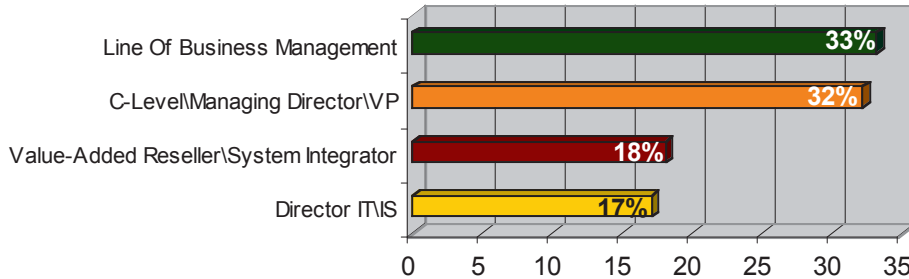


Reach Top Decision Makers

The **RFID Solutions Online** audience is made up of senior executives, IT managers, and line of business managers across the key functional areas impacted by an RFID solution.

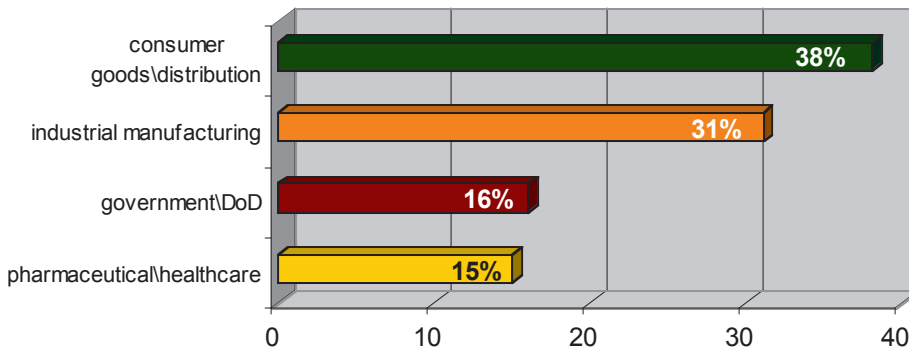
Target Professionals With Purchasing Power

Job Titles Of Site Visitors By Percentage



Reach Multiple Vertical Industries

Vertical Markets Of Site Visitors By Percentage



Audience

172,692 Unique Users

Newsletter Deliveries: 60,000 Monthly

Subscribers must opt-in to receive the newsletter. This ensures the highest open rate available.

Event Newsletter Deliveries: 862,412

Delivered as preshow and post show event promotions, RFID World, and EPCglobal

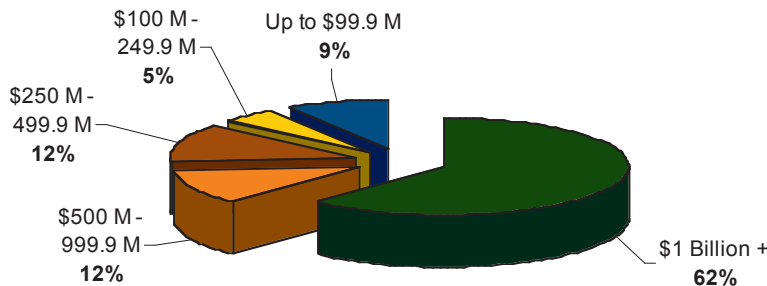


Sample Titles:

president, CEO, CTO, CFO, owner, associate director, VP system implementation, IT project RFID, associate packaging engineer, director, senior traffic coordinator, corporate traffic manager, system administrator, U.S. project leader-RFID, manager-packaging/engineering, senior IT manager, senior project manager, IS architect, MIS manager, manager warehouse/distribution, director of information systems, business systems developer, VP engineering, senior supply chain consultant, RFID project manager, director of customer supply chain strategy

Reach Businesses With Buying Potential

Annual Sales Of Site Visitors



*Publisher's data representing users as of April '05 – April '06 and newsletter subscribers as of April '06