

Welcome to First Research

You now have complete access to a powerful set of industry intelligence tools that will save you time, enhance your credibility, and help you gain the competitive edge to win more business.



The screenshot displays the First Research website interface. At the top, there is a navigation bar with the First Research logo, a search bar with a 'GO' button, and a 'Contact Us' link. Below this is a horizontal menu with five categories: Industries (Your Starting Place), North America (Regional Info), Sales & Marketing (Customize Communications), Industry Prospector (Industries by Metrics), and International (Global Content). The main content area features a large search box titled 'Search for Industry and Geographic Profiles' with a 'SEARCH' button and a 'Browse Industry Profiles' link. To the right of the search box is a 'Most Recent Updates' section listing various industry categories such as Bed & Breakfast Inns, Cement & Concrete Product Manufacturing, and Charter & Other Nonscheduled Air Transportation Services. Below the search box are three columns of content: 'Inside news' with a link to 'Key Industry Metrics Updated', 'Tools and Resources' with links to 'Welcome Toolkit', 'Self-Paced Training Videos', 'Live Training Session', 'Tips & Best Practices', and 'My First Research - Alerts & More', and 'Community' with links to 'Follow us on Twitter' and a list of recent updates. At the bottom, there is a footer section with four columns: 'SUPPORT CENTER' (FAQs, About Us, Contact Us/Feedback, My First Research, Monthly Usage), 'INTELLIGENCE ON THE GO' (Free Mobile Access, Free Industry Email Alerts, Free Audio mp3 Podcasts, Free Quarterly Newsletter, and a Twitter follow button), 'FIRST RESEARCH PRODUCTS' (Industry Profiles, State & Province Profiles, Industry Prospector, Profile Archives), and 'PARTNER NETWORK SITE S' (Dun & Bradstreet, Hoover's, Bizmology). The footer also includes a copyright notice: 'Copyright 2012, Hoover's Inc., All Rights Reserved. This data cannot be copied, sold, or distributed in any manner without the written permission of First Research.'

First Research

"In order to win more deals, you must sell based on value, position at the right level, and employ consultative selling - which means you must understand the customer's business problems and how your offering helps solve those problems."

Sheryl Kingstone

Director of Customer-Centric Strategies

Yankee Group

Industry Intelligence

First Research is the leading provider of industry intelligence tools that help sales and marketing teams perform faster and smarter, opening doors and closing more deals. Without adding hours to your workday, you can infuse sales calls, business meetings, presentations, and outreach efforts with up-to-date industry information that demonstrates a thorough understanding of your prospects' challenges and opportunities.

We do the heavy lifting for you by analyzing hundreds of sources to create insightful and easy-to-digest industry intelligence that can be consumed very quickly - leaving you better able to understand a potential or existing client's business issues, without the time-consuming and expensive research process.

Contact First Research

Phone: (866) 788-9389 (Toll-Free)

Email: customerservice@firstresearch.com

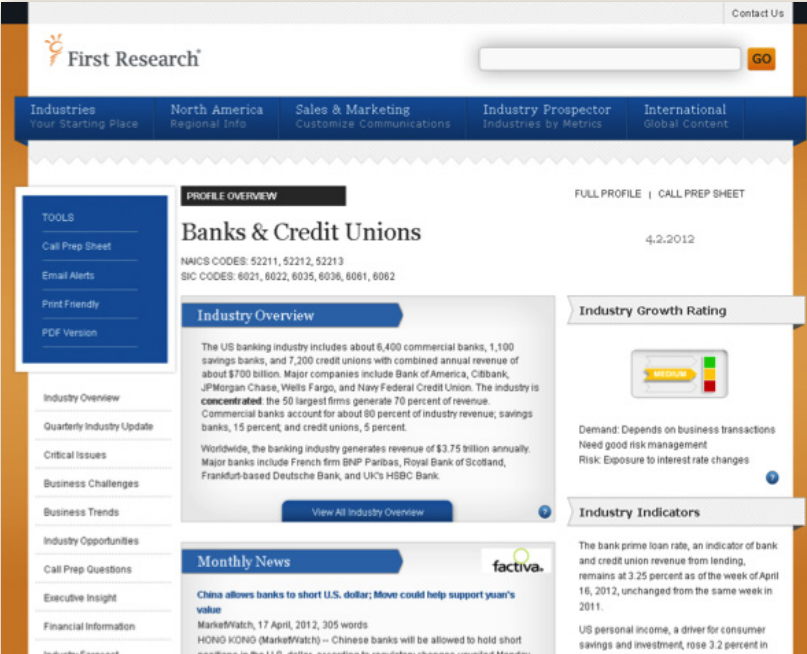
Web: www.firstresearch.com

Core Tools

As a First Research Stand Alone Customer, you have ready access to:

Industry Profiles

Review Industry Profiles on over 900 industry segments, updated monthly. These in-depth summaries are carefully organized and simple to customize, so current information about your target markets' challenges, opportunities, and important industry statistics is always on hand.



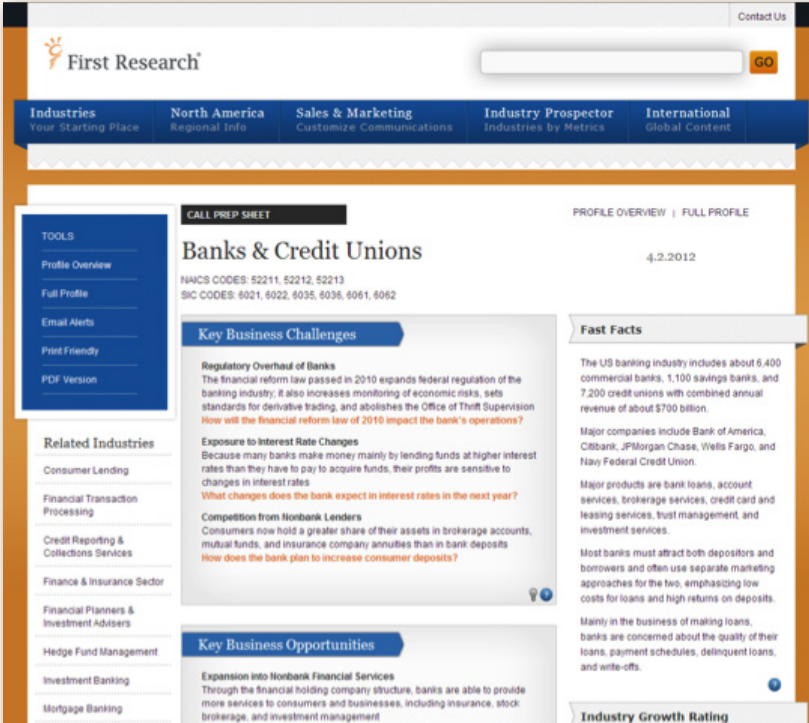
FAST FACTS

- Over 380 profiles covering 900+ Industry segments
- Continuously Updated
- Written from the Salesperson's Perspective
- Helps You Make Connections and Build Relationships

Log into First Research and you'll be immediately directed to a centralized search box that allows you to search for Industry Profiles by keyword, SIC code or NAICS code. Alternatively, you can click on Browse Industry Profiles to search by sector (for example, Construction or Manufacturing) and choose the specific industry you wish to target within that category.

Call Prep Sheets

First Research Call Prep Sheets help you understand the important talking points before you pick up the telephone. These one-page industry overviews allow you to quickly demonstrate authority, build rapport, and refine your sales message.



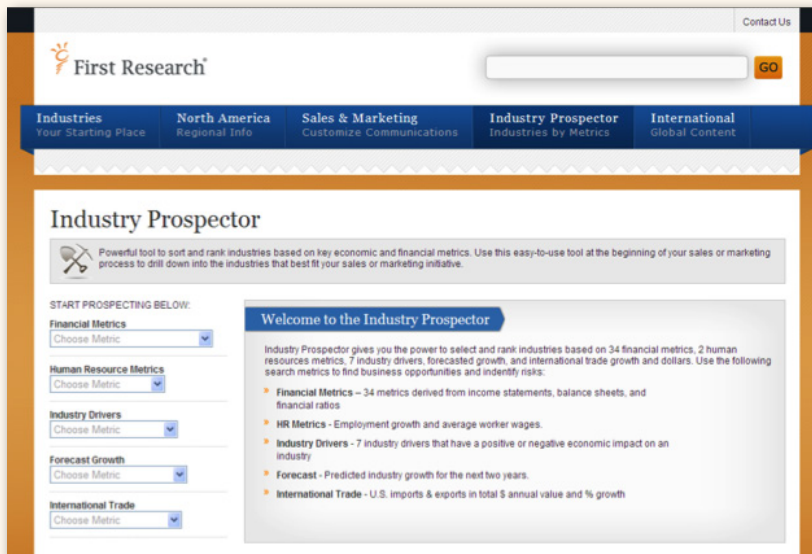
FAST FACTS

- One-Pager Executive Summary
- Easy to Print
- Linked to Every Industry Profile
- Helps You Understand Issues Before You Pick Up the Phone
- Handy Conversational Questions

Call Prep Sheets are located on the Industry Profile record in the left navigation menu under the “Tools” section.

Industry Prospector

Industry Prospector gives you the power to select and rank industries based on industry drivers, dozens of industry financial benchmarks, and key economic and human resource metrics, so you can identify business opportunities and reduce risk.



The screenshot shows the First Research website with the 'Industry Prospector' tab selected in the top navigation bar. The main content area is titled 'Industry Prospector' and includes a description: 'Powerful tool to sort and rank industries based on key economic and financial metrics. Use this easy-to-use tool at the beginning of your sales or marketing process to drill down into the industries that best fit your sales or marketing initiative.' Below this, there is a section 'START PROSPECTING BELOW:' with five dropdown menus for selecting metrics: 'Financial Metrics', 'Human Resource Metrics', 'Industry Drivers', 'Forecast Growth', and 'International Trade'. To the right of these menus is a 'Welcome to the Industry Prospector' box containing a list of search metrics: Financial Metrics (34 metrics derived from income statements, balance sheets, and financial ratios), HR Metrics (Employment growth and average worker wages), Industry Drivers (7 industry drivers that have a positive or negative economic impact on an industry), Forecast (Predicted industry growth for the next two years), and International Trade (U.S. imports & exports in total \$ annual value and % growth).

FAST FACTS

- Analyzes Industry Data using Dozens of Key Metrics
- Target Industries with Highest or Lowest Growth
- Powered by Data from National Research Firms, University Think-tanks, and Industry Specialists

To use Industry Prospector, log into First Research and click on the "Industry Prospector" tab at the top of the page. You can then make a selection from the metric drop-down menus on the left and begin your prospecting.

State & Province Profiles

First Research State & Province Profiles help you bring regional insight to prospects and clients. They offer a concise view of shifting economic and business issues using state and province specific employment data, real estate information, business news updates, and Web resources.



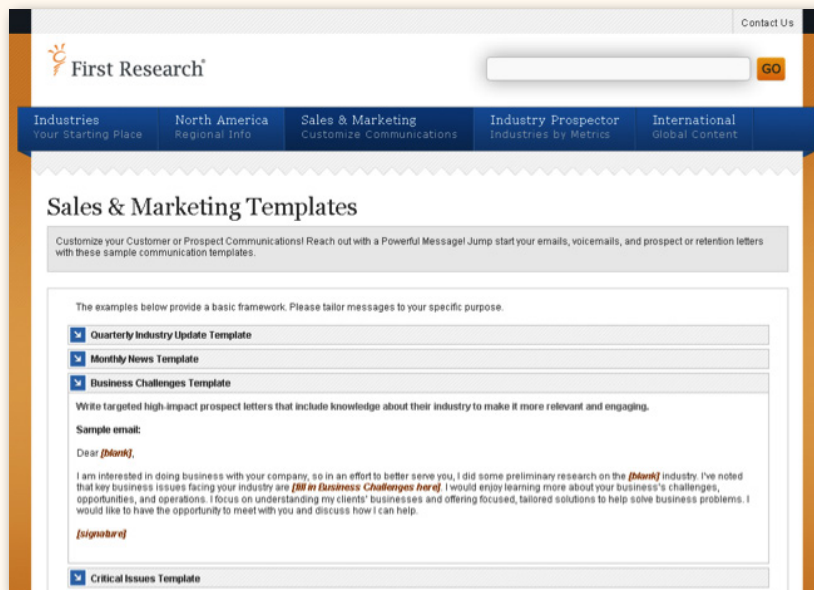
FAST FACTS

- Overview of Regional, State and Province-Specific Info
- Employment, Real Estate and Business Trends
- Available for Each of the 50 U.S. States, the District of Columbia and 10 Canadian Provinces

To access State & Province Profiles, log into First Research and click on the “North America” tab at the top of the page. You will be directed to a click-through graphic map of the United States and Canada. Simply click on the state or province you’re seeking information for to be taken to that State & Province Profile.

Sales & Marketing Customize Communications

First Research's customizable Sales & Marketing communication tips & templates series allows you to use industry intelligence to power up your customer and prospect emails, voicemails, letters, and proposals.



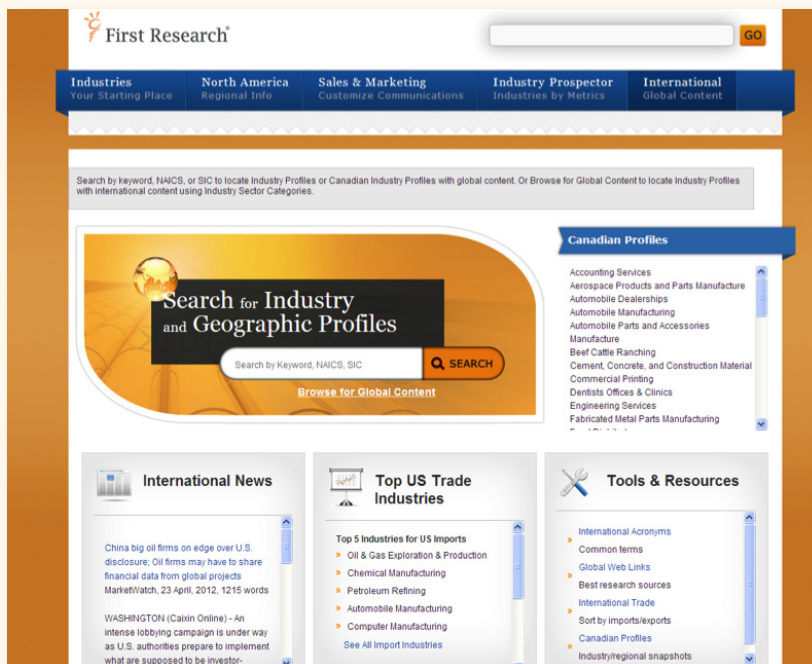
FAST FACTS

- Embedded in Every Industry Profile
- Become a Trusted Advisor using Sample Emails, Voicemails, Letters
- Reach Out to Customers or Prospects
- Kick Start Your Messages with Real Life Issues

From the First Research homepage, click on the "Sales & Marketing" tab. On the next page you will find the list of customizable communication templates organized by chapter. Also, look for the light bulb icon for a link to Sales & Marketing templates that can be found on every Industry Profile record at the bottom of the relevant chapter.

International - Global Content

First Research offers key information about the size of the global market, dominant and emerging countries, and key trade/political issues. In the “International Issues” section in our industry profiles, we provide the global information you need to understand and identify critical challenges, trends, and opportunities.



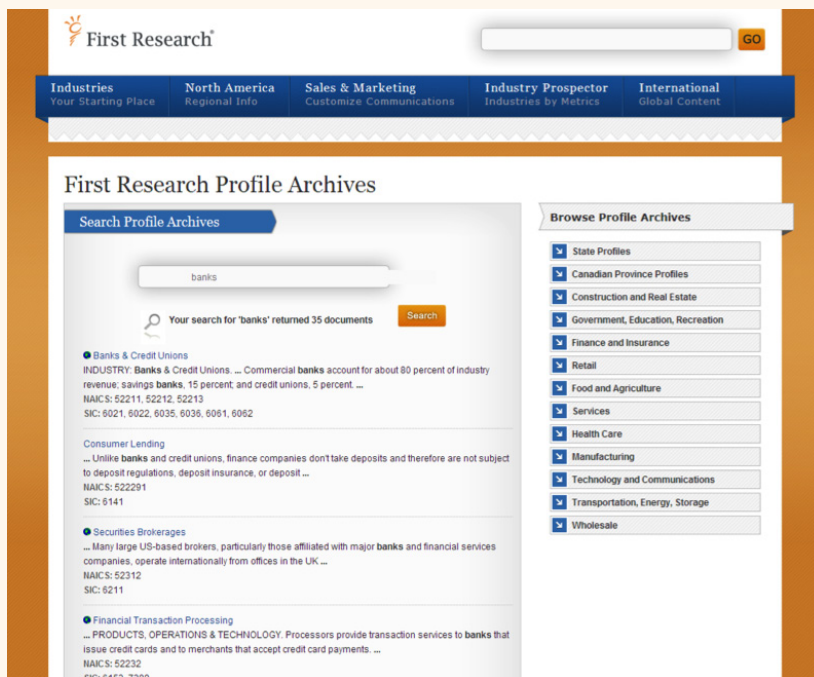
FAST FACTS

- Easy Search or Browse to Find Content
- In Most Industry Profiles Under International Insights
- Understand Global Issues Quickly

Click on the International tab, then search by keyword, NAICS, or SIC to locate global content in Industry Profiles or Canadian Industry Profiles. Or Browse for Global Content to locate Industry Profiles with international content using Industry Sector Categories.

Archived Profiles

Industry Profiles and State & Province Profiles from prior years are available in the Archived Profiles section, dating back to June 2003. These reports reflect data gathered at the time and exist to provide customers with a historical perspective, if needed.



FAST FACTS

- Easy Search and Browse
- Historic Snapshots Back to June 2008
- Link Located on Each Profile
- Home Page Link under First Research Products

The archived profiles can be accessed on the First Research homepage. Simply click on the “Profile Archives” link under the “First Research Products” section in the bottom navigation menu. You will then be taken to an interface that functions similarly like the one used for current reports, respective to each particular profile type. Links to archived profiles can also be found on every Industry Profile record in the left navigation menu under “Archived Profiles”.

Email Alerts

First Research Email Alerts automatically deliver at-a-glance insight directly to your in-box each quarter, keeping you abreast of the critical issues, business trends and industry-specific changes affecting your clients.



FAST FACTS

- At-A-Glance Industry Update
- Delivered to Your In-Box
- Highlights Key Industry Changes
- You Choose the Industries You Want
- Sent When Your Select Industry Profiles are Updated

Get Email Alerts with just one click via the “Email Alerts” link, which appears under “Tools” in the left navigation menu of every Industry Profile.

Frequently Asked Questions

How do I log into First Research?

- To access First Research Industry Intelligence Tools, visit www.firstresearch.com and click on the Subscriber “Login” button at the top right-hand corner of the homepage. Enter your username (typically your email address) and password on the First Research login page.

If necessary, you may also contact your First Research representative for customized login instructions specific to your company.

How do I find Industry Profiles?

- Log into First Research and you’ll be immediately directed to a centralized search box that allows you to search for Industry Profiles by keyword, SIC code or NAICS code. Alternatively, you can click on Browse Industry Profiles to search by sector (for example, Construction & Real Estate or Manufacturing) and choose the specific industry you wish to target within that category.

How do I sign up for Email Alerts?

- Get Email Alerts with just one click via the “Email Alerts” link, which appears in the Tools section of every Industry Profile. Or manage your email alerts through the “My First Research” link under “Tools & Resources” on the homepage.

How do I sign up for Mobile Access for my cell phone?

- Begin by logging into First Research, then click “Free Mobile Access” under “Intelligence on the Go” in the bottom navigation panel to receive select First Research content on your web-enabled cell phone. You will be asked to reconfirm your Mobile Access signup after one year.

How do I sign up for the First Research Quarterly Newsletter?

- You can sign up for our quarterly Advisor newsletter by logging into First Research, then clicking on “Free Quarterly Newsletter” within the bottom navigation menu under “Intelligence on the Go”. Enter your email address under “First Research Newsletter Sign-Up” to receive this useful e-publication.

How do I provide feedback on First Research tools?

- Please contact your First Research Representative directly or call Customer Care toll free at 866.788.9389. You may also submit your comments online. Simply log into First Research and then click on “Contact Us” in the top menu, or follow the “Give Us Your Feedback” link on the bottom left-hand side of every First Research Industry Profile.

Where can I find open training sessions?

- Visit the training links under “Tools & Resources” on the First Research homepage. You can also access open, recorded training sessions here:
<http://www.firstresearch.com/training/>

How do I contact customer service?

- There are several ways to contact us:
Phone: 866-788-9389 (Toll-Free)
Email: customerservice@firstresearch.com
Web: www.firstresearch.com