

COMPANY PROFILE

Koenigsberg & Associates – KA is a premier high technology management consulting firm that was established in 1997 and specializes in two areas, which are Sales and Marketing Consulting Services for Computer and Consumer Electronic Vendors along with Service Related and General Merchandise, Vendors. We also provide hosting and consulting services for Vendors and Manufacturers for industry events and trade shows such as, ECRM/Levin Retail Summits and other ECRM Events, Distributor Events and CES. Over the past 3 years, KA has been involved with 3 ECRM Retail Events for the U.S. and Europe in April and May along with the August U.S. Event. KA is also an authorized sales agent for all 60+ ECRM retail Events. Prior to our relationship with ECRM, we were authorized sales agents for RetailVision for 12 years.

Our core competency is assisting Consumer Electronic and Computer related companies to launch new products and or increase their sell through and retailer base of existing products. This includes providing marketing, merchandising, and sales strategies through various reseller channels. We are proven experts in helping Vendors launch new products and or maintain and increase their sales of existing products.

We assist our clients with developing relationships with various Computer and CE Distributors, Independent Sales Reps, and or Software Publishers and if required can act as a marketing, sales and operational arm of the client and KA manages relationships and coordinates the sales campaigns. We can also provide an independent sales force for the procurement of reseller purchase orders that would be managed by KA. We also work with clients that have their own internal and or external sales rep organizations in place.

KA initially specialized in retail software consulting as a niche player, but as electronic software downloads increased it was necessary for us to expand our business model into accessories, peripherals, hardware, services along with other channel consulting opportunities.

One of Koenigsberg & Associates past top clients was MUSICMATCH. We launched 4 versions of MUSICMATCH Jukebox Deluxe, the leading MP3 Software according to PC Data - NPD from 1999 to 2003. KA was also responsible for creating a retail strategy for a new additional title called MUSICMATCH Professional Edition which successfully launched in Q3-2002.

Another one of our top past clients was BlackICE Defender by NetworkICE, who was purchased by Internet Security Systems. BlackICE Defender was the leading anti-hacker s/w that KA successfully launched in August of 2000 through KA and Macmillan USA / Pearson Technology Group. Both BlackICE Defender and MUSICMATCH were initially available through electronic s/w downloading only. KA created and implemented retail box designs and copy along with sales and marketing strategies that propelled both products to the top of their respective categories by providing strategic guidance to obtain retail shelf space in virtually every major reseller in North America. Some of the top Resellers include, Best Buy, CompUSA, Wal-Mart, Circuit City, Target, Office Max, Office Depot, Staples, Fry's, Micro Center, Future Shop, and Business Depot. KA achieved this against such Tier one Vendors as Norton, McAfee and Roxio that had existing shelf space and huge marketing / advertising budgets.

KA launched six (6) new s/w titles from Aug. to Oct., 2003, four of which are new to retail but have been available prior through downloads only. Our most successful new title is GhostSurf Pro made by Tenebril Inc, which allows anonymous internet surfing by hiding your IP address along with blocking ads and pop-ups. Tenebril also launched a new backup protect called Lifeguard in Jan. 2004 that also has internet backup capabilities along with transferring files and disaster recovery. In 2004 KA assisted Tenebril in the continued success of Ghost Surf Pro along with 2 new titles.

We also were contracted in November 2005 by Absolute Software to implement and manage the retail launch of Computrace LoJack for Laptops which is a first to market proven PC monitoring and recovery service. KA developed marketing and advertising strategies that successfully placed LoJack for Laptops in several large Resellers in Q4-05 and Q1-06, such as Office Depot, Staples, Fry's and others. We believe that LoJack for Laptops is a must have product for all notebook users. This project was completed in early 2007 but Absolute SW called us back in November 2007 to work with them again as the internal employee they initially replaced us with, was not able to keep retail going at the levels needed. We were with them until late 2008.

In 2006 through 2009 we were contracted by a 24 x 7 tech support firms along with several peripheral, CE, Cellular and accessory vendors that we assisted in the launch of new products into the U.S. and Canadian markets.

Sales, Marketing, Packaging, and Event Consultants For the Computer & Consumer Electronic Channels

In 2010 we worked with Speakal, a leader in audio technology that is incorporated into unique iPod docking stations with an on board subwoofer.

We are currently working with Stardock Entertainment, a leader in PC entertainment gaming software. KA was called back by Stardock from a former project in 2007.

Our main focus is to provide an effective turnkey solution for Vendors and Manufacturers to enhance their reseller and channel sales, along with providing and implementing various marketing and **merchandising strategies designed for effective sell-in and sell-through**. More importantly we can provide ideas and solutions that will enhance product and reseller presence and provide incremental revenues and profits. We can also provide various advertising expenditure scenarios and analysis that will **increase product sell-through along with an effective return of your investment**.

Koenigsberg & Associates has expertise in business plan creation, product packaging, sales and marketing, and competitive analysis; Retail, publication, catalog and Internet advertising and sales; Merchandising techniques, public relations along with direct marketing and sales. We provide strategic planning and tactical implementation along with Identifying channel opportunities and targets.

We develop and implement retail programs, advertising campaigns and enduser rebate strategies. We can advise on store displays and promotions, along with creating various marketing budgets for a variety of reseller channels that increase the profitable sell-in and sell through of your products. We are senior level executives with proven sell-through expertise that are contracted by Vendors and Publishers.

Koenigsberg & Associates has an extensive network of Vendor, Publisher, Retailer, National and Independent Sales Rep. contacts throughout the Computer, Distributor, and Consumer Electronic Channels. **We can assist companies in providing proven sell-in and sell-through strategies.**

Background and Responsibilities for Bruce Koenigsberg

Bruce Koenigsberg, President / CEO of KA, established in 1997, will manage all projects and provide strategic direction to all KA Associates. Mr. Koenigsberg has over 34 years of merchandising, marketing, purchasing, and operations, packaging design and copy, advertising and sales experience with leading internet and mail order/catalog internet Resellers along with leading specialty storefront retailers, Wholesalers and Distributors in the Computer and Consumer Electronic Channels.

Formerly, Vice President of Merchandising for Multiple Zones International (Zones), a leading catalog and Internet reseller whose flagship vehicles are The PC Zone and Mac Zone. During his 4-year tenure from 1992 to 1996, he was part of a management team that propelled sales from \$113 to \$480 million by implementing effective merchandising, marketing, and sales campaigns. Mr. Koenigsberg was instrumental in successfully placing brand name PC hardware, software, peripherals and accessories at a traditionally Macintosh Reseller.

Prior to that Mr. Koenigsberg was Senior Merchandising Manager for Fretter Inc. in Detroit, from 1977 to 1991, whose 330 retail superstores were Silo, YES, Fretter, Dash Concepts and Fred Schmid. Bruce was initially involved with consumer electronic products and his final responsibility was for Home Office Products, which produced sales of over \$300 million per year. Bruce was with Fretter for 14 years and held a variety of positions since started his career as a commissioned home and car audio salesperson, then progressed up the ranks to Assistant Manager, Store Manager, District Manager, Regional Manager, Buyer and Merchandise Manager after graduating in 1977 from Oakland University in Rochester, MI. As a store Manager Bruce personally wrote business over \$1 Million dollars yearly and was in the top 5 salespeople of the entire company while having the #1 volume stores in the chain as a Store Manger.

Mr. Koenigsberg is well known in the Computer Software and Peripheral Industry, Computer Storefront, Internet Reseller, Catalog, Distributor, and Consumer Electronic Arena, and is based in Seattle, WA. Bruce can be reached at 425-282-0432 – office, 425-766-7253 – cell or at bruce@bkaconsulting.com

Please visit the KA website for further information regarding KA Services along with information regarding ECRM Retail Summit dates and other ECRM Events at: www.bkaconsulting.com