



Who is reading Spend Matters
(a selection of visitors
over a two week period — July 2008)

1-800-Flowers

A.T. Kearney
Acco Brands Corporation
Advanced Thermal Products
Allstate Insurance Company
Altacor Inc
Aluminum Company of America – Amis
Amazon.com Inc.
Amoco Corporation
Amr Research
Armstrong Utilities

Bank of America
Bank of Montreal
Barrick Goldstrike Mines Inc
Bell Canada
Boston Scientific Corporation
Bristol Myers Squibb
Burlington Coat Factory Warehouse

Capital One Financial
Caterpillar Inc
CBS Corporation
Centerior Energy Corporation
Chevron Corporation
Choice One Communications Inc
Cisco Systems Inc
Citicorp Global Information Network
CNA Insurance
Cognizant Technology Solution India Pvt Ltd India
Computer Associates International
Conocophillips Company
Corporate Executive Board
Credit Suisse Group / Cana

Dassault Systemes Emea
Dell Computer Corporation
Deloitte & Touche
Deutsche Bank
Deutsche Telekom Ag
Discover Financial Services Inc
Dresser Inc
Dun & Bradstreet

E.I. Du pont De Nemours and Co Inc
Eastman Chemical Company
Electronic Data Systems
Erickson Retirement Communities
Experian Information Solutions Inc

Federal Reserve Information Technology
First Allmerica Financial Life
Fluor Daniel Corporation
Fnx Solutions

GE Energy
Gecis-Global Business Organisation
General Electric Company
General Motors Corporation
Glaxosmithkline
Goldman Sachs Company
Google Inc
Grace Maternity Hospital

H.J. Heinz Company
Hewlett-Packard Company
Hines Corporation
Hon Industries
Honeywell International Inc
Hughes Network Systems

IBM
Institute for Supply Management
Intel Corporation

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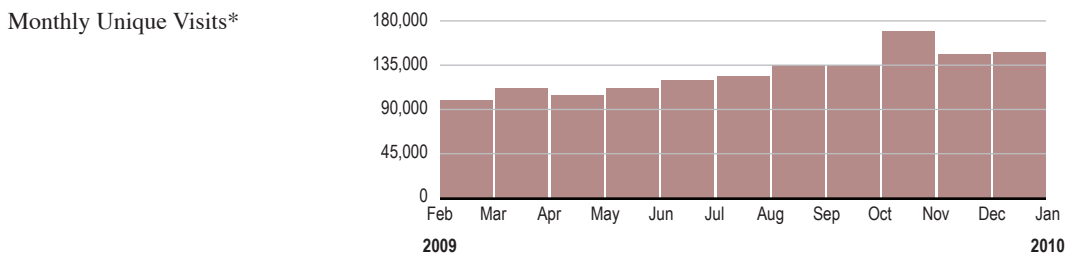
What is Spend Matters?

- Spend Matters is a blog and research community dedicated to examining Spend Management issues including: procurement, sourcing, contract management, spend analysis and visibility, category management, low cost country sourcing, supply chain, lean and other related areas
- A virtual gathering-place for senior business executives (and their suppliers) making multi-million dollar global spend / sales decisions

Who reads Spend Matters?

- Large company (and middle market) procurement and finance executives with an interest in the Spend Management Industry and financial analysts interested in the Spend Management sector
- Press and media
- Vendors and suppliers providing Spend Management solutions

Spend Matters is rapidly becoming the go-to online destination for all sourcing and procurement issues



- Spend Matters receives hundreds of thousands of unique page views per month
- Spend Matters receives over 100,000 unique visits per month and is growing rapidly
- Spend Matters traffic is among the highest of all sites in the overall sourcing, procurement and supply chain markets
- Spend Matters traffic is an order of magnitude larger than other blogs that cover similar subject matter

* Traffic numbers current October 29, 2009

Spend Matters is among the highest trafficked sites in the procurement and supply chain world and continues to grow at a rapid rate

Alexa's 3 Month Traffic Rank Average (of all websites)—note, a lower ranking = more traffic (e.g., Google = 1)
Quantcast's Web Traffic Ranking (of all websites)—note, a lower ranking = more traffic (e.g., Google = 1)

	Spend Matters	Purchasing	ISM	SDCEXEC.com	Supply Chain Mgmt. Review	Sourcing Innovation	Supply Excellence	Procurement Leaders
Alexa	211,181	158,298	227,788	358,738	384,500	447,235	822,728	702,514
Quantcast	59,990	83,883	93,624	334,125	280,040	353,806	—	—

Alexa traffic rank based on a combined measure of page views and users (reach)

Quantcast ranking based on direct measurement (where available), cookies, impressions, page-views, etc.

Date of measurement: October 29, 2009

Note: Third-party rankings such as Alexa and Quantcast are notorious for being only directionally accurate. However, since many sites measure the number of actual visitors based on their own reporting software in different ways, they are the only fair comparative indicator of traffic and reach (but not necessarily influence, an important distinction).

It's not just about the numbers!

- Audience composition second to none
 - Senior procurement / finance executives
 - Sourcing professionals
 - Vendors
 - Analysts and media
- Market influencers of all types
- Quality / relevance of content
 - Established "voice"
 - Loyal following— not like traditional journalism

JP Morgan Chase & Co
Kay Automotive Graphics

Lehman Brothers Inc
Levi Strauss & Co
Lexis-Nexis
Lexmark International Inc

Macquarie Bank Ltd
Magnus Mobility Systems Inc
Marcus Evans
McKinsey & Company Inc
McMaster-Carr Supply
Mead Corporation
Medtronic Incorporated
Midwest Steel
Morgan Stanley Group Inc.

Nalco Company
Navy Network Information Center (NNIC)
Netscape Communications Corp
Newell Companies Inc
Northwestern Mutual

Pacific Gas and Electric Company
Paul Reed Smith Guitars Ltd
Pipal Research Pvt Ltd
Publix Super Markets Inc

Qwest Communications

Respironics

Salomon Inc
SAP Ag Walldorf
SAS Airline Denmark
SBS gmbh & Co Ohg
Scansafe Inc
Shell Information Technology International
Siemens Business Services
Siemens Energy & Automation
Siemens Pte Ltd
Simmons Foods
Southwest Airlines
Sprint BWG
Sprint PCS
Sungard Network Solutions

Target Corporation
Telefonica Centroamerica
Telefonica De Espana
Telkom Sa Limited
Texas Instruments
The Boeing Company
The Limited Inc
The Procter and Gamble Company
Time Telecommunications Sdn Bhd
Tiscali UK Limited
T-Mobile USA
Tyco Electronics Corporation
Tyco Healthcare

UGS corp.
Vodafone limited
Volt information sciences

W.W. Grainger Inc
Wal-Mart Stores Inc
Wells Fargo & Company
Weyerhaeuser

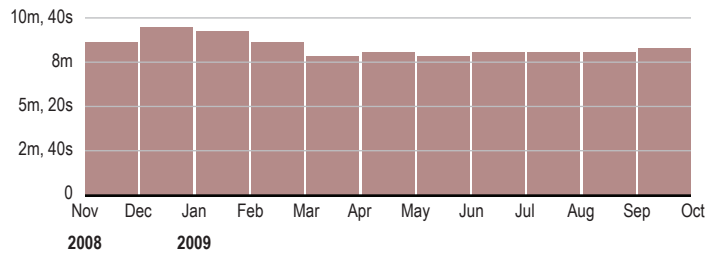
Many of the largest and most influential companies in the world read Spend Matters on a regular basis

Middle market companies also make up a portion of the audience (and are growing)

Thousands of different organizations read Spend Matters on a monthly basis

Our loyal readers continue to spend significant time reading Spend Matters

Average Time Spent
Per Visitor (Minutes)



Spend Matters: Average Time Spent Per Visitor (Minutes)

- Many readers refer to Spend Matters as their daily source of news, analysis and commentary for the procurement and supply sector
- The time spent per visit reflects the depth with which a typical reader interacts with the site

Sponsorship / Demand Creation

Numerous Advertising and Lead Generation Opportunities Exist:

- Community Membership / Lead Sponsorship
- Community Membership / Associate Sponsorship
- Demand Creation / Spend Matters Perspectives
- Demand Creation / Spend Matters Compass
- Spend Matters Toolbox
- Event Advertising

Spend Matters Compass is an educational series designed to place providers in front of companies making high-value decisions in key market areas and provides an objective and highly readable look at the business issues driving the need for particular technologies and solutions. Each Compass series, published over a quarterly period, features a set of three-to-four downloadable whitepapers or “briefs” in PDF format, approximately four pages each in length, relating to a common theme and topic of particular interest to procurement, supply chain and technology executives. In addition, each series includes a one-page summary Compass dashboard, featuring both visual and graphical elements that highlight key takeaways and elements for executives. Each series launches with two pieces of content, an initial Compass brief and a Compass dashboard, with a new piece of content added approximately every four weeks during the first quarter of its publication to encourage readers to continuously review, reflect and interact with the material as it becomes available. Spend Matters Compass is written in an informal business tone, much like the style of the Spend Matters forum. The result is that the content and graphics entice readers with seminal content and graphics rather than causing them to doze off, as is too often the case with traditional analyst research and academic reporting. By sponsoring a series of thought leadership publications of substance, you will build rapport with the market over time in a way that is vastly more penetrable than one-off campaigns.

Spend Matters Associate Sponsor program is a new and powerful way to connect with the Spend Matters community. Spend Matters Associate Sponsorship goes far beyond online advertising programs. It addresses the needs of organizations that have come to Spend Matters seeking exposure to the Spend Matters community. In the past, these companies have been unable to play a direct role on the main blog homepage because of the limited number of Lead Sponsor slots available at any one time. Spend Matters Associate Sponsors will receive their name (or will be able to promote a specific campaign in a text format) immediately below the current Lead sponsors on the main blog page. This listing/promotional program can link directly to a web site of their choosing (e.g., main web page, campaign landing page). Associate Sponsors will also receive a sponsored-text link to promote thought leadership or another marketing campaign on the Spend Matters blog. In addition, Associate Sponsors will receive a listing in the Spend Matters Provider Index, a new tab available on the top of the Spend Matters homepage.

Contribute!

- Guest posts / bylines
- Showcase thought leadership

Questions / further discussion

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www.spendmatters.com