

Benjamin J. Nau

cell phone 312.788.7809 email: Ben@BenjaminNau.com

experience

2005 - Present: Principal, n³cubed marketing

Freelance and contract marketing services

Clients: Silver Mine Subs (26-location sub sandwich franchise), Aftermath, Inc. (national biohazard remediation company), The Hershey Company, Walmart and several aftermarket automotive manufacturers/retailers.

Projects: Create and produce branding, marketing plans, print catalogs, banner ads, SEO, SEM, CPC, websites, social, print, newsletters, direct mail, PR and more. Recent campaign tripled previous banner ad click through rates for a client. Magazine ROP ad run generated more sales than a manufacturer could fill.

Rebranding & Remessaging Services for Aftermath, Inc.

National biohazard remediation company

Tasks: Hired to create a new brand image and targeted messaging for a highly specialized company. Directed team of seven individuals. Successfully completed rebranding and remessaging. Reported to CEO.

Projects: Rebranded company with new messaging and creative look. Applied new brand and wrote new copy for all current and planned future marketing materials. Created year-long marketing calendar that included a website redesign, CPM/CPC, print/ROP, direct mail, public relations, newsletters, social and video. Developed iPad app. Created public relations crisis communications plan.

Branding and Design Services for Silver Mine Subs Inc.

26-location sub sandwich franchise

Tasks: Ongoing branding and creative service for entire franchise. Tasked with management, creative design and copy writing as well as production of all marketing materials including nine yearly franchise-wide promotions, plus individual restaurant requests and more while staying on brand, yet evolving the image.

Projects: Create and produce CPM/CPC ads, social media posts/images, ROP, email, POP, direct mail and other miscellaneous print as well as conduct photo shots of products for marketing purposes.

2007 - 2012: Creative Director, FaceTime Strategy (Formerly CSA Advertising)

National marketing firm specializing in new and traditional marketing for medium to large companies.

Tasks: Create integrated marketing campaigns from concept to completion, including branding, print, broadcast social and interactive. Managed creative group to produce marketing materials on-schedule and on-budget. Developed creative. Collected and provided reporting on marketing results. Produced film and still shoots. Created, managed and reported on search engine marketing. Final proofed all creative and color proofed on-press materials. Researched, purchased and maintained technology. Reported to president and executive vice president.

Clients: Presented to, and communicated with a wide range of clients including Metro Self Storage (90+ location storage chain), Humana (national insurance provider), Century Tile (Chicago-based retail chain), KidSnips (9 location salon for kids), be.group (multi-location senior living community), Kriebel Wells (natural gas producer/investment company), Silver Mine Subs (26-location sub sandwich franchise) and more.

continued on next page

online samples: www.BenjaminNau.com

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continued from previous page

experience continued

2003 - 2007: Advertising Director, Plunkett Home Furnishings

Home furnishings retailer with six locations in the Midwest

Tasks: Directing all advertising activities including management of multi-million dollar advertising budget. Evaluated and purchased printing, newspaper, magazine, television and radio space. Created and implemented annual marketing calendar. Reported to chief executive officer.

Projects: Focused on creation and production of advertisements for newsprint, broadcast, direct mail and magazine. Produced broadcast materials. Wrote copy for marketing materials. Measured and reported on success of marketing campaigns and mediums. Created POP, product catalogs and window/outdoor signs. Evaluated, purchased and maintained technology. Webmaster of e-commerce website.

education

Illinois Wesleyan University, Bachelor of Fine Arts. Major in Fine Arts with an emphasis in Graphic Design and a minor in Marketing.

Benedictine University, Master of Business Administration. Concentrations in Marketing and Internet Marketing. Currently taking classes.

skills

Expert in the following applications: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), QuarkXPress and Microsoft Office. Intermediate in Final Cut Pro X production. Highly experienced in Mac OS X and Windows. Proficient in HTML and CSS. Ability to pick up new programs and technology quickly.

online samples: www.BenjaminNau.com

HOT PICKS YOU PICK COMBO

COLD PICKS

Just \$6.99

Small Combo
 Make it a Medium Combo for \$1.50 more
 Make it a Large Combo for \$1.00 more
 *Mother loads extra for all combos. Limited time only.

Hot Pick:
 Hot Sub, Soup
 or Chili & Drink

Cold Pick:
 Cold Sub, Cookie
 or Brownie, Side
 & Drink

Order Online @ www.SilverMineSubs.com

THE MOTHER LODGE

Scratch your free game card to win **FREE Subs for a Year and Other Prizes!**

PLUS Spell to Win*

Spell "Silver Mine Subs" with your cards to Win **FREE Subs for a Year**,
 Spell "Silver Mine" for a **FREE Party Platter & spell "Silver" a FREE Side, Dessert or Medium Drink**

Order Online @ SilverMineSubs.com

POS signs for 26-location QSR franchise

Ben@BenjaminNau.com • cell 312.788.7809

Silver Mine SUBS

"Dig In At The Mine"

Sun Chips
HARVEST CHEDDAR

LEGENDARY DELIVERY

WE BELIEVE UNTIL 3AM

1240 W. Elizabeth
Corner West of Town Square Shopping Center
(970) 482-8100

805 E. Harmony
Just East of Sun & Lake & South
(970) 204-9400

1201 E. Magnolia
At Midway Junction Near Midway to Grand Beach
(970) 493-6200

2842 Council Tree Ave
Near to Super Target
(970) 530-1700

HOURS: 10AM-3AM DAILY

2 MEDIUM SUBS FOR \$9.99
Make Your Medium Combo Meal for \$9 more
Not valid with other coupons or offers.
Member Late July Expires 12/31/13

\$1 OFF
Orders of \$6 or more
Good at all participating Silver Mine Subs.
See all restrictions on coupon.

FREE Delivery
On orders of \$10 or more
Not valid with other coupons or offers.
See all restrictions on coupon.

2 LARGE SUBS FOR \$12.99
Make Your Large Combo Meal for \$9 more
Not valid with other coupons or offers.
Member Late July Expires 12/31/13

Silver Mine SUBS

LEGENDARY DELIVERY

WE BELIEVE UNTIL 3AM

1430 W. Elizabeth
(970) 669-6666

Cold Subs

Large	Medium	Small
\$7.99	\$5.99	\$3.99

Catering

FREE Delivery
On orders of \$10 or more

Order Online @ www.SilverMineSubs.com

Silver Mine SUBS

"Dig In At The Mine"

DYNAMITE BOX LUNCH LIMITED TIME DEAL

BOX LUNCH FOR 2 • \$15
2 medium subs, 2 pickle spears, 2 chips & 2 cookies

BOX LUNCH FOR 4 • \$25
2 medium subs, 2 small subs, 4 pickle spears, 4 chips & 4 cookies

Let Silver Mine Subs Cater Your Next Event
WE ALSO FEATURE LARGE BOX LUNCHES AT ALL LOCATIONS

FAMILY MEAL DEAL \$22.99
2 small subs, 2 medium subs, 4 extra pickles & 2 large cookies

2 MEDIUM SUBS FOR \$9.99
Make Your Medium Combo Meal for \$9 more

FREE Delivery
On orders of \$10 or more

Order Online @ www.SilverMineSubs.com

door hanger and bag suffer 26-location QSR franchise

Ben@BenjaminNau.com • cell 312.788.7809



Container Selection

Current Waste Spending

Frequency
Quarterly Per Pickup

Invoice Amount

Frequency of Service
Weekly 13 Stops Monthly Bimonthly 6 Stops Quarterly 4 Stops

Number of Containers per Visit

Waste Spend

Next

Current Spending Savings Breakdown

Select the container that best suits your needs

Boxes

31 Gallon Bin

Other (Please describe)

Container Selection Request Formal Quote

Savings Breakdown

Your annual savings from switching to MedPro are
\$XX,XXX

Choose MedPro, and your practice's medical waste cost will be reduced to
\$XXXX/month

If you would like a formal proposal, please click Next and enter your contact information. We'll email you a customized proposal immediately.

Next

Savings Breakdown New Analysis

Formal Quote Request

Practice Name

Contact Name

Street Address

City State

Email Address

Phone Number

View Agree

New Analysis

Thank You

We look forward to working with you!

Please check your email for a customized proposal.

New Analysis

iPad app for national medical waste firm

Ben@BenjaminNau.com • cell 312.788.7809

Aftermath

Dedicated, sensitive and experienced professionals that focus on crime and trauma scene cleanup.

Aftermath is the industry leader in biohazard remediation. We clean up what is left behind after a release of blood or bodily tissue.

Our experienced professionals follow a sophisticated, science-based approach to cleaning crime and trauma scenes that preserves the health and safety of the customer, their family and our employees themselves.

We've earned our spot at the top by providing the safest and most complete service available while proactively helping those left behind find the support they need.



Ready to Remediate
Homicide/Murder • Suicide/Attempts
Unattended Death • Accident/Injury
Vehicle/Auto Blood • Hoarding/Filth
Tear Gas Cleanup

800.366.9923
Aftermath.com



Service Calls
24/7/365

Aftermath
Specialists in Crime & Trauma Scene Cleanup

I'm a Magnet, Tear Me Out!

Aftermath

Executive Drive, Suite 200
Aurora, Illinois 60504

POSTAGE STD
US POSTAGE
PAID
AURORA, IL

Contact Name
Contact Title
1245 5th Street
Anytown, ST 12345-6789

Signup and Win

Monthly Drawings for Great Prizes

Signup for our newsletter at www.Aftermath.com/2win for your chance to win great industry-specific prizes valued at \$500-\$1000+.

Understanding

With over 18 years in the bioremediation business, Aftermath understands that there's more to a cleanup than just the physical aftermath. In most cases there's also an emotional component.

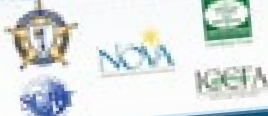
That's why Aftermath spends a significant amount of time and effort training employees on the best ways to interact with traumatized families, how to complete cleanups in a sensitive manner and to proactively help families find the emotional support they need.

Trusted Help

Aftermath is the industry leader in biohazard remediation. They've worked with insurance companies and governments nationwide to define the industry and institute the creation of industry standard procedures designed to safeguard the health of employees and customers alike.

For this reason, law enforcement, coroners, first responders, medical examiners, funeral directors and other professionals across the country trust Aftermath with the confidence that they'll receive the highest quality of service that meets or exceeds all state and federal regulations.

Aftermath is endorsed or recognized by:



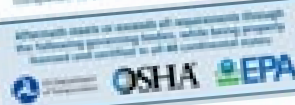
Aftermath
Specialists in Crime & Trauma Scene Cleanup

Aftermath Way

The Aftermath Way is more than just a cleaning regimen, it's a mindset that is instilled in each and every employee. The Aftermath Way provides that customers deserve the highest quality service and to be treated with dignity and respect.

All work is strictly documented and reports are provided to affected families or business and for insurance claims. Aftermath will work directly with insurance companies when applicable and assume any burden possible to help the family begin the road to recovery.

Aftermath is the only biohazard remediation company that stands by their work with a certificate of treatment and satisfaction guarantee. This certificate can be used as documentation that the affected structure was properly decontaminated and sanitized, safeguarding the value of one's property. Aftermath guarantees all work to be completed to the customer's satisfaction.



For immediate assistance nationwide
888.247.5777
Aftermath.com

The Industry Leader
in Crime & Trauma
Scene Cleanup

Aftermath

Dedicated, sensitive and experienced professionals that focus on crime and trauma scene cleanup.

The Aftermath Family of Services



For immediate assistance nationwide
888.247.5777
Aftermath.com

Member Specialties

Remediation • Carpet • Flooring • Drywall
Mold • Cleaning and Sanitizing • Plumbing
Electrical • Board-up • Carpet Cleaning
Restoration • Water • Fire • Smoke • Mold
Testing • Bacteria • Mold • Chemical

Aftermath is committed to promote the rights and safety of victims of crime and trauma everywhere.

Aftermath also makes use of NCVIS (National Crime Victimization Survey) training programs and is honored to work with NCVIS as one of their select Championing Partners. Aftermath has earned NCVIS Seal of Approval.



Dispatch

Professional client service, professional remediation professionals. We're ready to handle any situation with professional care and expertise.



Cares

Personal services to individuals or family members. In an event, Aftermath Cares is unique to the industry that can arise from a crisis situation, leaving families lost and wondering where to turn for help. The Aftermath Cares team provides the physical state of a home or business and the organization of finances and estates. We provide the emotional, physical and financial impact of a crisis situation. We provide appropriate resources, referrals and support. Through partnerships with associations, companies and caring professionals, Aftermath Cares will help the help they need at a time when it matters most.



Insurance Assistance

Aftermath is happy to accept all types of insurance. Representations will work directly with insurance to service claims, focusing on claims to focus on what matters most.

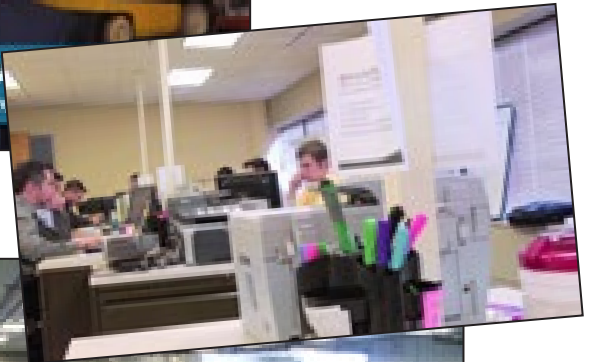
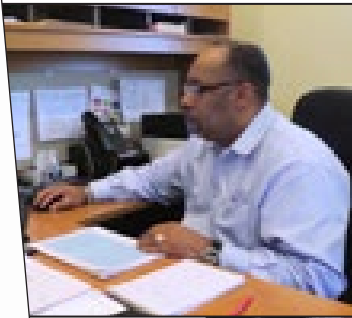
Ready to Remediate

Homicide/Murder • Suicide/Attempts
Unattended Death • Accident/Injury
Vehicle/Auto Blood • Hoarding/Filth
Tear Gas Cleanup

direct mail and trifold for national bioremediation company


Ben@BenjaminNau.com • cell 312.788.7809

Aftermath
Specialists in Crime & Trauma Scene Cleanup



company profile video for national bioremediation company

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It's the
Little Things

No matter what the little things in your life may be,
you owe it to yourself to see how Humana can help safeguard your health.
Humana has been serving people just like you with Medicare for over 20 years, and currently
provides coverage to more than 4.5 million people with Medicare across the country.

To learn more about Humana's Medicare plans,
please call 1-800-552-0771, TTY 1-877-833-4486,
7 days a week, 8 a.m. to 8 p.m. or visit us online.
www.humana-medicare.com

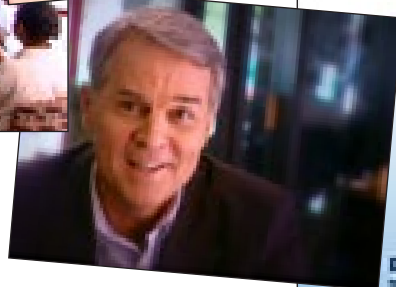
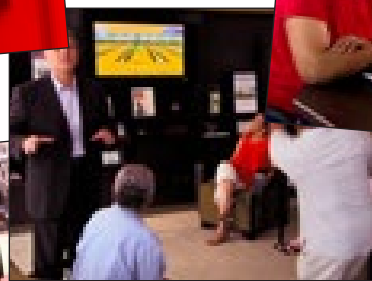
HUMANA.
Guidance when you need it most

Medicare approved HMO, PPO and PDP plans available to anyone entitled to
Part A and enrolled in Part B of Medicare through age or disability (for MA plans, individuals must have both Part A and Part B).

M0006_GH_24149
C0006_GH_24149

magazine ad for national insurance company

Ben@BenjaminNau.com • cell 312.788.7809



HUMANA. GUIDANCE CENTER

Call us today at:
(480) 325-4707

5943 E. McKellips Road, Mesa

Arizona
Humana



tv spot for national insurance company

Ben@BenjaminNau.com • cell 312.788.7809



Cantele, Sedivy & Associates Advertising, Inc.
430 W. Roosevelt Rd. • Wheaton, Illinois 60187
Phone: (630) 462-0919 • Fax: (630) 462-3770

CLIENT: Humana Guidance Centers
PROJECT: :30 TV "Humana Guidance Center"
DATE: June 30, 2009

COPY

VIDEO

AUDIO

Humana Spokesperson welcoming viewers to Guidance Center

Onscreen Humana Spokesperson: There's something new in the neighborhood — it's your Humana Guidance Center.

HSP surrounded by customers relaxing in the Guidance Center

HSP: It's the place to go to have fun, make friends, learn something new...

Cut to video of Humana employee talking with customer.

VO: or get information on insurance products.

HSP in front of customers playing a game of Wii bowling.

HSP: Plus, there's always something going on at your Humana Guidance Center.

HSP in front of a group planting activity.

HSP: Each month we host free activities, from gardening and physician lectures...

HSP drinking tea with customers.

HSP: to game days and afternoon teas. And you don't need to be a Humana member to stop by.

Close up of HSP at table.

HSP: So come on in and see what your neighbors are talking about.

Version'd end tag

ADDRESS

In the NAME

Call us todat at: PHONE

Hours: TIME

VO: We look forward to meeting you.

tv spot script for national insurance company

Ben@BenjaminNau.com • cell 312.788.7809

CAMP BONDFIRE™

Create Family
Memories
Around the Fire!

HERSHEY'S
s'mores

This year, Hershey's® and Walmart have come together to help families create lasting memories around the fire with S'mores. It wouldn't be summer without the classic combination of Hershey's Milk Chocolate, marshmallows and graham crackers, and to get you ready for **National S'mores Day on August 10**, we've shared some fun facts about the ooey-goey treat:

- S'mores have been around for more than 85 years! The first printed record of the S'mores recipe appeared in a Girl Scout handbook in 1927.
- "S'more" originated from the combination of the words "Some More" as people could not get enough of the classic combination of Hershey's Milk Chocolate, crisp graham crackers and gooey marshmallows.
- Milton Hershey introduced the first Hershey's Milk Chocolate Bar in 1900.
- The Hershey Company is the largest manufacturer of quality chocolate confectionary product and makes more than 500 million Hershey's Milk Chocolate bars a year.
- That's enough Hershey's Milk Chocolate Bars to make more than one billion S'mores!



- Find Camp Bondfire memories at flickr.com/hersheyschocolate
- To become a camper at Camp Bondfire, visit facebook.com/hersheys
- Follow the conversation on Twitter with #s'mores

CAMP BONDFIRE™

Pick Up a
Delicious Meal
for the Whole Family

Walmart
Save money. Live better.

Grill up some fun with **USDA Choice Steaks** from Walmart. Walmart's top quality certified USDA steaks are packed with flavor and tenderness and are packaged fresh with a 30-day money back guarantee. Check out the tips below to help you grill the tasty steaks that the whole family can enjoy:

- Steaks should be room temperature to ensure optimal grilling.
- Add salt no more than 2 minutes before grilling to avoid drying out the meat.
- Just before grilling, pat steak dry, brush on a light coat of vegetable or olive oil, and season as desired.
- For a perfectly seared steak, place meat on a medium-hot to hot grill (450-500°F).
- Wrap your steak in foil for 3-5 minutes before serving to allow the juices to distribute evenly.

Walmart's premium selection of USDA certified steaks are offered at a great price and can easily be identified by the line's black tray packaging, making Walmart the best place to pick up everything you need for a summertime cookout!

- facebook.com/walmart
- Follow us on Twitter with @walmart



convention handouts for Hershey's and Walmart

Ben@BenjaminNau.com • cell 312.788.7809

Serious Fun. Not So Serious Competition.

Come and try the latest craze ... **Wii® Bowling**
at the Humana Guidance Center!

Wii® Bowling -
the latest craze is at the
Humana Guidance Centers.

You're invited to stop by and try this fun and
interactive game. It's a great way to get out
of the house, have fun and make some
new friends. Best of all, it's free.



Grab a friend and call today to reserve your lane:

(865) 329-8892

Monday thru Friday, 9 AM - 5 PM



Don't forget to ask about the upcoming
HUMANA BOWLING LEAGUE

HUMANA.
Guidance when you need it most

*Wii® Bowling is a registered trademark of Nintendo of America, Inc.

Humana, Inc.

special event poster for national insurance company

Ben@BenjaminNau.com • cell 312.788.7809



www.KidSnips.com

1-866-kidsnips

30 Second TV "Snip Snip"

 The family makes peace signs and says "Snip Snip" while playing. What fun, huh?!	 The family watches a toy car race. Snip Snip!	 The family plays video games. Snip Snip!	 The family plays with a toy car. Snip Snip!
 The family looks at a display of toys. Snip Snip!	 The family smiles. Snip Snip!	 The family finds a treasure chest. Snip Snip!	 The family plays with a toy car. Snip Snip!
 The family says "Snip Snip" while playing. What fun, huh?!	 The family says "Snip Snip" while playing. What fun, huh?!	 The family says "Snip Snip" while playing. What fun, huh?!	 The family says "Snip Snip" while playing. What fun, huh?!

tv spot for regional retail/salon

Ben@BenjaminNau.com • cell 312.788.7809

**FUN HAIRCUTS
& TOYS TOO!**

KidSnipsSM

Video Games & Movies!

Bring in this coupon
and you get

\$5 IN FREE TOYS

with one full-price haircut.

See back for locations.
Not valid with other offers. CDD-888 10/15/09

Teens &
Adults too!

Great Cuts.
Good Prices.

866-kidsnips

www.KidSnips.com

At KidSnips your kids get more than just a haircut, they get an experience! We make sure everyone has a great time with free games and videos during the haircut. We have a great selection of toys, too! Visit us online at KidSnips.com or call 866-KidSnips for the location nearest you.



KidSnipsSM

KidSnips
2920 N. Commonwealth Ave.
Chicago, IL 60657

POSTNET
STANDARD
U.S. POSTAGE
PAID
COMM. CENTER
33785

Naperville
630-848-0000
Naperville Crossing Rd. 50

Arlington Heights
847-797-9690
Northwest Center on Bond Rd.

Vernon Hills
847-247-1110
Winfield Western Center

Wheaton
630-653-3300
Seven Square on Naperville Rd.

Lincoln Park
773-935-9999
Chicago, 1011 N. Clybourn

Wilmette
847-853-0099
Eden's Place, near Starbucks

Oak Brook
630-571-1500
Oakbrook Center Upper Level

Deerfield
847-374-8000
Downtown near Chopin Grill

South Barrington
847-783-4600
Ardenwood, Higgins Rd. & N. 1st

Get \$5.00 In Free Toys, see details on front!

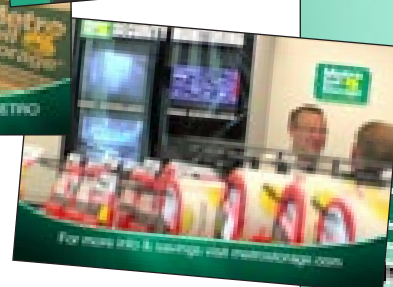
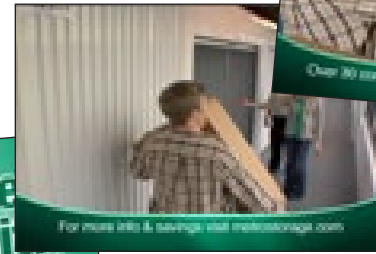
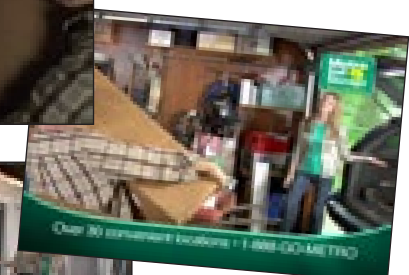


866-kidsnips

www.KidSnips.com

direct mail for regional retail/salon

Ben@BenjaminNau.com • cell 312.788.7809



30 Second TV "Right Space/Move in for \$1"

<p>01. Speak up! On Screen! Does your garage look like this?</p>	<p>02. How do you often wish better than to do you just need more space?</p>	<p>03. Metro Self Storage can help you store your stuff.</p>	<p>04. Our staff will help you select the right storage space, from a small unit down to a two-car garage.</p>
<p>05. And we'll help save your cash too! Right now, move in with Metro for only \$1!</p>	<p>06. Metro Self Storage is open 7 days a week, with 24-hour climate controlled storage.</p>	<p>07. And we'll keep your stuff safe with state-of-the-art security.</p>	<p>08. Don't worry about where to put your belongings. Move in with Metro!</p>

tv spot for 90+ location storage chain

Ben@BenjaminNau.com • cell 312.788.7809



Cantele, Sedivy & Associates Advertising, Inc.
430 W. Roosevelt Rd. • Wheaton, Illinois 60187
Phone: (630) 462-0919 • Fax: (630) 462-3770

CLIENT: Metro Self Storage
PROJECT: :30 Sec TV "Right Space/Move in for \$1"
DATE: November 7, 2007

COPY

VIDEO

AUDIO

Spokesperson superimposed in front of image of fully packed garage. Husband looks for place to put box. Finds none.

CG: MSS Logo

Spokesperson superimposed in front of image of fully packed attic. Husband walks in with box, looking to set it down, finds no space.

CG: MSS Logo

Wife motions for husband to put box in back of SUV.

CG: MSS Logo

Husband put box in a Metro storage space. Fade to SP in front of green background.

CG: MSS Logo

Husband and wife stacking boxes in storage space.

CG: MSS Logo

Pan of security equipment.

CG: MSS Logo

Logo and contact info beside spokesperson.

(Spokesperson On Screen:) Does your garage look like this?

OS: Has your attic seen better days, or do you just need more space?

VO: Metro Self Storage can help you store your stuff.

OS: Our staff will help you select the right storage space. And we'll help save you cash, too. Right now, move in with Metro for only \$1.

Metro Self Storage is open 7 days a week, many offering climate controlled storage.

And we'll keep your stuff safe with state-of-the-art security.

OS: Don't worry about where to put your belongings. Move in with Metro!

tv spot script for 90+ location storage chain

Ben@BenjaminNau.com • cell 312.788.7809

**Metro
Self
Storage**
"Move in with Metro"

Get Free Rent

When You Move In With **Metro**



Great Prices

Metro has the right size units and new lower rates to save you money



Convenience

We're close by so we'll save you time and money



Industry Leading Security

We provide state-of-the-art security, because your stuff matters

Convenient Berkeley Location **620 Harrison Street**
(510) 525-3036



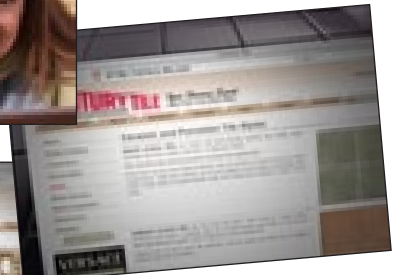
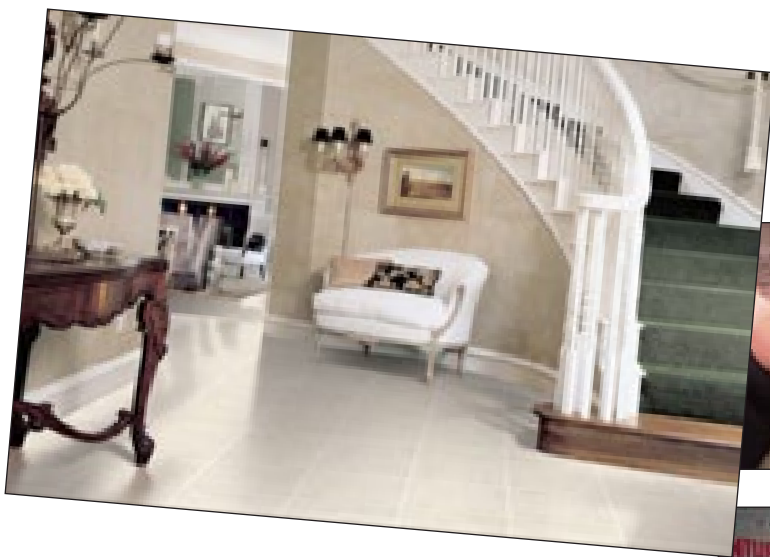
**Get up to
50% Off
3 Months' Rent!**



Visit us online at www.metrostorage.com

marriage mail for 90+ location storage chain

Ben@BenjaminNau.com • cell 312.788.7809



CENTURY TILE
 12 Chicagoland Locations
www.century-tile.com
 1-888-715-4700

30 Sec TV "Virtual Room Designer"

1) Visit us online. Browse our online store. Revolutionary 3D floorings for Residential flooring.

2) Design, looking at professional floor design. 3D floorings for professional floor design.

3) Design, looking at professional floor design. 3D floorings for professional floor design.

4) Design, looking at professional floor design. 3D floorings for professional floor design.

5) Design, looking at professional floor design. 3D floorings for professional floor design.

6) Design, looking at professional floor design. 3D floorings for professional floor design.

7) Design, looking at professional floor design. 3D floorings for professional floor design.

8) Design, looking at professional floor design. 3D floorings for professional floor design.

CENTURY TILE
 12 Chicagoland Locations
www.century-tile.com
 1-888-715-4700

30 Sec. TV spot available - Contact Us Here

tv spot for regional retail

Ben@BenjaminNau.com • cell 312.788.7809



Cantele, Sedivy & Associates Advertising, Inc.
430 W. Roosevelt Rd. • Wheaton, Illinois 60187
Phone: (630) 462-0919 Fax: (630) 462-3770

CLIENT: Century Tile
PROJECT: :30 Sec TV "Colors of Spring"
DATE: March 3, 2009

COPY

VIDEO

AUDIO

Mom on sofa	Sometimes your ideal life...
Kids playing in living room with mom	Gets interrupted by your real life.
Mom looking off into space	Wouldn't it be great if...
Mom in living room	real...
Ideal living room.	and ideal...
Kids & Mom in ideal room.	Could be your everyday?
Interior shot of Century Tile	It can at Century Tile...
Mom & Dad with Century Tile person.	Where our friendly flooring experts...
Mom & Dad choosing wood flooring.	Help you choose the flooring that works with your style, your space and your life.
Animated logo up CG: 12 Chicagoland Locations 1-888-TILE-YOU www.century-tile.com	Your Dreams, Our Experience, Century Tile.
Dal Tile Room Pict CG: 10% off Dal Tile CG: Ceramic Stone & Glass Products CG: *For a limited time. See salesperson for details.	For a limited time get 10% off any ceramic, stone or glass product from Dal Tile at Century Tile. Plus, make no payments and pay no interest until April 2010.
Century Tile logo & 1-888-TILE-YOU	

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For three quarters of a century, we have focused our energy on a singular goal — to help make your home your personal retreat. In celebration of our 75th Anniversary, we have added our stores with high quality home furnishings that fit today's lifestyles and budgets. Stop in today and discover just how affordable quality and style can be.

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My Style. My Home. From Plunkett.

At Plunkett, we design our furniture for your personality. From spirited bedrooms to warm & cozy living rooms, Plunkett's has your style for your home.

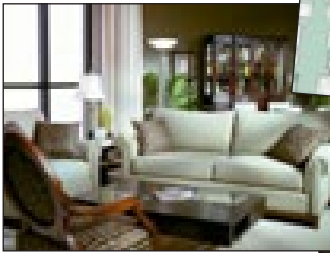
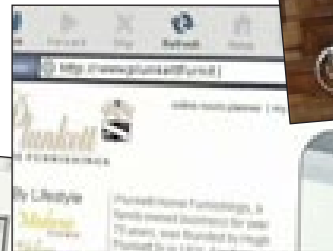
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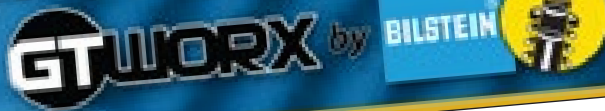
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Introducing the
**GTWORX/Bilstein Cup Sport
 Shocks for the 08-11 WRX/STI**



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Developed in conjunction with Bilstein USA, the GTWORX Impreza Cup Sport shocks are matched to the new Racecomp Engineering Yellow springs to provide the ultimate in real world handling and ride for the 2008+ Subaru Impreza platform. Featuring the quality Bilstein is known for, and the innovation of GTWORX, this package has an emphasis on low speed compression damping and gas pressure to provide a "platform" to stabilize the chassis, which is normally recognized as a reduction in initial bump.



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P&L Motorsports 2008 STI Stage 1.5 Package

The 2008+ Subaru Impreza STI has been a technological tour de force as far as Subarus are concerned. However, many new owners report that the car is just not as smooth, responsive and powerful as they were expecting. That got us thinking. We have people who call up from all over the country, and various parts of the world, who want our in-house tuner to give their cars his own personal touch. The problem is, to PROPERLY do it, you need to be with the car. No matter how good a remote tune is, there is a subjective element that no log can ever hope to duplicate.

So, how do you go about trying to give people a refined, yet conservative taste of what P&L Motorsports is capable of? Simple!

- First off, control the quality of the products being used. P&L Motorsports fabricates and manufactures all products on site, by hand, with a tremendous level of personal pride and quality control on each and every piece created by our Master Fabricators and Artisans.
- Secondly, reduce the amount of parts that change. By doing so, we not only eliminate the possibility for installer/user error, but we invoke the "less is more" mentality.
- Finally, produce an engine management calibration that has been tested for drivability, reliability, conservatism, and fuel economy.

The map produced for this package has been designed with three overarching mandates above all else:

- UNCOMPROMISED drivability and refinement, above all else.
- RELIABLE, and REPEATABLE power delivery.
- SIGNIFICANT increases in fuel economy.

In the words of our tuner, Jorge:

"If a car doesn't inspire proper road manners, refined feel, and overwhelming confidence, it doesn't matter if it makes 5,000 horsepower to the wheels; if you're always worried its going to fall apart every time you hit the gas, I've done you no favor! Frankly, everything else is a very VERY distant second. I'm a publicity outspoken critic of 'let the shear mean, but feel that in such a tight setup, with a mild tune there is enough left on the table to still please, without having a chance of risking someone's \$40,000 pride and joy. That being said, don't expect a 'stage 2', anything beyond this WILL need to be tuned in person to guarantee this level of excellence!"

This is a taste of the P&L Motorsports tuning style that people from all over have praised for years.

This map is ONLY available in this package, is not available for download, and is only

P&L helps TIC win Redline Time Attack at Autobahn Country Club

Congratulations to TIC for the Street Class win at the Redline Time Attack at Autobahn Country Club!

TIC completely dominated the Street class in both RWG categories and overall Street class with an almost four second lead over the 2nd place competitor.

Running the same 2004 WRX that recently placed First in Class and Fourth Overall at The One Lap of America, TIC has quickly become a team to watch in performance driving by consistently surprising event spectators, and competitors.



The TIC WRX is running P&L's off-the-shelf QT3076R Turbo Kit which was installed at P&L and tuned by our in-house tuner, Jorge.



Kaminari
COMpetition

Performance Solutions for Discriminating Enthusiasts
www.kaminari.com

Designed for your 02 to 07 Impreza and made on TIG welded 4130 Chromoly steel. Direct bolt on 18-point design. Virtually eliminates lower chassis movement.

Fully adjustable for setting toe/truck & camber adjustments for the rear of your WRX or STI. Upgraded bushings or pillow ball mounts stop flex.

The kit includes covers, high temp race duct hoses, all hardware and aluminum, TIG welded backing plates that force air through the CENTER veins of your rotors.

The CF Front Splitter is a direct-mount system that works with our Front Air Dam. The Air Dam mounts to your stock front bumper skin. Together, the system limits front end lift.

For a limited time only, save \$100 on P&L's catback exhaust for all GD Imprezas

Proven Gains of 12whp!

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GD Catback Special

both race and street applications with or without resonators.

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Q-Rack

Quick Steering Racks

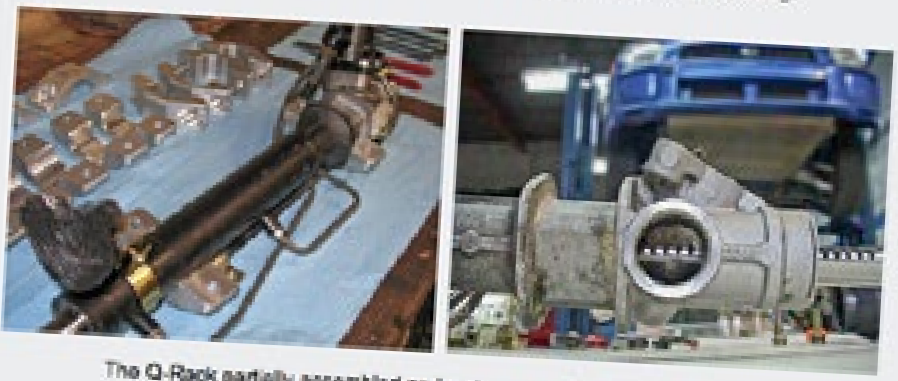
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- What is a Q-Rack?
- The Q-Rack in Action
- Pricing & Ordering
- Installing the Q-Rack
- About Q-Rack

What is a Q-Rack?

Q-Rack presents our Quick Steering Rack, a steering rack that outperforms the stock STI rack without breaking the bank! The Q-Rack allows your Impreza to reach full lock in just 1 and 1/4 turns from wheel center (approximately 2.4 turns lock to lock).

Get the competitive edge in autocross, track or rally. The Q-Rack is designed for 1993 and later left- and right-hand drive Impreza models, including the newest generation Impreza. It's tested under the most extreme competition conditions possible for functionality, durability and safety. 2006+ Impreza Q-Racks are now available. Please call for current details and pricing.



The Q-Rack partially assembled and a close up of the hardened gearset

Q-Rack Questions & Answers:

Q) What does a Q-Rack do?

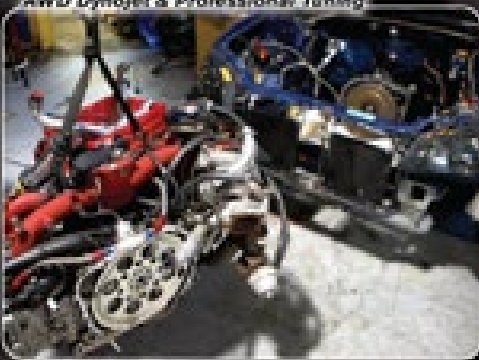
A) Have you ever watched the WRC? Ever watched the drivers swing around a hairpin by just turning the steering wheel like you would to change a lane? A quicker steering rack is what makes this possible. The Q-Rack is not so extreme as the WRC racks, but works on the same principle. With our rack, the steering input required is reduced by 30% from stock. In 99% of driving situations, you will not have to go hand over hand with steering inputs.

Q) Can I use the Q-Rack in daily driving?

A) Although our rack was designed for competition use, we were careful to allow for streetability so that we could transit our rack equipped cars to the next stage of a rally. At highway speeds it is not difficult to keep the wheels straight or change lanes without upsetting the car. We do recommend you remain aware of the rack though, and as always, keep both hands on the wheel.

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 Chicagoland's Performance Shop

P&L specializes in Subaru, Nissan, Mitsubishi, VW, Audi, Mazda, Honda, Mini, BMW and Porsche vehicles.

We operate out of an 11,000 square foot state-of-the-art facility equipped with five lifts, an engine assembly room, a Dynojet 4wd dyno, a Snap On alignment machine, Tig/Mig welders and many specialty tools. We have plenty of resources at our disposal to tackle any job.

With over 50 years combined knowledge in the performance field and the support of some of the industry's biggest companies, we feel that we are able to bring knowledge and service above and beyond others.

— Paul Srahe
 President, P&L Motorsports, Inc.

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Item 2	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000
Item 3	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000
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Item 5	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000

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ONLINE STORE ABOUT P&L OUR SERVICES CONTACT US

Welcome to the first issue of the P&L Motorsports eNewsletter! In each issue we'll tell you what's going on at P&L and save you a few bucks on some parts.

New Snap-On Alignment Rack at P&L

In typical P&L fashion, when we do make investments in tools, we always do our research and purchase the best tools we can for our customers! For years, we've been doing track prep for our customers. We've now taken it one step further, allowing us to properly service all of our customers, conveniently, on site!

Snap-On/John Bean's Visualiner products are state of the art, allowing for full three dimensional analysis of a vehicle's riding geometry. The 3D-EL series can go as far as diagnosing frame issues, damaged spindles, bearings, and other aspects of a vehicle's suspension system.

For a limited time, we'll be offering a free alignment inspection and report with services performed! Call 847.678.4311 or email us at sales@pandlmotorsports.com to schedule an appointment.

Below, you'll find just some of the things this state of the art piece of technology brings to P&L!



Before & After
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Get \$100 Off P&L Signature Series Custom Exhausts

Built in house by our master fabricators, our exhausts have everything we've learned about sound attenuation, piping flow design, as well as power production.

P&L exhausts were designed with all types of enthusiasts. You're able to get our race ready version designed to produce maximum flow while still maintaining a respectable volume and tone quality. You can also opt for our fully resonated street setup that has a great tone while still maximizing their flow characteristics.

Our race series catbacks come with or without resonators, and with your choice of a stainless or titanium tipped catalytic converter. Our street series catback comes with a stainless tipped factory look muffler and automatically includes our high flow resonator. All of our exhausts also include a set of high quality Kartboy exhaust hangers, as well as all applicable gaskets.

Our signature series exhausts includes a 3-year fabrication defect and perforation limited warranty, and is backed by our standard return policies if you are unhappy with the quality of the product.

To get \$100 off your P&L GO Exhaust, just give us a call at 847.678.4311 or email us at sales@pandlmotorsports.com. Hurry, this offer ends soon.

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It's Black Friday All Weekend at P&L!

Starting Friday, 11/27 at 12 a.m. through Sunday, 11/29 at 12 p.m.

SAVE 15% ON ALL P&L PRODUCTS

when you purchase from our online store

That's right, for three days only everything we make is on sale. You'll save 15% on our turbo kits, built engines, 2000-2007 exhausts, 2008-2010 exhausts, CNC ported and polished throttle bodies, front mount intercoolers, cold air intakes... we could fill your whole screen with things on sale, and you can fill your car for 15% less cash! Don't wait, sales like this only happen one time a year at P&L Motorsports.



P&L Turbo Kits

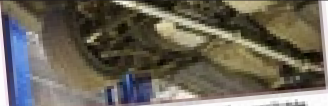


P&L Built Blocks



P&L Exhausts

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One of the straight exhaust pipes available
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Street Series with Stainless Tip
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Power 12step Gait
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Race Series with Titanium Tip
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TiC Rear Diff Mount Bushings

Are you tired of the "diff dance of distraction & deflection" when you're getting on it in your Subaru? Are you interested in better throttle response & a more connected feeling with the car?

See, the problem is the stock bushings are just plain wimpy. They are made of floppy rubber & have a void above & below the center bore. This floppy, sloppy, emptiness is fine if you're 900 years old, & you drive like Grandma, but for anyone who likes to give their Subaru a little bit of gas on occasion they just won't do.

Upgrade your floppy & wimpy to strong & stiff at TiC. Act now & get a free warm fuzzy feeling inside!



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TiC 5/6MT Shifter Lever Pivot Bushings

Let's be honest here—Subaru shifters are sloppy. Wiggle Waggle Floppy Sloppy. The stock soft bushings are a good reason for a large portion of the slop & as they age it only gets worse.

We are pleased to bring you these little goodies—the 5/6MT pivot bushings. Designed to replace the bushings & sleeve in the shift lever pivot point they help to contribute a much more solid & connected feeling to the lever.

As far as we know these are the only ones on the market. As for the price, they're stupidly cheap. So cheap you have no excuse to not get these.



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Kaminari Competition - Made in the USA!
All Kaminari Competition components are built in Nevada, USA by skilled technicians. Rest assured that your Kaminari product was designed and hand-built with pride by Americans.



Carbon Fiber Front Air Dam and Splitter

The Kaminari Carbon Fiber Front Splitter is designed as a direct-mount system when used with our Front Air Dam. The Air Dam mounts to your stock front bumper skin and the Splitter mounts directly to the bottom with optional quick fasteners. The top rods serve as support and allow for quick downforce adjustment.



Carbon Fiber or FRP Brake Duct Kit

Designed with race-bred WRX STi's in mind, our Brake Duct Kit will help keep you cool at the track. The kit includes covers, high temp race duct hoses, all hardware and aluminum, TIG welded backing plates that force air through the CENTER vane of your rotors. This kit is a must-have for STi's that regularly see the track.

Race Lateral Link Set

Kaminari Race Lateral Links are designed to be fully adjustable for setting toe/track & camber adjustments for the rear of your WRX/STi. Benefits are: increased steering response due to no deflection of components. They are primarily designed for track use, but can be used on the street with an increase in noise and vibration. Construction of components include steel 4130 chromoly & TIG welded rod ends that are heat treated at 21,000 lbs. Links are aircraft quality 6061-T6 seamless tubing.



Street Lateral Link Set

Kaminari street lateral links are designed to be fully adjustable for setting toe/track & camber adjustments for the rear of your WRX/STi. Benefits are: increased steering response due to low compliance polyurethane bushings. Links are designed for a combination of street and track use and are quieter and smoother due to the use of bushings rather than being hard mounted like our race version. All construction is 4130 chromoly & TIG welded.

Coming Soon!



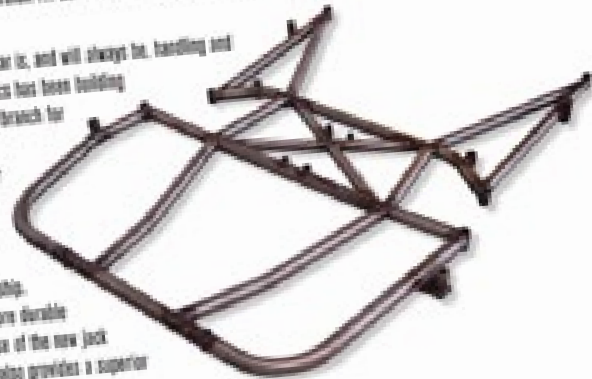
Adjustable Tubular A-Arms

Ball Joint Extenders

Lightweight Tubular Sub Frame

One huge factor in a race or street car is, and will always be, handling and performance. This is where Kaminari Competition comes into the industry. Kaminari aerodynamics has been building products for the automotive and racing industry for over 20 years. Now the company has a new branch for suspension components and racing products.

Kaminari Competition has now come out with an ingenious chassis brace design for your 2002 to 2007 Subaru WRX or 2004-2007 STi. This unique design utilizes 4130 Chromoly steel, and is a 18 point design focused on a direct bolt on modification to organize superior chassis flex resistance and virtually eliminate lower chassis movement. There is no other design this complex on the market today, and none made with this precision and craftsmanship. All joints are fully TIG welded, not quickly MIG welded together, resulting stronger, much more durable joints. Ground clearance is gained by up to 1 1/4 inches over the stock brace, as well as the use of the new jack pad. When aerodynamic needs come in to play, the Race Brace is also a great foundation. It also provides a superior platform for mounting a Kaminari under tray and front splitter. Compatible with most popular ALK kits.

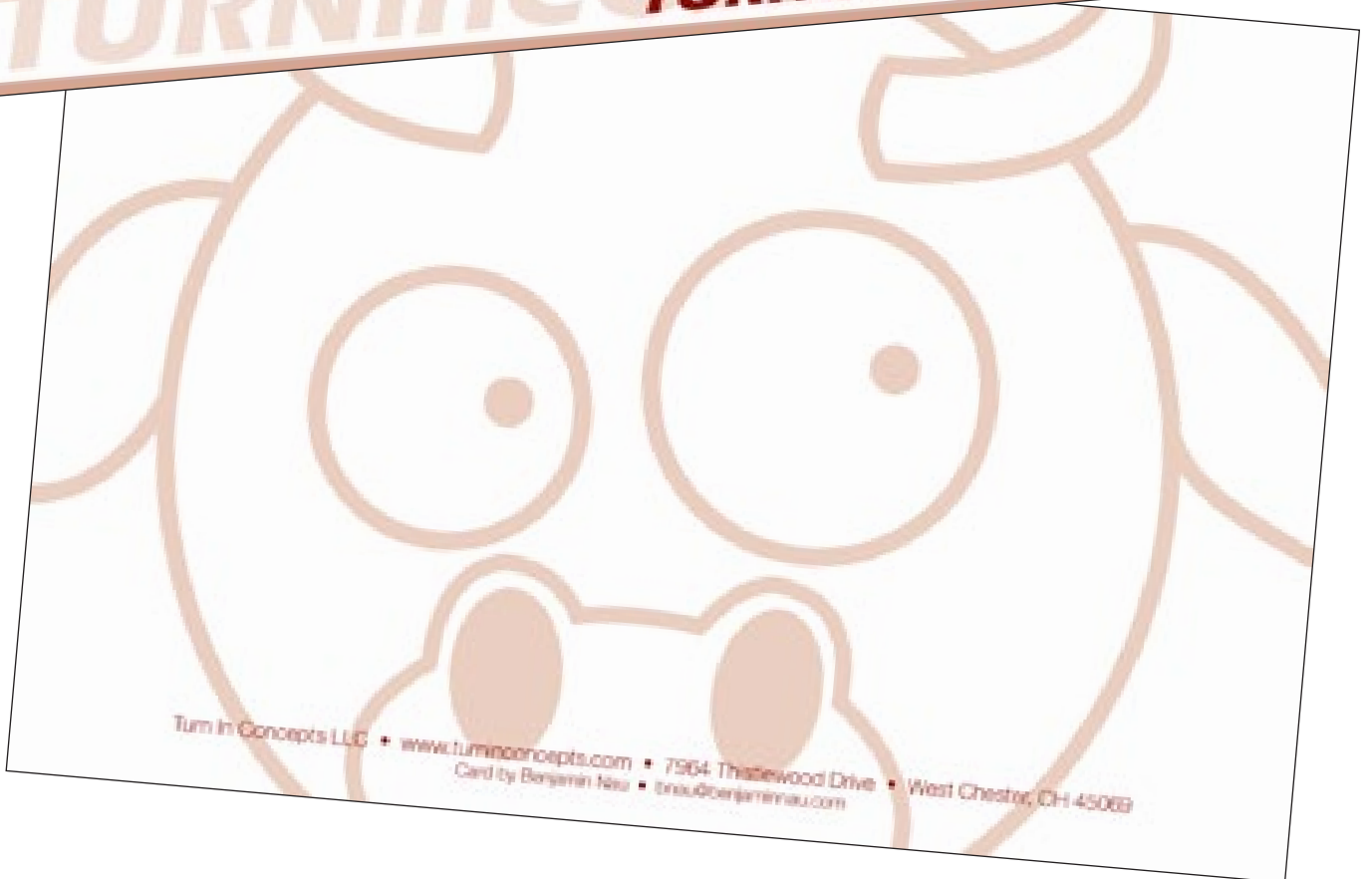


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