

SPIRALGROUP

MARKETING · PUBLIC RELATIONS

350 Townsend St · Suite 425
San Francisco · CA 94107 · USA
www.spiralgroup.com

COMPANY PROFILE

Spiralgroup provides marketing and public relations services for an international base of high-technology clients, from pre-launch to Fortune 10 companies. Spiralgroup provides 'a different spin on marketing and public relations' through its mix of communications programs that scale to client needs and budgets, highly experienced teams, and deconstructive planning approach that leads to breakthrough positioning and results-getting media relations.

CLIENTS

(● = CURRENT CLIENT)

INTERNET TECHNOLOGIES AND SERVICES

- Adaptive Media
- Adforce
- Alyanza
- AtWeb / Web Site Garage
- Be Here
- Evox Productions
- GTS
- ModelN
- Narrative Communications
- Slingshot Solutions
- Thingworld
- Virtue 3D
- Word of Net
- WebOrder
- Zadu

NETWORKING AND COMMUNICATIONS

- Aristasoft
- Cisco Systems (Nasdaq: CSCO)
- Cylink (Nasdaq: CYLK)
- iAsiaWorks (Nasdaq: IAWK)
- Infira
- Lucent Technologies (NYSE: LU)
- SPYRUS

SOFTWARE

- The Baan Company (Nasdaq: BAANF)
- Chordiant (Nasdaq: CHRD)
- Electrifier
- Exemplary Software
- Savvion
- Sentius

MARKETPLACES (B2B/B2C/C2C)

- Care2.com
- CitySearch.com (Nasdaq: TMCS)
- EyeWire
- Gay.com
- Gettyworks.com
- PrintNation.com
- Sales.com

CONSUMER TECHNOLOGIES AND SERVICES

- flowerbud.com
- ImportNow.com
- Precision Response (Nasdaq: PRRC)
- SoloPoint (Nasdaq: SLPT)
- Toolz

VENTURE CAPITAL

- Neocarta Ventures

SERVICES

(SEE 'ROSTER OF SERVICES' FOR FULL LISTING)

Business and communications strategy and planning

Positioning and key message development

Company and product launches

Announcement strategy and development

Writing and collateral development

Media relations

Industry analyst relations

Financial analyst and investor relations

Partner and customer relations

Interactive marketing and public relations

Trade shows and special events

Speakers bureau

Training and development

Market research and measurement

Marketing services

International public relations management

Program management

MANAGEMENT

Stuart McFaul
PRESIDENT / FOUNDER
DIRECTOR, BUSINESS STRATEGIES GROUP

John D'Avolio
DIRECTOR, PROGRAM MANAGEMENT GROUP

REVENUES

\$2.5 million (2000)

HEADQUARTERS

San Francisco, California

FOR MORE INFORMATION

www.Spiralgroup.com or call 415.227.9747