



SmartDoc

News from Creative Channel Services

December 2006

To Our Readers:

Creative Channel Services (CCS) is happy to provide the following updates on our agency's integrated marketing, sales and training solutions. Please contact us by phone at 310.665.9900 or email sales@creativechannel.com to learn how these solutions and others can help you improve your brand's performance in the retail channel.

- »CompUSA Study: Training Produces 20% Sales Lift
- » CCS Partners with Best Buy, Ritz Camera, Meijer, Ultimate Electronics and TWICE
- »CyberScholar: Participation Up 34% in October
- » CCS Launches New Website
- »CCS Field Services Expands, Drives Sales
- »Staples: Prepare Now for Tax Season
- »CEA & CCS Unveil DTV Training

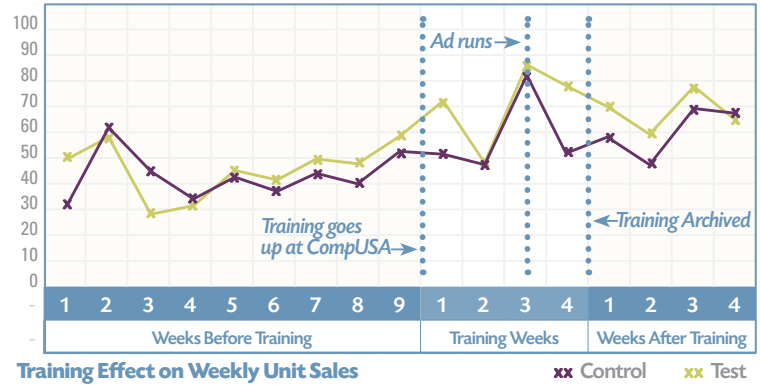
»Going to CES? Meet CCS in Vegas

You may also write to us at:

Creative Channel Services, LLC
600 Corporate Pointe, Suite 150
Culver City, CA 90230

CompUSA Study: Training Produces 20% Sales Lift

Resources at www.creativechannel.com/compusa



Accessed via CompUSA's intranet, the GoCompUSA Team Member

Training Program developed by CCS has been shown to have a significant impact on sales. Unit sales at stores where a brand's product training was featured for one month increased 20% over control stores where training wasn't featured. Interestingly, while an ad for the vendor's product had obvious success for sales for both test and control stores, training increased sales at test stores an additional 7% and contributed to a "halo effect" of continued strong sales in the weeks after the ad ran. To learn how you can participate in the GoCompUSA training, call your CCS representative today!

CCS Partners with Best Buy, Ritz Camera, Meijer, Ultimate Electronics and TWICE

In our continuing retail relationship-building efforts, CCS is pleased to share these exciting developments: In addition to supplying a customized CyberScholar.com site to Best Buy, CCS is a Best Buy preferred 3rd party labor provider for managing in-store manufacturer representative teams. Ritz Camera, Meijer, and Ultimate Electronics have signed agreements with CCS to formally integrate CyberScholar.com product training into their salesperson education programs. And preeminent CE news publication TWICE partners with CCS in a link exchange to CyberScholar.com. Stay tuned to CCS for more on these and other developing CCS partnerships!

CyberScholar.com Participation Up 34% in October

www.cyberscholar.com



CyberScholar®.com, the #1 training resource for consumer electronics retail sales professionals, has continued to grow throughout 2006. In October, with retailer recruiting and training for seasonal workers in high gear for the holiday rush, nearly 10,000 salespeople completed over 272,000 CyberScholar.com training engagements, a growth in users of 34% over October 2005. The increased site popularity was reinforced by a fourth quarter robust holiday promotion, with eligible participants who complete training vying for the chance to win an HDTV and a \$5,000 cash prize.

CyberScholar.com's audience encompasses salespeople at over 9,000 stores nationwide at top retailers including Best Buy, CompUSA, Circuit City, Staples, Ritz Camera, Office Depot, Micro Center, GameStop, EB Games, Fry's Electronics, Radio Shack, Target, Sears, and many more.



With our core areas of expertise and strong retail partnerships, CCS can help you reach the frontline sales professionals who have the greatest influence on consumers at the point of sale. Call or email your CCS representative to build a program that targets the people you need to reach for success at retail.

CCS Field Services Expands, Drives Sales

CCS Field Services has expanded significantly in 2006, with business year to date increasing 74% over 2005. CCS' growing team of field sales and marketing specialists now build retail relationships, brand awareness and ROI for our clients at over 12,000 unique stores nationwide, tallying more than 125,000 store visits in 2006. CCS field teams offer a comprehensive array of services including merchandising, in-store product sales training, market research, promotions, and assisted selling to enhance success at retail. Results have included increases of 158% or more in sell share for covered stores, increases of 57% in salesperson advocacy rates for promoted brands, and incremental sales increases of 40% in covered stores vs. uncovered stores.

Staples: Prepare Now for Tax Season

Resources at www.creativechannel.com/staples



According to Staples, Inc., which partners with CCS to deliver the comprehensive Staples CyberScholar Online Training Program to its 35,000 sales associates at over 1,200 stores and call centers nationwide, now is the time to prepare product training for sales associates on the latest tax preparation software and other materials that will help individuals and small business owners improve the efficiency of their offices right after the New Year. Getting a head start on tax season will ensure that Staples salespeople in all departments receive the latest information on your products they sell every day. A 2005 Staples study showed an 8 to 40% increase in sales for a product featured in the training program throughout a 13-week period.



Contact your CCS representative to learn how you can participate in the Staples training program.

CCS Launches New Website

www.creativechannel.com

CCS is pleased to announce the launch of our new corporate website, www.creativechannel.com. With streamlined navigation and improved usability, the site contains numerous resources and links for our partners and clients, as well as an improved career portal, and greater access to materials communicating the value of integrated retail marketing solutions.



CEA & CCS Unveil DTV Training on MyCEknowhow

www.myceknowhow.com



CCS and the Consumer Electronics Association (CEA) have added digital television and audio interactive buying guides to MyCEknowhow.com, the consumer education website. The new buying guides have been developed in conjunction with CNET and are intended to answer common questions shoppers may have about the technology.

MyCEknowhow.com provides interactive presentations explaining key concepts and terms that will influence consumers' purchasing decisions for popular electronics technologies. CCS also partners with CEA to create CEknowhow.com, a comprehensive online training and certification site hosted on CyberScholar.com and designed to increase retail salespeople's overall knowledge of technology products, accessories and services.

Going to CES? Meet CCS In Vegas

www.cesweb.org



Is your company going to the International Consumer Electronics Show (CES) in Las Vegas, January 8-11, 2007? CCS is a partner with the Consumer Electronics Association (CEA), the show's producer, and we will be at the event to meet with companies interested in maximizing sales performance by utilizing our marketing, training and interactive solutions and to help CEA promote MyCEknowhow and CEknowhow.com.

To schedule a meeting at CES that fits your plans, do not hesitate to contact us!

About Creative Channel Services, LLC

www.creativechannel.com



Creative Channel Services (CCS) is an integrated retail marketing services agency focused on helping manufacturers and retailers improve sales performance by creating influence at the point of sale. CCS offers custom field sales and marketing support, retail training development, e-learning content management, interactive services, promotional marketing and related services. Founded in 1995 and headquartered in Culver City, California, CCS is a subsidiary of Omnicom Group Inc. (NYSE: OMC), a leading global advertising, marketing and corporate communications company.

We create influence at the point of sale.