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Press Release

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TAKEAIM ANNOUNCES ONLINE PRESENTATIONS RESOURCE CENTER

CAPISTRANO BEACH, CA—TakeAIM today unveiled an Online Presentations Resource Center available immediately on the company's Web site www.personalpresentations.com. According to the TakeAIM management team, "We are dedicating this center to improving skills and understanding of professionals using online presentations."

The new Presentations Resource Center kicks off with a comprehensive downloadable report entitled, THE NEW WORLD OF POWERPOINT™. This report offers new insights and methods for using PowerPoint™ to create and deliver effective presentations online.

"The world of online presentations requires new methods for using PowerPoint™", declared TakeAIM CEO Douglas Wolfgram. "While high quality materials have always been important to presenters, online presentations mean that well designed slides can be the difference between success and failure. Online participants focus on a screen only a few inches in front of them while listening to a telephone narrative, so the images they see become a major element of every story."

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Having pioneered in creating and delivering online presentations, the TakeAIM team plans to offer this experience along with inputs from partners and users. "We'll soon provide a variety of presentation support through our Presentations Resource Center, reported Wolfgram. Along with reports, e-books, etc., the Center will include tools, like PowerPoint™-to-Flash conversion programs by software provider DreamingSoft.

The TakeAIM Web site is headquarters for TakeAIM -PRESENT, a Personal Online Presentation Center that enables users to "convert an ordinary phone call into an online Personal Presentation with just a few mouse clicks."

About TakeAIM:

TakeAIM's founders have been developing and implementing sales and marketing technologies for nearly 25 years. They boast extensive experience in numerous technologies, integrated to tackle the full spectrum of sales and marketing issues. Their online services emphasize creation and delivery of high-impact direct presentations, data collection from prospect interactions, and customized reporting for sales and marketing management. Their past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.

TakeAIM's integrated technologies include interactive graphics, database management, networking, Web applications, CRM, and SFA. The company also offers a wide array of services, including marketing strategy development, presentation development, graphics and copywriting.