

Reaching Women (Particularly Moms)...



Fun Facts

Tidbits

Programs

160 Commerce Drive Rochester, NY 14623-1154

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Statistics On Women

- Women make 83% of all household purchases in the U.S.
- Women:
 - Handle 75% of family finances.
 - Control or influence 53% of family investment decisions.
 - Handle 89% of all checking accounts in the U.S.
- Women dominate the ranks in higher education, earning roughly 6 in 10 Bachelor's and Master's degrees.
- Women, unlike men, tend to shop for other people as much as they do for themselves.
- Women account for 58% of total online spending and complete more online transactions than men.
- More than 62% of women say they're the primary decision makers for their families' health care (only 27% make these decisions jointly with their spouses/partners, parents, or adult children.)
- The Mom Market is comprised of 82.5 million mothers and three generations of women raising children: Boomer Moms, Gen X Moms, and Millennium Moms. Together this group of women controls \$1.7 trillion in U.S. spending annually, making them one of the most profitable and sought-after consumer segments.
- 90% of Moms will use the same products for work as they do at home.

Women control the purchasing decisions for:

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|----------------------|------------------------|-------------------------------|
| ▶ 85% of automobiles | ▶ 89% of bank accounts | ▶ 91% of homes |
| ▶ 92% of vacations | ▶ 62% of health care | ▶ 91% of consumer electronics |

Source: Diversity Best Practice & Business Women's Network: Wow! Quick Facts 2006 & 2007. All About Women Consumers 2007.

Working Mothers

- According to the U.S. Department of Labor, 72% of mothers with children under 18 are in the workforce.
- In 2001, women held almost half of all high paying executive, administrative and managerial positions.
- Each day, more than 25 million mothers work, in addition to performing their duties as mothers, wives or homemakers.

Moms and Advertising

- Only 20% of mothers said that advertisers were doing a good job connecting with mothers. Another 70% said that marketers are not focused on Moms in their advertising and 30% said that they see ads that offend them.
- On average, even the busiest Moms say they read 4.1 magazines a month with at least two of these titles delivered to their mailboxes.
- When we asked Moms if they would rather get information from a celebrity Mom or an experienced Mom like themselves, 67% said they would more likely rely on the advice of a peer Mom.

Moms Online

- 80% of Moms tell us they go online to do their consumer research.
- A study commissioned by the Walt Disney Group's Disney Online, conducted by C&R Research, reports that there are 31 million Moms online.
- A recent Gallop poll reported that in the U.S. there are an estimated 21.2 million Web-surfing mothers.
- Moms are not only surfing the Web and spending money, they are also spending more time on the Internet than they are watching television. Research shows that 88% of Moms said they rely on the Web for parental guidance, advice, and ideas for raising their children. 86% said they made an online purchase, while 85% said they clicked on an online ad, and 95% said they are online at least once a day.
- A 2004 study conducted by Opinion Research Corporation for America Online found that 67% of Moms use the Internet for product research.

Source: The above statistics were sourced from *Trillion Dollar Moms* by & Maria T. Bailey & Bonnie Worthy Ulman.

Reaching the “Soon to be Mom” Programs

Pre-natal Yoga Classes

- 300-plus Pre-natal Yoga classes.
- Your product is sent with a wicker basket.
- Your counter card signage is displayed encouraging members to take a sample.



Lamaze Birthing Class Instructor

- 5,000-plus Lamaze and Birthing classes.
- Your product is sent to each instructor.
- Your product is then handed from the instructor to the student.
- Mom receives a gift - packaged with tips for her.



Baby Moon Vacation Getaways



Babymoos are well known to pregnant mothers. Long romantic weekend getaways or full one or two vacation weeks away during the second trimester are relaxing and pampering for both mother-to-be and father-to-be. One last romantic vacation before motherhood is a great idea.

Luxury hotels are catching on to the babymoon concept, offering pre-natal massages and complete vacation packages for the parents-to-be. These babymoon packages can include "cravings bags" for midnight snacks, sports massages and cigars for the father, pre-natal massages and spa treatments for the pregnant mother, complimentary in-room movies, non-alcoholic cocktails, discounts at local baby stores, and more.



Medical Office Wallboard Sampling

This program includes placement of Wallboards in 50 individual medical offices nationwide. The boards are 2' x 3' in size, framed and wall-mounted in the office. We will secure offices in 10 major DMA's - 5 offices in each. The amount of space allocated to participating advertisers is up to the Client. The program investment includes securing medical offices for the program, printing a common Wallboard for all locations, supplying the frame and mounting the framed poster in the offices. Tear-off coupons are permitted. Pads of 100 each are recommended with a number of back-up pads to be provided to the office contacts for replenishment as needed. Wallboards will remain in the offices for a 12-month period and will be changed quarterly. The Client is to produce content on discs for the Wallboard insert quarterly. We will print the Wallboard inserts. This program includes printing a brochure to "sell" the medical offices on the Client's value to their patients, as well as presenting the marketing initiatives to entice offices to sign on. Poster artwork is due from the Client 8 weeks prior to each quarterly change.

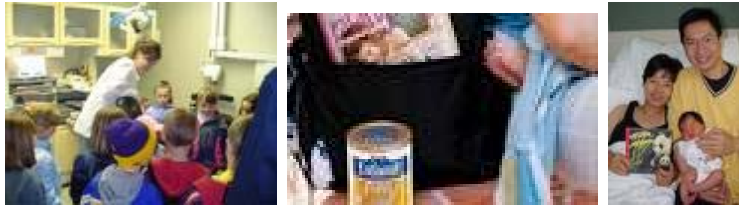


Types of Doctors' Offices

- Dermatologists.
- Family Practitioners.
- Pediatricians.
- Gynecologists.
- Family Dentists.

Medical Office Sampling Programs

- Just as in the Medical Office Wallboard programs, Evolution reaches doctors' offices across the country.
- Your product is delivered to these practitioners ready to be distributed.
- Typical distribution is in the waiting room or customer areas. The materials can also be handed out by staff members.
- Hospital new born gift bag opportunities are also available.



Reaching Moms

Mothers' Club Sampling – www.maggiesclubs.com

- Mothers' Clubs are independent groups started by local Moms. Each suburban metro area has dozens of such clubs.
- Moms join for a variety of reasons, such as play dates, social times, cooking clubs, etc.
- Your products and/or gift bags can be sampled at these local chapters in the metro markets of your choice.
- A whole host of opportunities exist.
- For additional information please email us at contactus@evolutionimpressions.com.



Children's Museum Programs



- There are three levels of Children's Museum Programs.
- Evolution arranges for a day of sponsored activities (usually surrounding a big event/draw that the museum already has planned.)
- We arrange for your product to be sampled in Take One Baskets.
- Evolution arranges for your products to be featured in demonstrations to the kids. For instance, Brand X Wipes can be used on-site for cleaning their hands after a finger painting project.

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Children's Cheerleading Camps, Dance Classes Programs

- Children's Cheer and Dance Programs are very popular with Moms nationwide.
- Evolution arranges for your product to be sampled in Take One Baskets at select locations.
- Evolution arranges for your products to be featured in demonstrations. For instance, hair products and cosmetics can be demonstrated on-site to show the girls how to prepare for contests and performances.



New Home Buyers Moving-In Programs



- Evolution works with movers in 15 Major Metro Markets.
- When Mom and her family arrive at the new home, your sample product is included in her Welcome Gift Bag.
- Evolution can target likely prospects based on the location and the price range of homes in the area.

Local Weight Loss Center Programs



- Evolution works with Weight Loss facilities in 21 Major Metro Markets.
- Mom is introduced to a healthy lifestyle at her local Weight Loss Center, with programs designed to encourage healthier nutrition and fitness routines.
- When Mom joins the Center, your product sample is provided to her in a gift bag or as part of a passive sampling display.
- Evolution can target ideal Moms based on the location within a market.

Reaching Women

Wine Tasting Parties At Home And At The Wineries



- Evolution has arrangements with wineries in New York State, California and Michigan.
- Evolution has arrangements with At Home Wine Tasting Companies.
- In either case, you select the metro regions you desire across the country.
- Your products are sampled either in wine tasting rooms at the wineries and/or via the At Home Wine Tasting parties.
- Counter cards and/or wine pairing recipe cards are the Take Away Gifts.
- As an example - Evolution sampled a gourmet chocolate paired with red wines at over 200 locations on Sat., Feb. 16th Valentines Weekend.

Upscale Suburban Liquor Stores



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- Evolution has arrangements with upscale Liquor Stores in 25 Major Metro Markets.
- You select the metro regions you desire across the country.
- Your products/literature are sampled either with POP displays at the checkout or during an in-store demonstration featuring drink recipes.
- Counter cards, drink recipe cards and/or coupons are the Take Away.
- As an example – Evolution provided over 300,000 holiday rum drink recipe cards to upscale suburban locations this past holiday season.

Bed And Breakfast Inns



- Evolution has arrangements with upscale Bed and Breakfast Inns all over the country.
- You select the metro regions you desire to reach across the country.
- Your products/literature are sampled either with POP displays at the checkout or in-room.
- Counter cards, product samples and/or coupons are the Take Away.
- As an example – Evolution provided over 50,000 moisturizing lotion samples to over 200 B&B locations this summer.

Independent Bookstores And Book Clubs



- Evolution has arrangements with dozens of Independent Bookstores in the Major Metro Markets across the country.
- Each bookstore typically sponsors a Women's Book Club, which meets regularly either at the store or in a member's home.
- You select the metro regions you desire to reach across the country.
- Your products/literature are sampled with a POP display at the store checkout.
- Counter cards, product samples and/or coupons are the Take Away.
- Or we can send a customized package to the store specifically for the Book Club.
- As an example – Evolution provided over 75,000 new tissue samples to over 150 Women's Book Clubs this past fall.

Spa/Health Club Sampling

Description of Service:

Evolution will develop and manage a customized promotion focused on your brand in high traffic areas at over 5,700 health clubs, spas, and fitness facilities nationwide. Most promotions include posters, banners, samples, brochures, premiums, and other materials you wish to present to the health club members. Wet and dry sampling is possible. Evolution's Full Service Program can reach 15 million health club members nationwide.



Each club will receive an average of 500 samples (larger clubs receive more, smaller clubs less.) Each sampling program will last one week or until the samples are exhausted.

Passive Display Sampling or live In-Person Demonstrations are available.

Evolution Responsibilities

- We will work with the Client to decide which month the program should take place.
- We will collect sample specifications (sample descriptions, samples per case, case weight) from the Client.
- We will provide program size, sample specifications, and timing to the Client.
- We will arrange delivery of the samples from the Client to Evolution's fulfillment center at least four weeks prior to the target sampling date.
- We will manage club relationships.
- We will also enroll clubs in each sampling program.
- We will deliver samples within a 1-month window agreed upon by Evolution and the Client.
- Evolution will manage the 1-week promotion in each participating health club.
- We will provide the Client with a list of clubs that received the samples and the date(s) they received them, as well as a general program evaluation summary.

Movie Theater Programs

- Movies are a great place to target your audience.
- Evolution helps you select the right movie and the right locations.
- Options include sampling after the movie or during in-lobby events.



Race Sampling

- Evolution has access to over 75 Women's 5K and 10K races around the nation. Some are held at major resorts.
- You can sample at your own booth.
- There are hundreds of locations and races across the country to choose from.
- Evolution selects the markets/races.
- Evolution provides fulfillment services.



Yoga Classes

- 450-plus Yoga classes.
- Your product is sent with a wicker basket.
- Your counter card signage is displayed encouraging members to take a sample.
- Counter cards should micro site link for feedback or further information.



Pleasure Accessories At Home Parties

- The hot trend today is for At-Home Pleasure Accessories Parties.
- Evolution has partnered with several such companies across the nation in 10 Major Metro Markets.
- Your product will be provided to attendees of these parties by a trusted professional.
- If you are searching for just the right vehicle to demonstrate or encourage sampling of a particular product, this may be ideal for you.