

LEVERAGE MARKETING



Outline of Campaign

1. Objectives
2. Target Audience
3. Proposition

MEDIA CHANNEL

Small and Medium-sized Enterprises “SME”, Small and Medium-sized Businesses “SMB”, SOHO’s and Sole Proprietorships starting or in a growth stage, can benefit from the wide-range of products and services we offer – access to credit developments on personal and business status inquiry; ISO 9001:2000 products and services suitable for consumer consumptions; Technical services and Fast track to CRM tools, just a few to name which in turn revitalises neighbourhoods, creates jobs, and encourages economic growth analyzes our objectives.

TARGET AUDIENCE

- I. SME’s and SMB’s.
- II. SOHO’s.
- III. Sole Proprietorships.
- IV. Government.
- V. General Consumers.

Positioning our Core differentiation of M-ETECH Products and Services from offerings of competitors to the influence on buying decision of the customer segmentation and semantics is our business proposition.

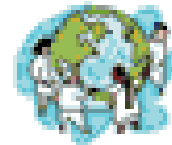
M-ETECH mapping of our business accurate data in space, in geographic information systems retains its positioning and status of Globalization principles for our products and services for the customer segment to complement the ISO 9001:2000; the International Business standard ISO/IEC 27001 and other regulations inclusive of risk management process defining and health & safety requirement and compliance –

AS/NZA 4360 Risk Management, Standards Australia and

TO DATE

The RMS for NHSScotland, Scottish Executive 2003, in resource consolidation, complementary Third Party Logistics and Supply Chain Management on issue management & PR.

**BUSINESS AND CONSUMER
FINANCIAL ASSETS**



**BUSINESS AND CONSUMER
FINANCIAL ASSETS**

INTERNATIONAL BUSINESS STANDARDS ISO/IEC 27001

EXAMPLE OF PRESS RELEASE

Martex E-Technology LLC launches Business and Economy New Book Publication!!!

Philadelphia, Pennsylvania, 25th April 2006 — Martex E-Technology LLC, published by iUniverse, Inc., the leading provider of publishing technology solutions for authors, announced today...

New Book Publication: Business and Consumer Financial Answers. Business Financing Commence 1.1

Brief synopsis of your book. This book outlines the procedures of impressing the smart lender. How to, when to close a business loan terms and conditions are illustrated from A to Z in Business Financing Commence 1.1.

Biographical Information about the Author. Martex E-Technology LLC DBA: M-ETECH is a registered Maryland State company, limited by liabilities. On the company's accreditation and good business conducts, the Department of Assessments and Taxation issued a certificate of Good Standings in coverage of continual business revenue processes and transaction to Martex E-Technology LLC.

Martex E-Technology LLC the network pioneer company operates in Maryland, Pennsylvania and the United Kingdom, based on the contents and review of the books brilliance, DBA: M-ETECH rewrote the wheel of business revenue to make the buyers of the book satisfied corporate and commercial statutory entrepreneurs.

Benefit statement. Financial sourcing and outsourcing to all participating lending institutions in all regions of the United States of America, whichever city and state you plan to incorporate your business, Business Financing Commence 1.1 directs you and your business capital formation to the appropriate lending institutions.

Closing statement about the book. ISBN Number: 0-595-378940-6; publication date March 28, 2006; price: \$18.95; publisher: iUniverse; it's available to order at the various online or retail stores listed below:

iUniverse: www.iuniverse.com

Amazon: www.amazon.com

Tesco: www.tesco.com

Barnes and Noble: www.barnesandnoble.com

Martex E-Technology LLC: www.m-etechllc.com

Ingram Book Group: www.ingrambook.com

Baker & Taylor: www.btol.com

About iUniverse

iUniverse provides individuals a simple, fast and affordable way to publish, market, and sell fiction and nonfiction books. The company is one of the largest book publishing companies in the United States. iUniverse eliminates the necessity of massive print runs, dramatically shortens time-to-market, and gives authors control over when and how their works are published. iUniverse publishing programs are endorsed by industry leading author organizations, including the Authors Guild and the ASJA. iUniverse is a proud member of the Association of American Publishers, Publishers Marketing Association, and Small Publishers Association of North America. The company's major investors include Warburg Pincus and Barnes & Noble.

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FOR IMMEDIATE RELEASE

Campaign Relevancy

We are endorsed in coverage, standards recognition, accurate business data, company accounting and investor protection. Our system is right for you as we provide the following information: Sales cycle analysis, Timeframe for implementation, Annual support and maintenance cost, Training methodology, and A plan for implementing your back office-systems as required.

