

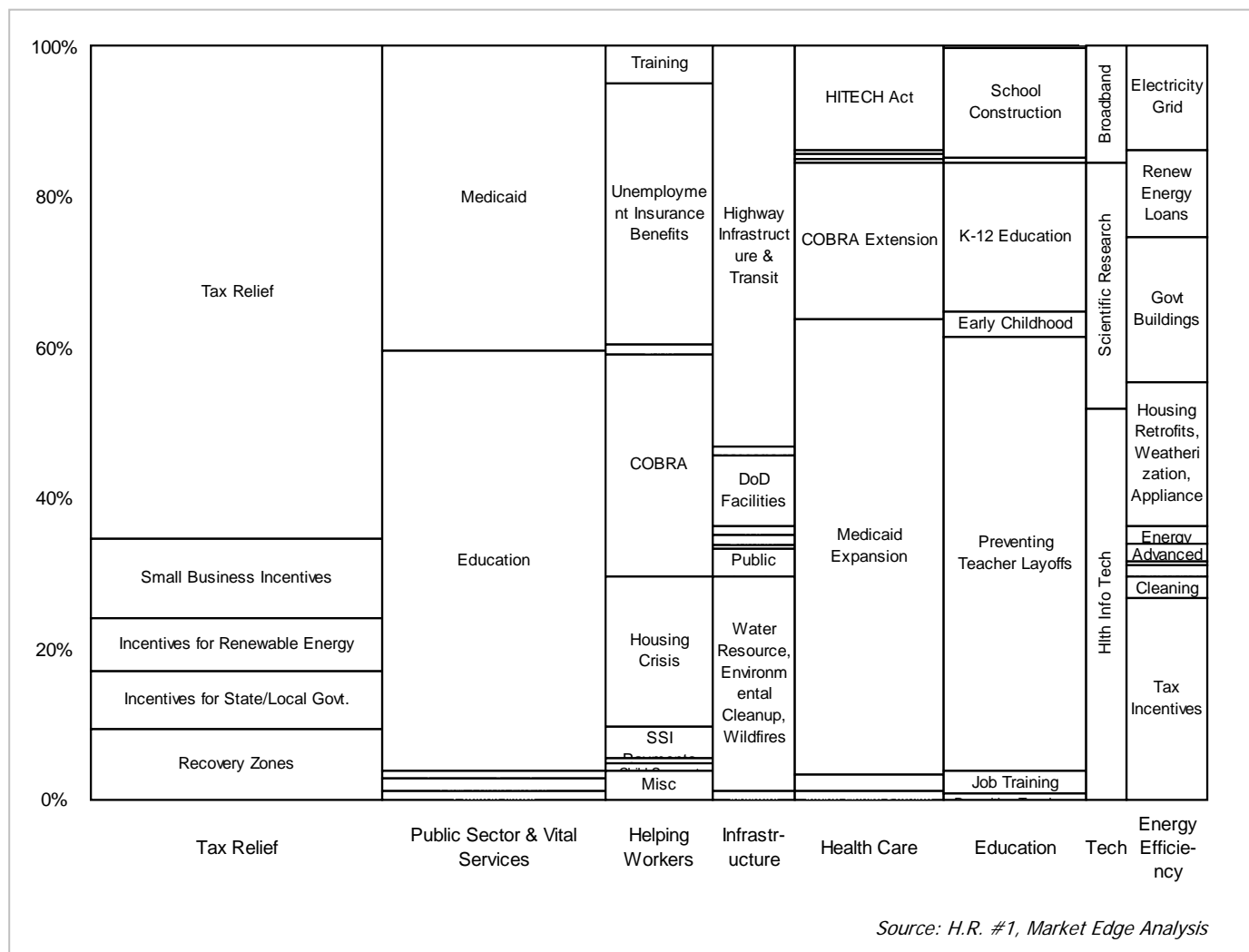
How Market Edge is Helping Clients Grow via the Economic Stimulus Plan

The Economic Recovery and Stimulus Act will create opportunities for those businesses that can respond more quickly than the competition. Market Edge is working with clients to understand how their business aligns with the stimulus plan and its proposed spending. As part of this analysis, Market Edge is helping clients take advantage of this unique opportunity and preparing specific action plans to grow their business in one or more ways:

1. Obtain direct funding
2. Pursue business opportunities in "hot spots" where funding aligns with their business
3. Create business opportunities through collaboration with other businesses / entities that receive funding

The Stimulus Act is expected to create a \$789 billion 'market'. It is an opportunity for businesses to obtain capital, shift share and grow in a down market. The market map (Figure 1) illustrates the scope of investment and target areas that will receive funding.

Figure 1: Market Map of House Economic Stimulus Bill



While the House and the Senate Bills are being negotiated and reconciled in Conference Committee, some key points are already evident which enables Market Edge to assist businesses in developing a strategic plan.

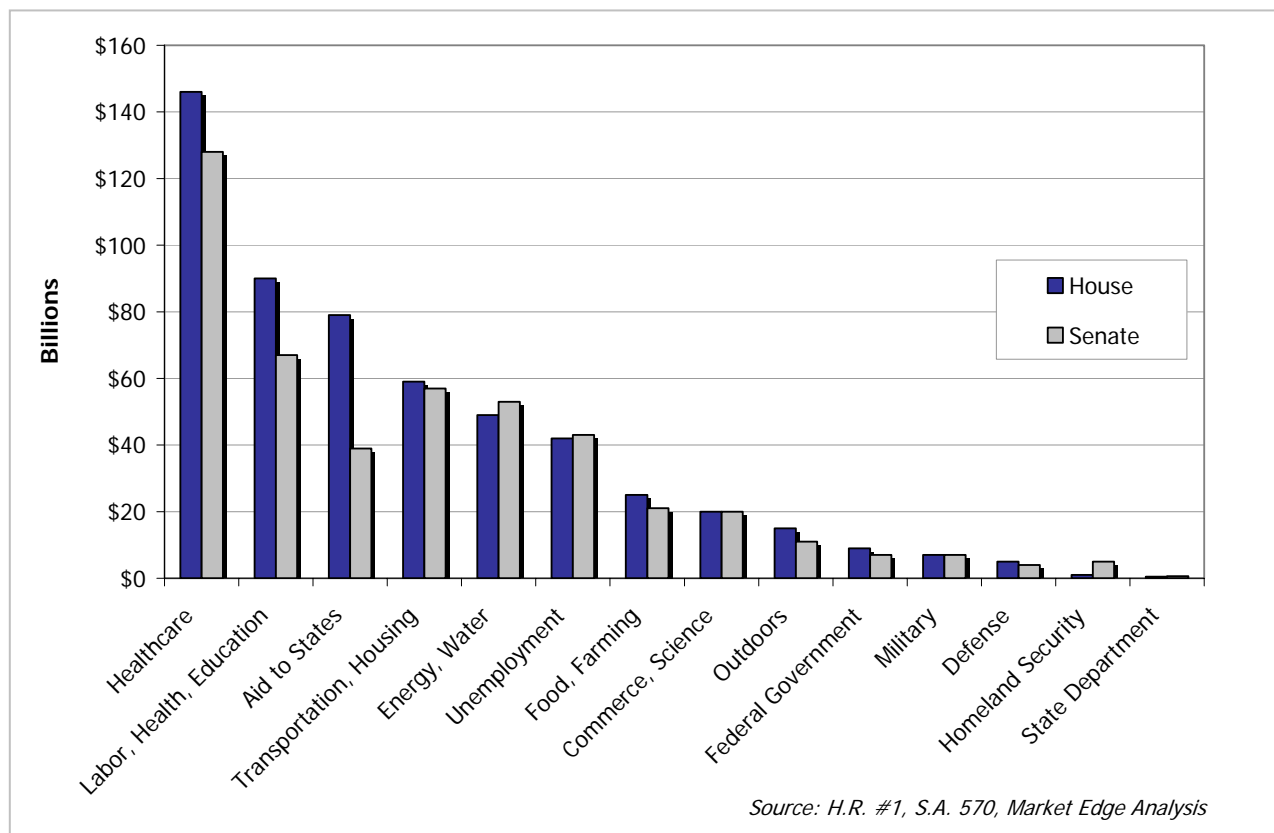
The money will be directed towards four overall objectives:

- Investment in R&D
- Demonstration projects to prove viability of new technologies
- Economic activity / job creation
- Transfer payments

In addition to tax cuts, the funding is targeted at 14 areas (Figure 2):

- Food, Farming
- Commerce, Science
- Defense
- Energy, Water
- Federal Government
- Homeland Security
- Outdoors
- Labor, Health, Education
- Military
- State Department
- Transportation, Housing
- State Support
- Healthcare
- Unemployment Aid

Figure 2: Comparison of House and Senate Stimulus Bills (excluding tax cuts)



Market Edge consultants take an active role in the strategy process to help clients understand how the stimulus package creates opportunities for their company and business units. For more information, please contact us at stimulus@mkt-edge.com.