



# AIMSWorldwide President's Newsletter

## A message from Gerald Garcia Jr.

*December 2004*

As we fast approach the end of the year, here's an update on the various activities, programs and progress of the exciting and positive projects AIMS Worldwide developed and launched over the last several months.

First, the company experienced its first profitable month this October. Over the summer AIMS used its specialty one-2-one marketing expertise to research and package a unique "political issue" marketing program aimed at "527s." These political organizations use soft money donations from contributors under the new McCain-Feingold campaign finance rules to fund timely issues-oriented information, advertising and marketing endeavors. In early October, Club for Growth, a major Washington, D.C., nonprofit organization with 527 status, engaged AIMS for a targeted campaign issue.

Club for Growth has a well-deserved reputation for creative use of television campaigns to deliver its political point of view. However, as Election Day drew near, voters needed more information and education on a "critical issue" to make a final and informed ballot box decision. TV simply cannot accomplish this in a 15- or 30-second television spot. Enter AIMS with one-2-one, cost-effective marketing solutions.

Club for Growth purchased targeted services from AIMS Worldwide to deliver its creative message to a pinpoint audience at the lowest possible cost using – at AIMS direction – full page newspaper space. Selected newspapers in South Carolina, South Dakota, Oklahoma and Texas (with circulation of 1.6 million and readership of more than 3.3 million) received specific messages in support of certain congressional candidates.

A week before the election, Club for Growth enlisted AIMS Worldwide to secure additional placement in major national newspapers with circulation in excess of 3 million and readership of more than 6 million. Through AIMS' strategy, efforts and execution, the client's advertisements were seen in national editions of the *Wall Street Journal* and *The New York Times*, as well as the Sunday edition of *The Dallas Morning News*.

In all but one of the target markets the client's candidates were victorious. AIMS Worldwide's campaign not only fulfilled its objective on behalf of Club for Growth, but the campaign resonated far beyond the immediate market with wire services expanding the organization's message to a national platform.



The total value of the political issues project exceeded half a million dollars, which is significant for three reasons:

- It demonstrates the economic metrics of just one client using AIMS services in a single 30-day period.
- It validates 'AIMS' aims,' and our ability to deliver a one-2-one message to an ideal consumer, household, business-to-business or VOTER at the lowest possible cost (a fraction of television cost), create action, measure the response and close the sale. Or, in this case, elect a candidate.
- The public issues arena is growing unabated. With our demonstrated Club for Growth success, we plan to build a major business unit in this important, profitable and target market. It is important to note that AIMS' politics are 'green,' neither right nor left, but green for growth, revenues, earnings and increasing shareholder value.

Second, with President Bush's re-election, his focus and stated interest have moved Social Security reform to the domestic policy front burner. In a post-election press conference the President clearly placed Social Security reform at the top of his political capital agenda. On behalf of our beta-test client, AIMS Worldwide built national conversation, education and information about the importance of Social Security reform for future generations. Because of our experience, AIMS Worldwide is ready to respond to this new opportunity with a new client —Team Grandparent, a 501(c)(4) organization.

Team Grandparent is a Washington, DC based initiative dedicated to promoting the importance of Social Security reform. Early next year, the President will begin to push for reform of the Social Security system. The work of the For Our Grandchildren Social Security Education Project, which was managed by AIMS until June of 2004, helped much of the American electorate, media and most members of Congress recognize that the Social Security system is broken and must be fixed. Team Grandparent will build a grassroots organization in selected states and congressional districts to support elected representatives who help make Social Security reform, including personal retirement savings accounts, a reality and hold those who oppose reform accountable at the next election.

Third, as a result of our work in the specialty newspaper-marketing arena during the past few months, a new major business unit opportunity surfaced. Three daily newspapers asked AIMS to present proposals for consulting services to assist them in design improvements, revenue increases and one-2-one circulation expansion at the lowest possible cost. We expect to complete our presentations to these prospective new clients by the end of the year and, if awarded the assignments, to begin work shortly thereafter.



Meanwhile, I am pleased to report that several of the companies AIMS Worldwide has agreed to acquire through confidential Letters of Intent are reporting record revenues, earnings and financial performance. These companies include a major national public relations and marketing-communications firm, a highly respected Washington, D.C.-based public affairs company and Prime Time Cable in Orlando, Florida. As part of our announced acquisition strategy, AIMS has signed Letters of Intent with these and three additional companies.

We are pursuing aggressively several new, exciting opportunities as our fastest method of corporate development to meet demand to change the marketing paradigm.

In support of the important shift affecting the marketing world, attached is a November 3, 2004 [Wall Street Journal announcement](#) of the shifting strategy at J. Walter Thompson. I highlighted important passages that clearly indicate AIMS' underlying end-to-end marketing solution is creating slight tremors along Madison Avenue.



Finally, I would like to extend an invitation to become involved in another new, unique and exciting AIMS Worldwide project — Help Me Nora — designed to eliminate the information glut we all experience when we search online. Nora is a time saver that analyses all the information generated by a typical search engine and converts the raw data into usable intelligence.

For example, one recent search turned up more than 60,000 separate results (600-plus pages of links) that Nora condensed into a three-page summary. Now AIMS is ready to test Nora in real time and you are invited to explore a new frontier with us and become a cyber “space” test pilot. To become a beta tester, please register online at [www.helpmenora.com](http://www.helpmenora.com). Help us prove the Help Me Nora concept and forever change the rules of information gathering on the Internet.

As you can see, AIMS has been on the move and has provided hard evidence and financial proof that the AIMS Worldwide business model of delivering the client message to the ideal target audience at the lowest possible cost produces material added value for the client and profit for the company. We look forward to continuing to execute that strategy and to report on the results of our acquisitions.

**Ready** → **AIMS** → **Fire**

