

PRINT-ON-DEMAND MARKETING COLLATERAL SOLUTIONS SAVE MARKETING DOLLARS

TBM partners with Samsung to deliver smarter marketing ideas

Princeton, NJ (July 15, 2004) – Have you discovered that your marketing communications don't work anymore? Are you using obsolete marketing materials because you spent so much money, you can't throw it away? You need to update your marketing materials but you have so much of the old stuff that you can't spend more money?

"These are some of the painful questions that keep an increasing number of marketers awake at night," said Pratima Mahajan, Managing Partner at TBM, the leader in smart marketing solutions. "That's why TBM is partnering with Samsung to bring smarter print-on-demand solutions into the hands of small businesses in America."

Using a combination of a Samsung Color Laser printer and some inexpensive software, anyone can now transform a simple Word or PowerPoint document into a stunningly professional looking color handout.

The best part about print-on-demand is that you can try different things, and quickly zoom in on what works, without having to get a second mortgage on your home. And you can print as much as you want, whenever you want.

TBM recently launched an exciting and unique marketing training program in the New York area, called '*How to Install a Marketing Machine*'. In this program participants follow a structured, step-by-step curriculum to learn how to utilize the components of a marketing machine — targeting, planning, focus, process, tools, integration, consistency, execution and replication — to radically transform their business. TBM will now show participants how they can use the Samsung color laser printers for print-on-demand applications.

Samsung makes the CLP-500 and CLP-550 color laser printers, which combine high speed, high resolution printing with built-in automatic duplex units for error free two-sided printing. The printers also feature optional wireless and networking capabilities, making them ideal for small businesses and workgroups.

ABOUT SAMSUNG ELECTRONICS

Samsung Electronics Co. is a global leader in semiconductors, telecommunications and digital convergence technology. The company employs approximately 75,000 people in 87 offices in 47 countries, and posted a record \$36.9 billion in sales and \$5.05 billion in net income for 2003. Samsung Electronics is the world's leading manufacturer of advanced semiconductors, TFT-LCD panels, CDMA mobile phones, display monitors and VCRs.

The Samsung Electronics America organization oversees the North American operations of Samsung's Consumer Electronics Division (CED) and Information Technology Division (ITD), as well as its subsidiaries including Samsung Telecommunications America (STA) and Samsung Semiconductor, Inc. (SSI). Please visit www.samsungusa.com for company information.

ABOUT TBM

TBM is an American company focused on business to business consulting, marketing and sales strategy, training and technologies, with offices in Europe and Asia. The company provides extraordinary solutions that measurably accelerate revenue growth and profitability, at small and mid sized businesses.

These solutions, when combined with the business and domain knowledge of our customers, rapidly align goals, revenue targets, business plans, strategies, technologies, resources, policies, processes and people, to produce sharper business results, and a measurable improvement in both, revenue and profits.

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