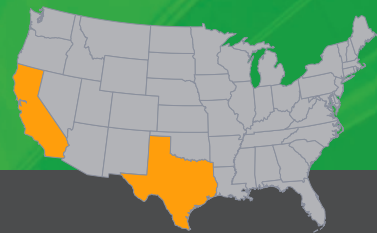


Publicly Held Start-Up

Investment: \$7,500-\$10,000/month | Timeframe: 24 months | Location: California & Texas



Prosoft

NASDAQ: POSO • Internet Training & Certification • Investor Relations • Start-Up

CHALLENGE: In the wake of the Internet boom, Prosoft identified an untapped business opportunity aimed at serving IT professionals – comprehensive vendor-neutral Internet training and certification. A start-up company touting a new certification program for Webmasters, Prosoft believed that, by franchising training centers through established computer VARs in key markets throughout the country, they could create and standardize a market around their brand of services. Among other challenges, Prosoft needed to generate partnerships with key computer resellers, recruit IT professionals from across the country and create credibility around the proprietary certification program itself. The company had an aggressive growth strategy and desperately needed a solid marketing and public relations plan to launch.

RESULTS:

- ▶ **130 Articles** – Wall Street Journal, Business Week, Investor's Business Daily, Computer User, Computer Reseller News, Austin Business Journal, Orange County Business Journal, Orange County Register
- ▶ One of the **fastest-growing stocks** in FY99/00
- ▶ Investor Relations – CEO/CFO Analyst Conference Calls and Briefings
- ▶ **Re-launched company** to ProsoftTraining.com
- ▶ Developed Key Messaging & Branding Document
- ▶ Created New Press Kit, Company Presentations, Newsletters, Brochures & Website Copy

“We started the company with a skeleton crew of marketing and IT professionals. Hiring Eye-To-Eye Communications gave us the infrastructure and expertise we needed to successfully launch into the marketplace. Eye-To-Eye positioned our company, our executives and our stock, while creating credibility around this new business space. Their PR and IR results exceeded our expectations.”

– Susan Mercer
Vice President of Marketing

