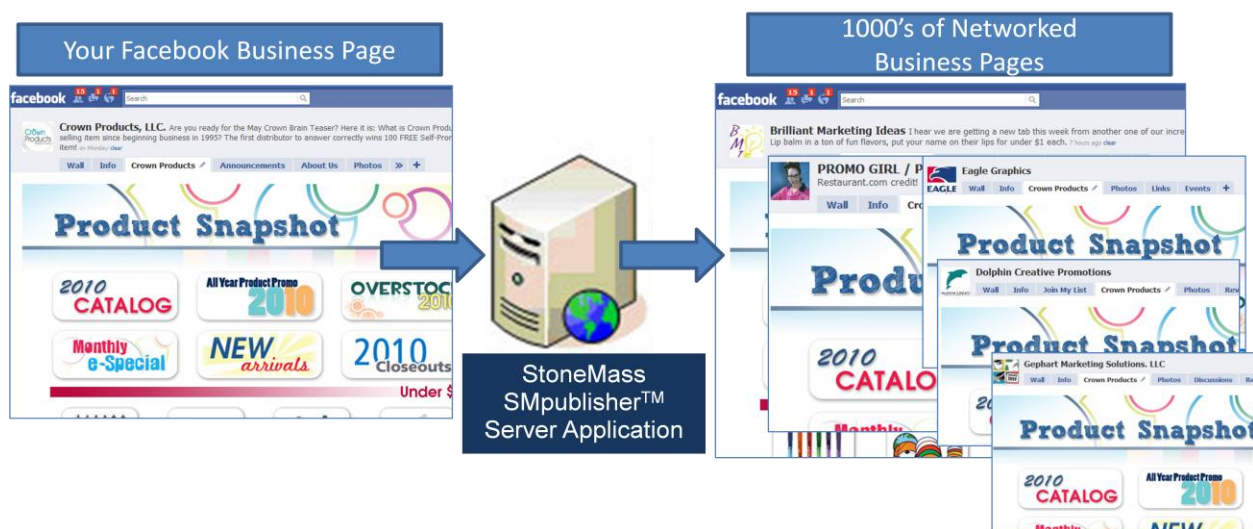


SMpublisher™

Product Catalog for Distributors' Facebook™ Business Pages

Jumpstart or enhance your social media marketing strategy by using SMpublisher™ for Facebook™! Suppliers of the promotional products industry can get their catalogs on to Facebook, via Distributor Business Pages, and promote their products through the largest social site in the world. Distributors can offer their clients another means of searching for the right products to promote their businesses.

How it works:



SMpublisher creates a new sales channel by pushing your Facebook tab to your Network's Facebook Business Pages...updated simultaneously and managed centrally. No limit on the number of Distributors or updates!

Typical scenario: End-user client goes to distributor XYZ's Facebook Business Page and sees Supplier ABC's catalog. Client searches catalog and finds the perfect item to customize. Client then calls Distributor for order.

Why go social?

Social media is bewildering to many people in business – they see the personal application of the social network but not how it can enhance their ROI. A simple marketing mantra is this: *go*

where your clients are. In this case, whether professionally or personally, your clients are on Facebook. In fact: one out of every four pages called up on the web is a **FACEBOOK page**¹.

Your market, your demographic, your customers – they are on Facebook.

So make it easy for them to find you and shop your products with SMpublisher!

Benefits of SMpublisher for:

Suppliers	Distributors
Exposure through Facebook and the network of millions of people who share information on a daily basis	It's free to you!
Leveraging the fastest growing sales channel	Make it easy for your clients to shop from your favorite Suppliers catalogs
Providing your Distributors with a robust tool to sell YOUR products.	Catalogs are automatically updated - we do all the work
More control over branding, product offering and pricing	Enhance your business marketing strategy by establishing a social media presence
Update the catalog with products you want to push – specials, new products, etc.	The more 'likes' you have, the more their networks learn about your company!

Don't have a Facebook Business Page? It's easy to set one up or you can use StoneMass White Glove Service to set one up.

How to get started or have questions:

Call us toll-free at: 888.586.1115

e-mail: Michael Senger msenger@stonemass.com

or visit us at: <http://www.smpublisher.com> for more information.

¹ Source: <http://mashable.com/2010/11/19/facebook-traffic-stats/>