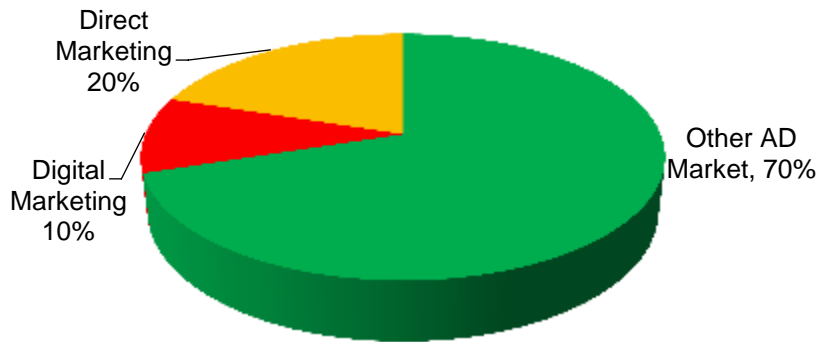


- Total 2009 direct marketing-driven sales of \$1.738 trillion are projected to average 5.1% annual growth through 2014.
- Direct mail (Non-catalog), Telephone marketing and Internet Search are still the top 3 DM vehicles, however, Mobile + Online direct marketing tools are forecasted to have a CAGR over 8%.
- In 2009, direct marketing has captured 54.3% of all advertising spend in US, and is forecasted to remain above 53 percent for the next five years.

Source: The Power of Direct Marketing 2009-2010, Direct Marketing Association

Global Advertisement Market

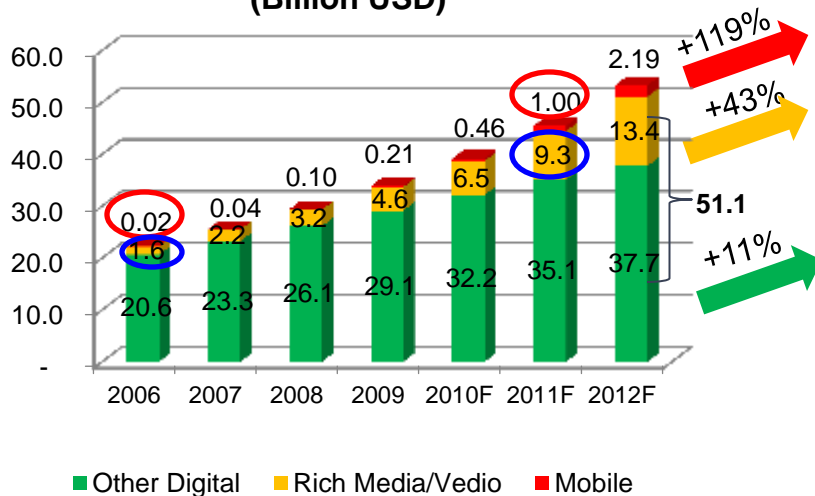


- In global, the advertisement market budget spent on digital marketing is about 10% and on direct marketing is about 20%. In Europe, the direct marketing budget is about 30% in the whole advertisement market.

- IDC forecasted that in 2012, the digital AD market will reach 51.1 billion USD based on 25.5 billion USD in 2007.

- In the next 4 years, digital AD market will increase from the 5th place to the 2nd place, which is only 2nd to direct marketing market.

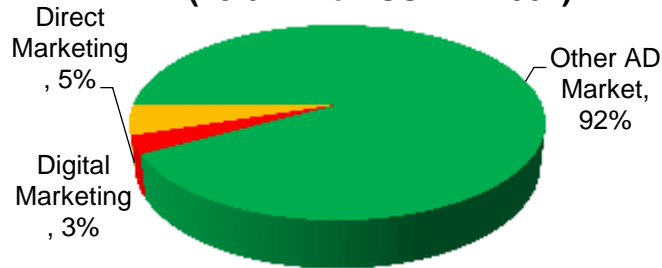
Global Digital AD Market Trend (Billion USD)



- IDC forecasted that Rich Media in the digital AD market would increase the market share from 7% in 2006 to 21% in 2011. It becomes a trend that the AD market moves from Cable TV and Broadcast TV to Internet Video market.

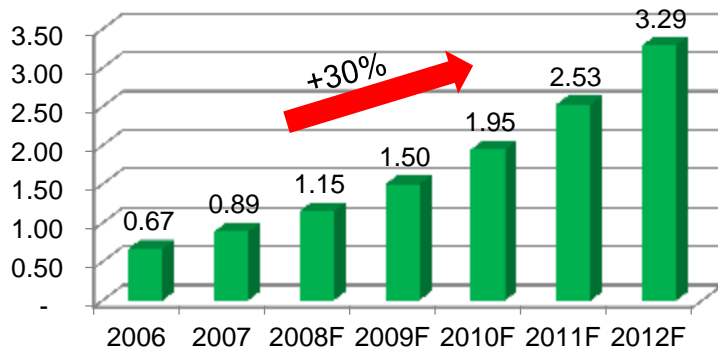
- IDC forecasted that the mobile AD market would increase from 20 million in 2006 to 1 billion USD to become an important digital AD market in 2011.

**China AD Market
(28.6 Billion USD in 2007)**



- According to statistics, the total revenue in China AD market is 28.6 billion USD in 2007, and database marketing AD is 5% , while the digital marketing is only 3%.

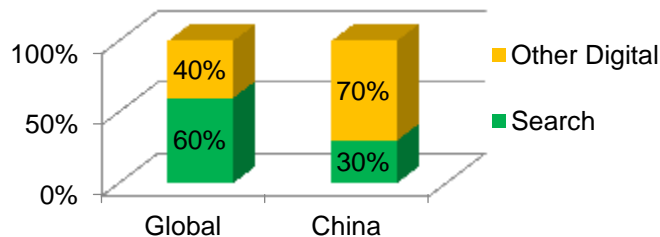
China Digital Market Trend (1.5 Billion USD in 2010F)



- According to iResearch Survey data, China Digital AD market is about 0.67 billion USD in 2006, increasing by 48.9% compared with that in 2005. iResearch forecasted that in 2007, China Digital AD market will increase to 0.89 billion USD, increasing by 30%.

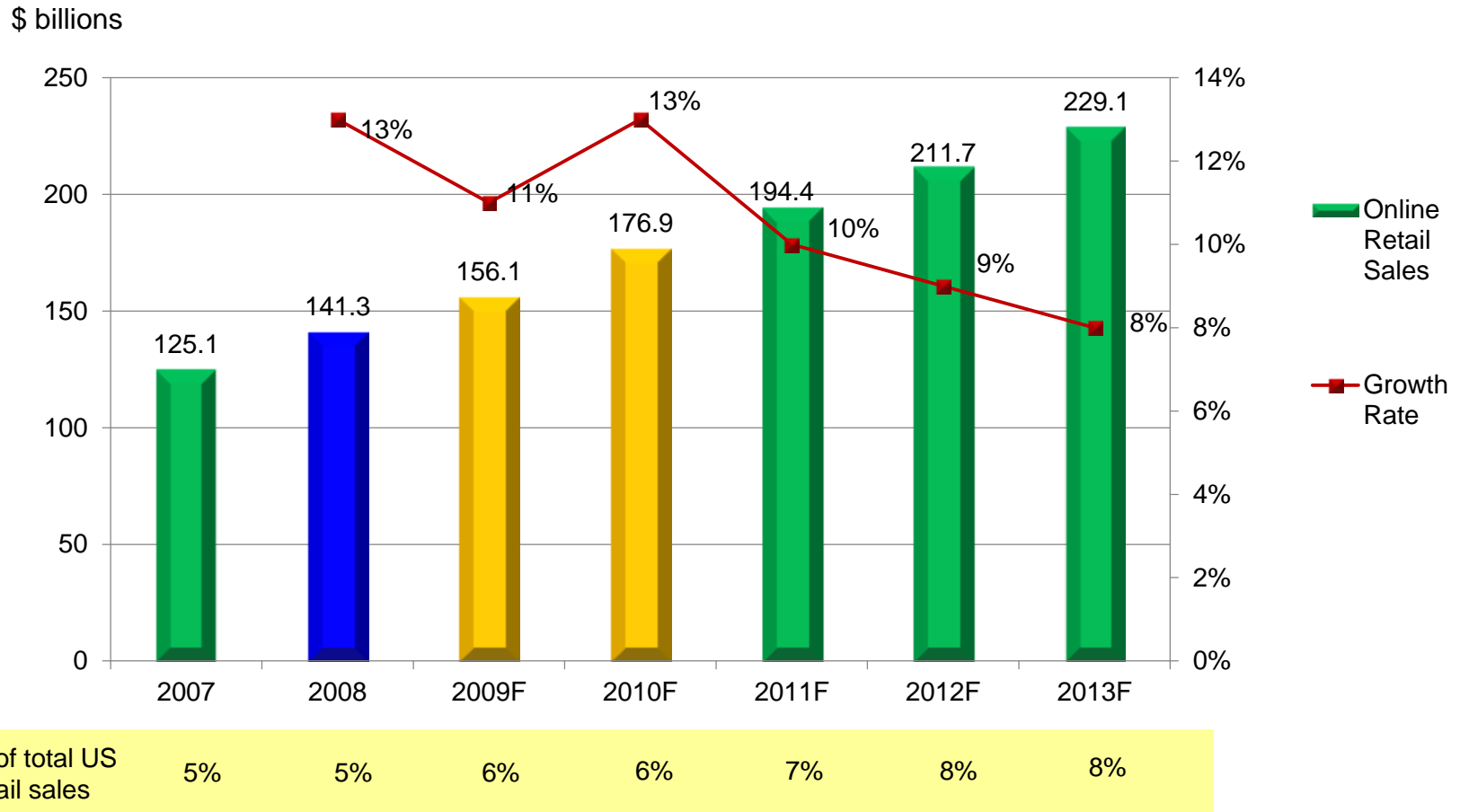
- In 2008, the Internet WOM market will surpass 14.3 million USD.

Digital Market Distribution Comparison in 2007



- According to US Interactive AD Bureau's Report, the Search AD market in 2007 is about 60% in the whole digital AD market, while the 40% is spent on other Digital AD market. In China, it is just on the contrary ,70% is spent on Other digital AD market.

Forrester's 5-year Projections on Online Retailer Sales are Positive



- The Online Retail Sales market will grow from 141.3 billions \$ in 2008 and to 229.1 billions \$ in 2013 with the annual growth rate over 8% in the next 5 years.
- The online retail sales share of the total US retail sales will grow from 5% in 2008 to 8% in 2013.

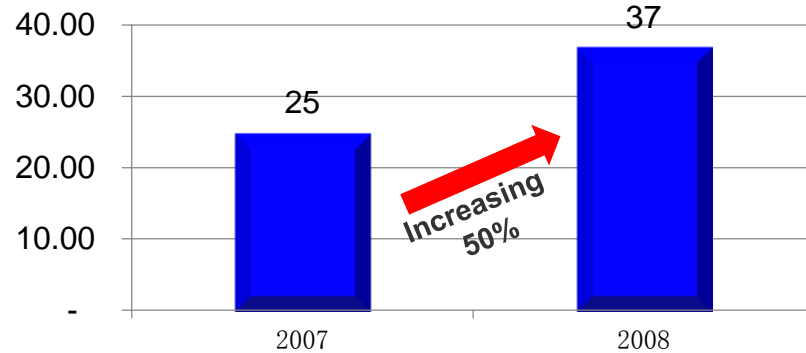
Source: Forrester Research Internet Shopping Model, 2008 US
 Notes: Retail doesn't include auto, travel, and prescription drugs.

1. Why need to open online retail business?



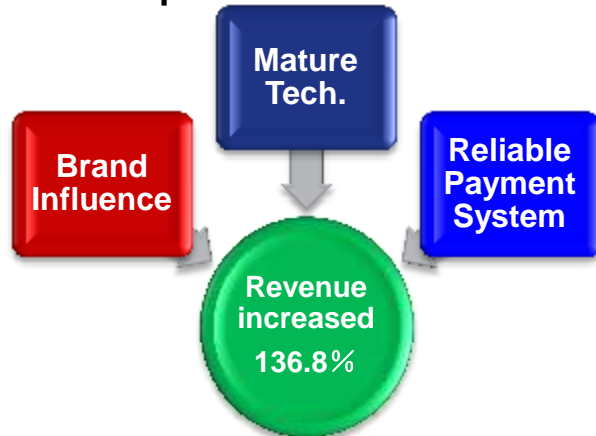
1 Online Shop Vs. 6000 Franchised Store

Annual Revenue (Billion RMB)



Marykay's interactive E-commerce increased its sales revenue 50% in 2008 and reached 3.7 billion RMB.

2. B2C Shop's three features lead B2C market's rapid growth



In 2008, China Online shopping of fashion commodities increased 136.8%, reaching 27.46 billion. It will increase 100% in 2009.

Top Three Online Sales Industry



2009 Online Retail%

