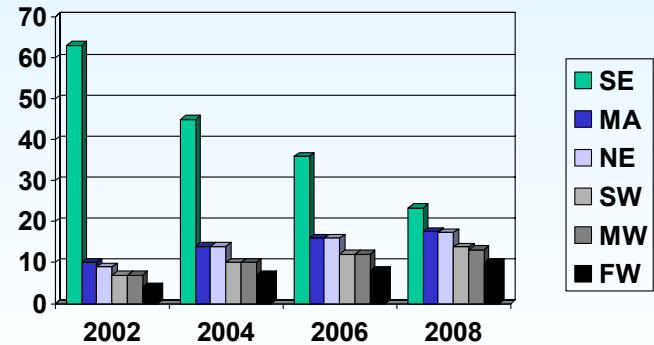
(Total > 100% due to multiple subscriptions)

% of Total Subscribers	
MPN Global e-Subscriber Audience	100%
U.S.A. Geo Area e-Subscriber Audience	70.09%
Interest Specific e-Subscriber Audience	31.75%
International e-Subscriber Audience	6.65%
% of U.S. Regional Subscribers	
Southeast USA Regional Audience	23.47%
Mid-Atlantic USA Regional Audience	17.65%
Northeast USA Regional Audience	17.35%
Southwest USA Regional Audience	13.77%
Midwest USA Regional Audience	13.13%
Far-West USA Regional Audience	9.90%
% of Interest Specific Subscribers	
MPN Career Resource Connection Audience	45.11%
MPN Diversity Orgs & Groups Subscriber Audience	24.08%
MPN Diversity Business Connection Audience	15.77%
MPN Student Resource Connection Audience	7.48%

% of Total Subscribers



U.S. Subscriber Regions



Top Ranked U.S. Geo Area Audiences

Atlanta, GA Metro Area	1
New York City Metro Area	2
Greater Washington, DC / Northern Virginia Area	3
Los Angeles / Southern California Regional Area	4
Chicago, IL Metro Area	5
Houston, TX Metro Area	6
Greater Dallas / Fort Worth, TX Area	7
Greater Miami / Fort Lauderdale / South Florida Area	8
Bay Area / Northern California Regional Area	9
Philadelphia, PA Metro Area	10
Baltimore, MD Metro Area	11
New Jersey Statewide Area	12
N. Carolina / S. Carolina Regional Area	13
Tampa / Orlando / Central Florida Regional Area	14
Austin / San Antonio, TX Regional Area	15
Greater Detroit / Ann Arbor, MI Area	16
New Orleans, LA Metro Area	17
Kansas City / St. Louis, MO Regional Area	18
Cleveland, OH Metro Area	19
Las Vegas, NV Metro Area	20

MPN EMPLOYER and LARGE ENTITY OFFERINGS & SOLUTIONS

Employer / Large Entity Advertising Options & Solutions (Online, Electronic Communications)

- **Online Recruiting Packages** (*Job Postings + Resume Browsing*)
 - Each package includes a 60-day jobs database listing, resume browsing, career alert notification, and featured online and e-Newsletter listings
- Candidate **Resume Database** Browsing (*ala carte*)
- Featured **Employer / Company** Profiles
- Featured Diversity, Recruiting or **Career Fair / Career Event Listings**
- **Marketing Display** Branding & Recruitment Ads
 - Online/E-news Skyscrapers, Banners, Buttons, Cubes
 - ✓ Recruiting & Resume Generation Marketing Display Ads
 - ✓ Products & Services Branding and Marketing Display Ads
 - ✓ Employer-of-the-Month Sponsorships
 - ✓ Supplier Diversity Marketing
 - ✓ Career & Diversity Event Marketing
- **E-mail Marketing** Services
 - Dedicated **e-Blast** and **e-Newsletter** Advertising Services
 - ✓ Geographical, Regional, National, Global, Interest Specific, Functional
- Integrated **Sponsorship / Partnership** Packages

Employer / Large Entity Targeted Services & Solutions (Offline, Integrated)

- Standard & Integrated **Partnership Packages**
 - Custom Resume Generation, Branding, and Offline Recruiting Solutions and Services
- MPN Diversity Recruiters: **Offline** Candidate Search and **Placement** Services
 - Contingency Recruiting Services
 - Retained Search Services
 - Candidate Referral Services
- Custom Event Planning and Marketing Solutions (Career, Economic, Lifestyle, Diversity, Networking, Supplier Diversity, Community, etc.)
 - **Turnkey Event** Planning & Marketing Services
 - **Event Marketing** and Attendee Turnout Services
- **Training and Education** Courses, Workshops, Seminars, Presentations
 - Frequently requested topics or themes include: career, economic, lifestyle, networking, mentoring, diversity, culture/ethnicity, marketing, branding, leadership, entrepreneurship, business, strategy, etc.
- **Supplier Diversity** Online / Offline Programs and Initiatives
- Strategic Planning, Diversity and Multicultural Outreach, Business, and Technology **Consulting** Services
- Other Value-added Client Services

Top 10 Reasons to Use MPN Career Services (part 1 of 2)

- Highly Diverse, Highly Skilled MPN User Community
- Ability to Recruit Top Candidates from a Broad Variety of Disciplines
- Candidates Can be Reached Through Both the MPN Web Site and the Various Metro Area e-Newsletters
- Strong Lifestyle Content Attracts Passive Job Seekers to Your Job Posting
- Very Reasonable Rates, Plus Complimentary “Job Alert” Notification to Users

Top 10 Reasons to Use MPN Career Services (part 2 of 2)

- Additional Exposure for Job Listings Through Complimentary Inclusion in Career Center e-Newsletter
- Ability to Augment Your Job Listings with Enhanced Advertising Including Company Profiles, Banner Ads, and Button Ads
- Employer Resume Search Capability
- Quick and Easy Job Posting Process
- Many Partnership Packages/Options, Including Offline Initiatives and a Full Spectrum of Career, Economic and Lifestyle™ Initiatives

Partnership Packages* Provide Cost-Effective Marketing Reach

- Sponsorship of Major Off-Line Initiatives
 - Career / Recruiting, Diversity, Networking, or Supplier Diversity Event in any U.S. State or Territory
 - Career Forum; Entrepreneurial Forum, Wealth Building Seminar, Investment Seminar, etc.
- Fixed Duration Site Sponsor Ad
 - Limited to No More than Five Non-Direct Competing Companies
 - The Ad Could Link to a Full-Page Profile of the Company
- Job Advertisements (60 Day Duration) on the MPN Career Center
- Sponsorship of the MPN Jobs e-Newsletter and/or Metro e-Newsletter(s)
- Enhanced Event Listings or Company News Releases
- Go to www.MinorityProfessionalNetwork.com/employers.asp for more details

* Note that the duration & value of the package options will be based on the partner package purchased (e.g., Premiere, Platinum, Gold, Silver, Bronze, Contributing, etc.).

CLIENTS
ADVERTISERS
PARTNERS
&
RESOURCE USERS

Select Key Clients and Advertisers

- Bernard Hodes
- CIA
- Democratic Congressional Campaign Committee (DCCC)
- FBI
- Graystone Group Advertising
- Interface FLOR
- J. Walter Thompson (JWT) Specialized Communications
- Mass Mutual
- Merck
- MetLife
- PricewaterhouseCoopers
- TMP Worldwide
- U.S. Department of State
- U.S. Customs and Border Protection
- University of Wisconsin
- Alzheimer's Association
- City of Madison (WI)
- California Healthcare Foundation
- The University of Houston
- Phillip Morris
- West Chester University
- BP
- Seattle University
- TJX Companies
- University of Georgia
- Immigration Equality
- Utah State University
- Verizon

Select Key Strategic Partners

- EmployeeROI / Black MBA Magazine
- FraserNet.com (George C. Fraser)
- FullCalendar.com
- Hispanic Business Magazine
- Minority Chamber of Commerce (FL)
- National Urban League
- Yahoo Search Marketing
- MBADiversity.org
- National Association of Black Female Executives in Music and Entertainment (NABFEME)
- American Singles Education (RichGosse.com)

Select Key Resource Users

- Atlanta Business League (ABL)
- Asian Women in Business (AWIB)
- Black Enterprise
- Clinton School of Public Service
- Hispanic Business Foundation
- Hispanic Alliance for Career Enhancement
- Museum of Latin American Art
- National Black MBA Association
- National Society of Hispanic MBAs
- South Asian Journalist Association
- Texas L.E.A.D.
- Women Entrepreneurs of America
- Women of Color in Technology
- Asian Women in Business
- Manhattan Chamber of Commerce
- FullCalendar.com
- Hispanic Professional Social
- U.S. Small Business Administration
- Black Data Processing Associates (BDPA)
- Huntington's Disease Society of America
- Coalition of 100 Black Women
- Hispanic Chamber of Commerce
- Delta Gamma Pi Multicultural Sorority
- Genocide Intervention Network
- Brazilian Arts Foundation
- Women's Employment Opportunity Project

Select New Clients or Advertisers

- Abbott Laboratories
- Dow Jones and Company
- MassMutual Financial Group
- Motorola
- NCR
- Philip Morris USA
- Teach California
- University of North Florida
- National Urban League
- John Deere & Company
- Capital One
- Carnegie Mellon University
- New Jersey Transit
- National Partnership for Women & Families
- Marshall's
- Burger King
- Utah State University
- AIG Insurance
- Brinks Home Security
- University of Wisconsin System
- Clark Atlanta University
- New York State Department of Transportation
- Alaska Joint Electrical Apprenticeship Training Trust (AJEATT)

Select Prospective Clients

(recent proposal requests)

- Bristol Meyers Squibb
- Federal Reserve Bank of New York
- Google.com
- Hewitt Associates
- Sherwin Williams
- Sonoco
- Spherion
- U.S. Air Force
- USDA
- DHL
- Merck & Company
- U.S. Border Patrol
- U.S. Department of Justice – Drug Enforcement Agency
- HSBC Bank
- The Coca-Cola Company
- Lockheed Martin
- 1st Choice Credit Union
- Shaker Advertising
- Oce’ North America
- New York Transit

Partial List of Existing Clients and Advertisers

- AFC Worldwide
- The Aspen Institute
- BellSouth
- The California Endowment
- City of Portland
- Coaching Quest
- Council for Christian Colleges
- FBI
- The Graduates Club
- J. Walter Thompson (JWT)
- MassMutual Financial Group
- Miller Brewing Company
- Norfolk Community Svcs. Board
- Providyn Financial
- TMP Worldwide
- Turnkey Sports
- U.S. Dept. of State
- Utah State University
- Verizon Wireless
- The Weather Channel
- AFLAC
- AutoTrader.com
- Brinker International
- CIA
- City of Tacoma
- Columbia University
- Cox Communications
- Florida Property Group
- Honda Manufacturing
- Johnson & Johnson
- MetLife
- Nationwide Insurance
- Pitt-Ohio Express
- Prudential
- Tropicana
- Tyson Foods
- United Way
- VA Department of Transportation
- Wachovia Bank
- Wells Fargo
- A.G. Edwards
- Avon
- Broward (FL) Community College
- City of Colorado Springs
- Clayton County Water Authority
- Comcast
- EmployeeROI
- Georgia State University
- Interface Flooring Systems
- Lock and Key Events
- Miami University (OH)
- NJ Career Fairs.com
- PricewaterhouseCoopers LLP
- Sylvan (Catapult) Learning
- Turner Broadcasting
- U.S. Dept. of Agriculture
- University of Connecticut
- VA Housing & Community Development
- Walgreen's
- Xerox Corporation

Partial List of Organization Partners & Resource Users

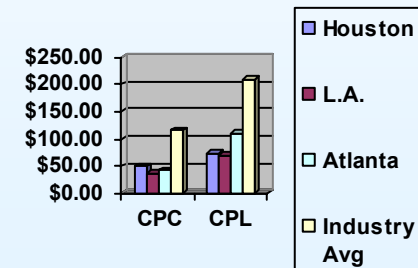
- Alpha Phi Alpha Fraternity, Inc.
- Asia America Multi-Technology Association
- Asian Women in Business
- Association of American Indian Physicians
- Atlanta Business League
- Black-N-LA.com
- Black Business Professionals and Entrepreneurs
- Black Enterprise
- Blacks in Technology
- CNET- Community Network
- Dia de la Mujer Latina Health Fiesta
- DiverseCommunity.com
- Employee ROI
- Essence
- Euroconference on Cell and Gene Therapy
- Five Men on a Stool
- FullCalendar.com
- Houston Area Urban League
- Huntington's Disease Society of America
- i10Media.com
- International Business Women's Network
- Kaplan Test Prep and Admissions
- League of United Latin American Citizens (LULAC)
- Linkage Summit on Leading Diversity
- Local Council for Latin American Advancement (LCLAA)
- Manhattan Chamber of Commerce
- Mexican American Legal Defense and Educational Fund (MALDEF)
- Minority Business Development Agency (MBDA)
- Minority Chamber of Commerce (FL)
- National Association for the Advancement of Colored People (NAACP)
- National Association of African Americans in Human Resources (NAAAHR)
- National Black MBA Association
- National Coalition of 100 Black Women
- National Council of Jewish Women
- National Council of La Raza
- National Hispanic Medical Association
- National Medical Association
- National Minority Supplier Development Council
- National Sales Network
- National Society of Black Engineers
- National Society of Hispanic MBAs (NSHMBA)
- Network of Indian Professionals
- NetworkingForProfessionals.com
- Omega Psi Phi Fraternity, Inc.
- The New Leaders
- Real Men Cook
- Society of Hispanic Professional Engineers
- Society of Women Engineers
- South Asian Journalist Association
- Texas L.E.A.D. (Leadership Education and Diversity)
- TheLoopOnline.com
- United Negro College Fund (UNCF)
- UrbanProfessionals.com
- U.S. Small Business Administration (SBA)
- Women for Hire
- Women of Color in Technology
- The Young Professionals Network (TYPN)

RESULTS & GRAPHICAL REFERENCES

Select Event Photos and Charts



- MPN Cost-per-Contact and Cost-per-Lead for Client Events versus Industry Averages



Select Recent Results & Value Add

RECRUITING & RESUME GENERATION

- AirTran
- Broward Community College (FL)
- CIA
- Clayton County (GA) Water Authority
- FBI
- Interface FLOR
- MassMutual
- MetLife
- Merck
- Norfolk Community Services Board
- PricewaterhouseCoopers LLP
- U.S. Department of State
 - Featured Employer Profile
 - Dedicated e-Broadcast
 - Nine (9) Successful Diversity Career Networking Events since 2005 (Houston, Los Angeles, Anaheim, San Diego, San Antonio, Miami, Atlanta, Chicago, Raleigh)

MARKETING & AWARENESS

- Atlanta Business League (ABL)
- Hispanic Business Conference
- National Urban League
- PowerNetworking Conference
- University of Illinois at Chicago

MPN EXECUTIVES & CONTACT INFORMATION

Key Company Executives

- **Mr. C.J. Bland**
 - President & CEO
 - 20+ Years Corporate, Consulting and Entrepreneurial Experience
 - Degrees: MBA, B.S. Electrical Engineering, B.S. Physics
 - Background / Key Experience: Business Development, Sales, Consulting, IT, Engineering, Event Planning, Marketing, Recruiting
 - Adjunct College Professor, Leadership and Professional Development, Clark Atlanta University School of Business
 - Current or Past Affiliations: Atlanta Regional Commission (ARC) Board Member, NBMBA - Atlanta Chapter Past President, NSHMBA, GHnet, NSBE, INROADS

MPN – Your Career, Economic and Lifestyle Connection™

- **Career** – MPN Career Services Enable the Connection of Companies and Job Seekers
 - The Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Gain and Sustain Competitive Advantage in the 21st Century Economy
- **Economic** – Strong Content Related to Entrepreneurship and Wealth Accumulation
- **Lifestyle** – Advertise on Local and Global Event Calendars and newsletters

CONTACT US

Thanks in advance for considering MPN as a valued partner and multicultural outreach resource. We look forward to adding value and driving targeted results in support of your firm's multicultural recruiting, sourcing, branding and related outreach requirements.

Minority Professional Network, Inc.

Direct: +1 (770) 322-9323

Toll Free: +1 (888) MPN-NETWORK (888-676-6389)

E-Mail: Advertise@MinorityProfessionalNetwork.com

Web Portal: www.MinorityProfessionalNetwork.com or www.mpnSite.com

Address: P.O. Box 55399
Atlanta, GA 30308-5399