



Toad Hollow is a full service advertising specialty distributor. We service our clients' promotional needs from start to finish including logo and image design, product design and/or sourcing, fulfillment, company store, multi-vendor coordinating, and packaging. These functions often require custom fabricated merchandise as well as sourcing of in-stock merchandise on a global basis. We represent 8800 plus manufacturers of custom and logo-ready items. Our clients use these resources and services for:

- Awards & recognition
- Incentives and premium redemption
- Point-of-purchase displays
- Co-op advertising & marketing programs
- Tradeshow traffic builders and programs
- Uniforms & apparel
- Team sportswear
- Sales tools & leave behind
- Conference and travel incentive programs
- Not-for-profit & corporate identification programs and promos
- On pack/in pack promotions

Our clients use us in many different ways. In some instances, we are a resource for their various sales & marketing, human resource, workforce safety incentive needs where we find, logo or customize to the clients' specifications, and deliver. In other instances, we will meet with the marketing manager or team and help them develop the overall plan to bring a product or service to market. We strive to become an extension of our clients total marketing capabilities. We are willing and able to fit in as our clients dictate.

Toad Hollow was founded in March 1993 and has had steady growth through the years serving such clients as Actuant, Enerpac, GB Electrical, Del City, Marcus Corp, Allen Bradley, City of Milwaukee, City of South Milwaukee, City of Franklin, Marcus Corporation- Hotel Division, Marcus Corporation- Theatre Division, Chicago Title Insurance, GE, Pentair, Harley Davidson, Miller Brewing, SC Johnson & Son, Harken Yacht Equipment, New England Ropes, Corporate Express, Magnetek, Inland Lakes Yachting Association, Western Michigan Yachting Association, Chicago Match Racing Center, South Shore Yacht Club, US Sailing, Melges Boat Works, Quad Graphics, Trek, Jefferson Meat Co., AAA Manufacturing, St. Olaf College, and The University of Wisconsin, St. Olaf College to mention a few.

Examples of projects:

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CHICAGO TITLE INSURANCE COMPANY

- Toad Hollow has provided for Chicago Title Insurance Company of Brookfield, WI with its Wall, agenda, and desk calendar's since 1993. We coordinate for both its direct operations, but also for all of its agents in WI and a few in Minnesota and Michigan. Additionally, Toad Hollow supplies golf outing accessories and garments as needed by its agents.



- GB Electrical Inc., of Glendale, WI whom for many years Toad Hollow has worked with its marketing department on various projects ranging from apparel for their sales staff; to golf outing accessories; to on pack/in pack promotion where we had a plant in Texas producing camouflage, 24 can soft-sided coolers with the GB logo embroidered on its side. They were drop shipped to GB's wire connection manufacturing facility where they were packed with wire nuts. The offering to their distributors was that if they ordered enough wire connectors to fill one of these coolers they got the cooler as a thank you gift. This promotion was so successful it went on for nearly 2 years.

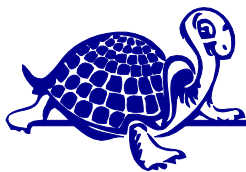


- Inland Lakes Yachting Association is an association of member Yacht Clubs scattered from coast to coast as a means of hosting organized racing with regional and national events. Toad Hollow was charged with developing a unique set of awards to be awarded to the 260 places required. Through this effort, a unique 3D laser engraving process was utilized to burn a 3D image of a particular class of sailboat in the interior of a custom shaped block of optical crystal. The venue, association logo and the place were 2 dimensionally engraved on each as well. These were packaged in a nice presentation box. The challenges with this project mainly surrounded the graphics as they needed to be done 3 dimensionally. The end result is spectacular offering a unique award as well as a serial collectible.

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- Pentair Water of Brookfield WI, Sheboygan WI, and Canton, OH uses Toad Hollow's service for all types of projects. Toad Hollow utilizes Sage Technologies as its primary industry search engine. It allows us to search the advertising specialties 6500 plus manufacturers' products, items and services based on criteria suited to our clients' needs. For example, Pentair attends the Water Quality Association's national show each year where Pentair sends 45 sales and marketing people to work its booth. Each year, Pentair's marketing manager tasks Toad Hollow to find 6-10 items of varying degree of cost and quantity that they hand out to the show attendees. They have a general, inexpensive item they hand out to all and then 2-3 levels of items more expensive which are given based upon how the prospect is qualified. They traditionally also have us source a nice high end gift bag filled with the top tiers of hand-outs is adding a very nice retail look to it. Additionally, for this event, Toad Hollow provides dress shirts and sport shirts for the staff that attend the show. We contract an embroiderer to place the particular division logo on the crest and then the Pentair corporate logo on the sleeve cuff.
- We also provide point-of-purchase displays. A few times a year they order counter mats for their dealers and distributors of their products. Toad Hollow also supplies its sales force company store which they tap on for golf balls, jackets, polo shirts, dress shirts, multi-tools, etc. Pentair's human resource department orders, several times a year, items which reward the work force for attaining production goals, safety goals, and for special event demarcations.



TURTLE & HUGHES INC. FIRST IN THE LONG RUN **ELECTRICAL & INDUSTRIAL DISTRIBUTOR**

- Turtle & Hughes of Linden, NJ is a national industrial electrical distributor with 7 distribution centers spanning from coast to coast. Toad Hollow has partnered with Dovetail Event Partners of Littleton, MA to plan and execute its biennial incentive travel program for their top 100 clients. We start promoting the next event as soon as we finish the current one with mailing pieces and tickler items which hint to the next program. Additionally, Toad provides all the

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garments, commemorative, and fun, unique items during the travel portion of the event which is often located at a luxury resort in the equatorial regions of the world.



- Marcus Theatres of Milwaukee, WI, the nation's 6th largest theater circuit with more than 1000 screens throughout the Midwest employs Toad Hollow's services for in-theater marketing with special event buttons worn by its employees and through direct mail, heavy duty, vinyl magnets.



- Through a partnership with Bachman Inc., a Milwaukee, WI based brand development agency, Toad Hollow has been proud to do work for Miller Brewing and Harley Davidson. In both cases Toad Hollow sourced and supplied USB drives which were loaded data before they were sent to Miller's wholesalers and Harley's dealers introducing new product lines and promotions.