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United States

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Professional Experience and Curriculum Vitae
Twenty years experience as a copywriter and creative director at some of New York's better ad agencies; Ten as head of my own shop, Saunders Communications. At Saunders, we do ads, brochures, direct response, PR, radio and TV spots, and Websites. All to give our clients a competitive edge.

Previous Clientele
DuPont, IBM, Jaguar, JP Morgan, Merrill Lynch, Pfizer, UBS, Unisys, U.S. Army, Wall Street Journal, others.

Awards and Accolades
Jon Saunders

SAUNDERS COMMUNICATIONS, LLC: President for Life/Creative Director
2000 – present
Creative services providers to ad agencies, advertisers, design and marketing firms. Recent
projects include work for Alger Funds, CNN, Computer Associates, ESPN, General Dynamics,
Gibraltar Management, IBM, Merrill Lynch, Novartis, ProFunds, PurePoint Golf, Samsung,
SunTrust, The Financial Times and Volvo, as well as for a number of up-and-coming companies.

BOZELL: Senior Partner / Creative Director
1994 - 2000
Worldwide Creative Director on Merrill Lynch and Unisys. U.S. creative responsibilities for AIG,
Bank of America, Bristol-Myers Squibb, Columbia Presbyterian Hospital, Pfizer and Touchstone Energy.

ALBERT FRANK- GUENTHER LAW: Executive Vice President / Executive Creative Director
1989 - 1994
Chief Creative Officer of financially focused agency. Accounts included Ambac, Banco Internacional
(Mexico), Bear Stearns, Credit Suisse, Drexel Burnham Lambert, GT Global Mutual Funds, ING Bank,
JP Morgan, Nomura Securities, Peninsula Hotels, Serfin Financial Group (Mexico), Tidewater Inn,
UBS, Valores Finamex (Mexico), Value Line and Wertheim Schroder.

GEER, DUBOIS: Vice President / Associate Creative Director
1985 -1989
Supervisor and Senior Writer on B. Dalton Booksellers, Barnes & Noble, Grisanti's, IBM, Jaguar,
LIFE Magazine, Random House and St. Vincent's Hospital.

CUNNINGHAM & WALSH: Vice President / Senior Copywriter
1982 - 1985
Bank of New York, Citrus Hill Orange Juice, Folgers Coffee, Neo Synephrine, Puff's

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
mobile Hp 656.227.2902, fax 656.227.0213

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No wonder economists can't agree.
Half of them think this is a set of false teeth.

If the experts are divided about which direction the economy will take, what's the investor supposed to do?

We'd say diversify. Which is what we've been saying for the past twenty years.

And we have over 140 different funds for you to help your clients do precisely that. So they'll be prepared for any eventuality and any opportunity.

For at DWS, we don't attempt to predict the future. We simply provide the tools to help your clients secure theirs.

RESHAPING INVESTING. DWS INVESTMENTS Deutsche Bank Group

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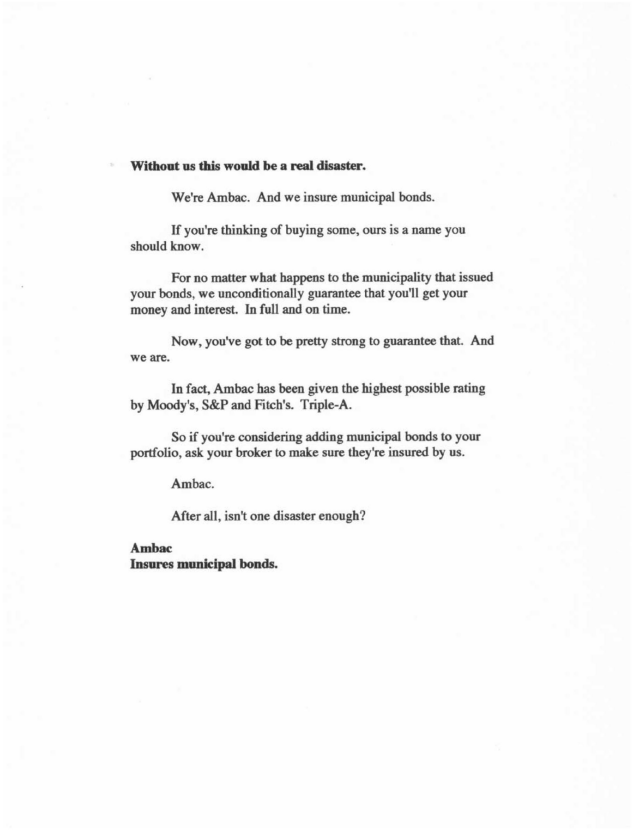
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Without us this would be a real disaster.

We're Ambac. And we insure municipal bonds.

If you're thinking of buying some, ours is a name you should know.

For no matter what happens to the municipality that issued your bonds, we unconditionally guarantee that you'll get your money and interest. In full and on time.

Now, you've got to be pretty strong to guarantee that. And we are.

In fact, Ambac has been given the highest possible rating by Moody's, S&P and Fitch's. Triple-A.

So if you're considering adding municipal bonds to your portfolio, ask your broker to make sure they're insured by us.

Ambac.

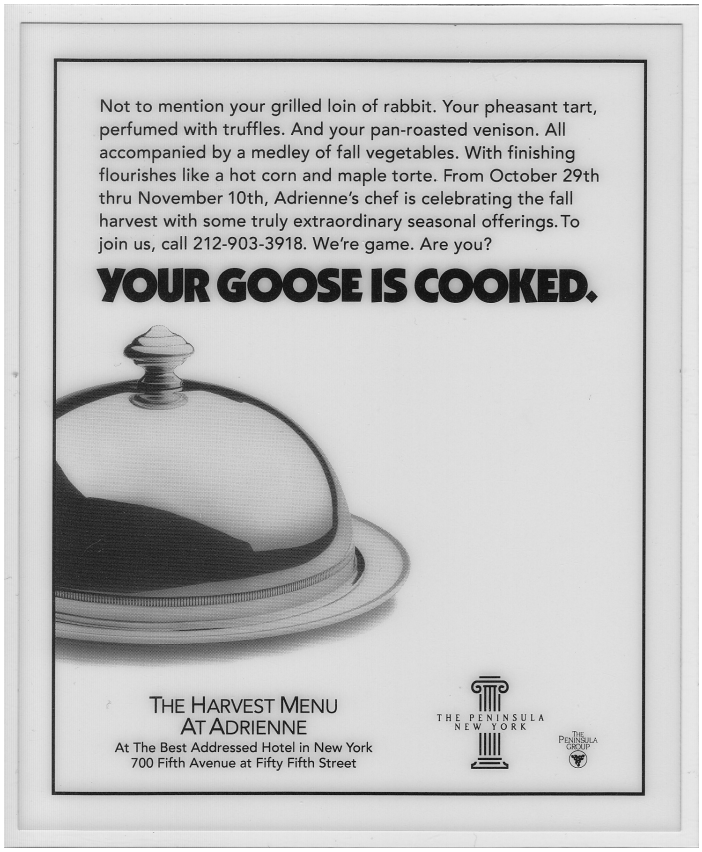
After all, isn't one disaster enough?

Ambac
Insures municipal bonds.

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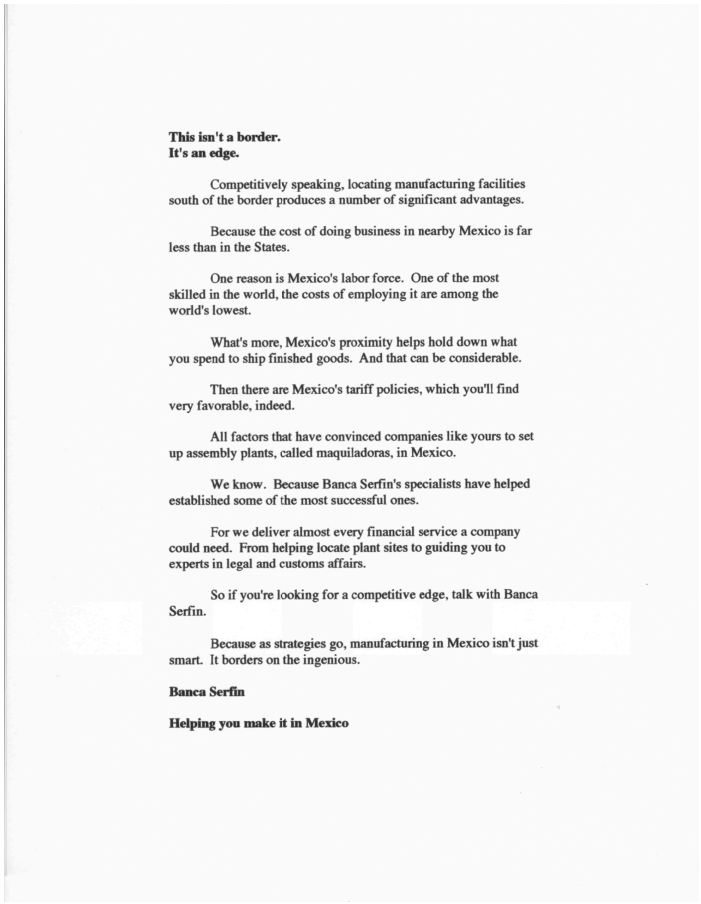
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This isn't a border.
It's an edge.

Competitively speaking, locating manufacturing facilities south of the border produces a number of significant advantages.

Because the cost of doing business in nearby Mexico is far less than in the States.

One reason is Mexico's labor force. One of the most skilled in the world, the costs of employing it are among the world's lowest.

What's more, Mexico's proximity helps hold down what you spend to ship finished goods. And that can be considerable.

Then there are Mexico's tariff policies, which you'll find very favorable, indeed.

All factors that have convinced companies like yours to set up assembly plants, called maquiladoras, in Mexico.

We know. Because Banca Serfin's specialists have helped established some of the most successful ones.

For we deliver almost every financial service a company could need. From helping locate plant sites to guiding you to experts in legal and customs affairs.

So if you're looking for a competitive edge, talk with Banca Serfin.

Because as strategies go, manufacturing in Mexico isn't just smart. It borders on the ingenious.

Banca Serfin

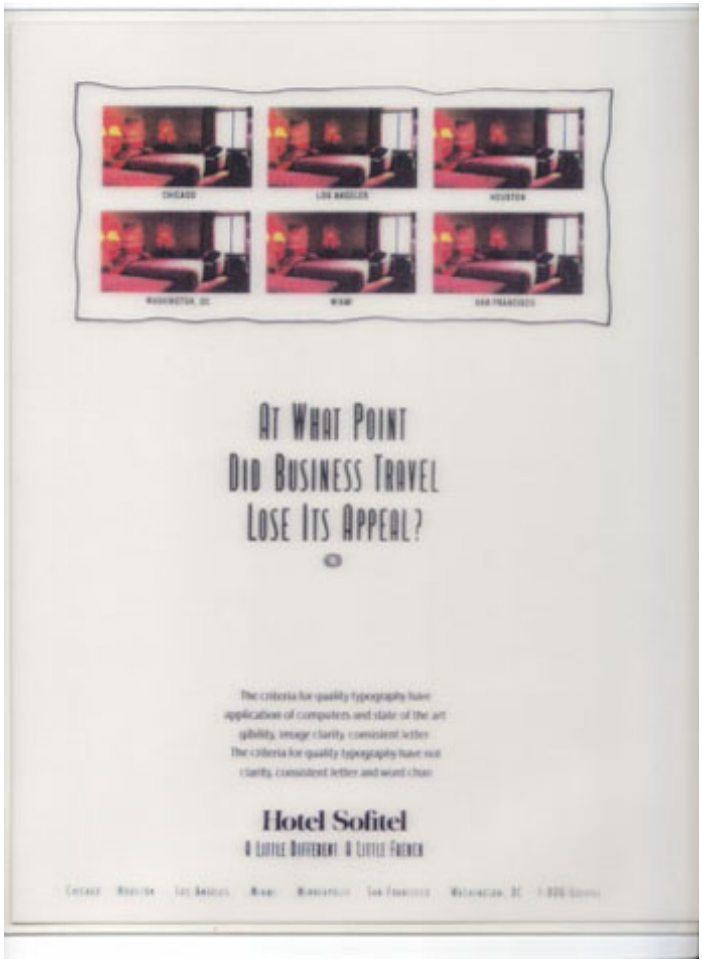
Helping you make it in Mexico

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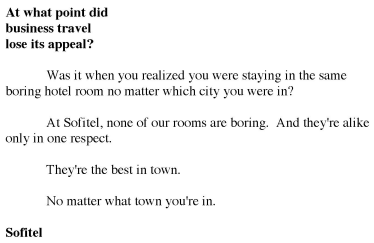
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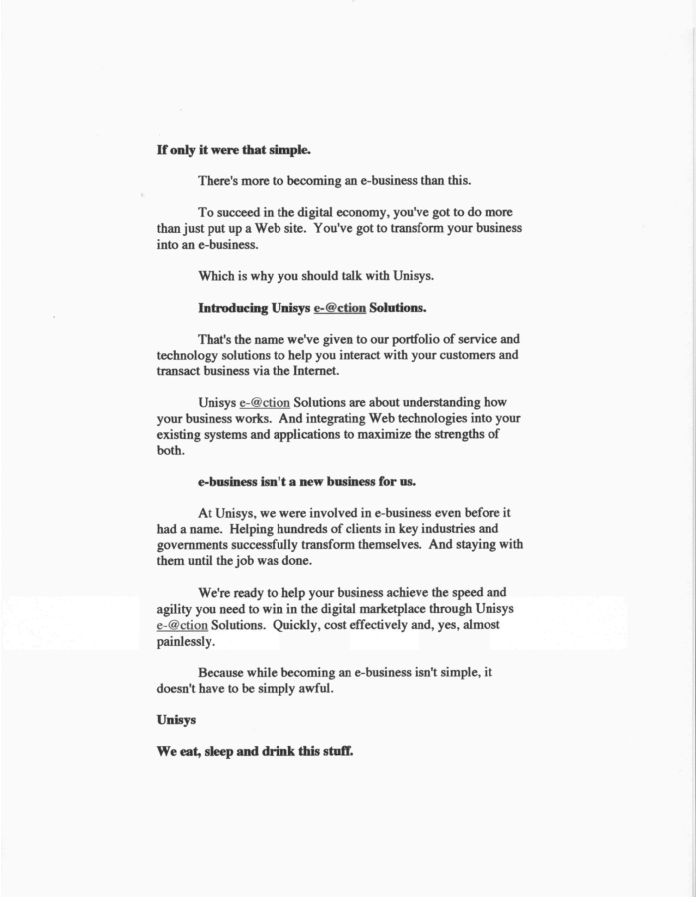


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If only it were that simple.

There's more to becoming an e-business than this.

To succeed in the digital economy, you've got to do more than just put up a Web site. You've got to transform your business into an e-business.

Which is why you should talk with Unisys.

Introducing Unisys e-@ction Solutions.

That's the name we've given to our portfolio of service and technology solutions to help you interact with your customers and transact business via the Internet.

Unisys e-@ction Solutions are about understanding how your business works. And integrating Web technologies into your existing systems and applications to maximize the strengths of both.

e-business isn't a new business for us.

At Unisys, we were involved in e-business even before it had a name. Helping hundreds of clients in key industries and governments successfully transform themselves. And staying with them until the job was done.

We're ready to help your business achieve the speed and agility you need to win in the digital marketplace through Unisys e-@ction Solutions. Quickly, cost effectively and, yes, almost painlessly.

Because while becoming an e-business isn't simple, it doesn't have to be simply awful.

Unisys

We eat, sleep and drink this stuff.

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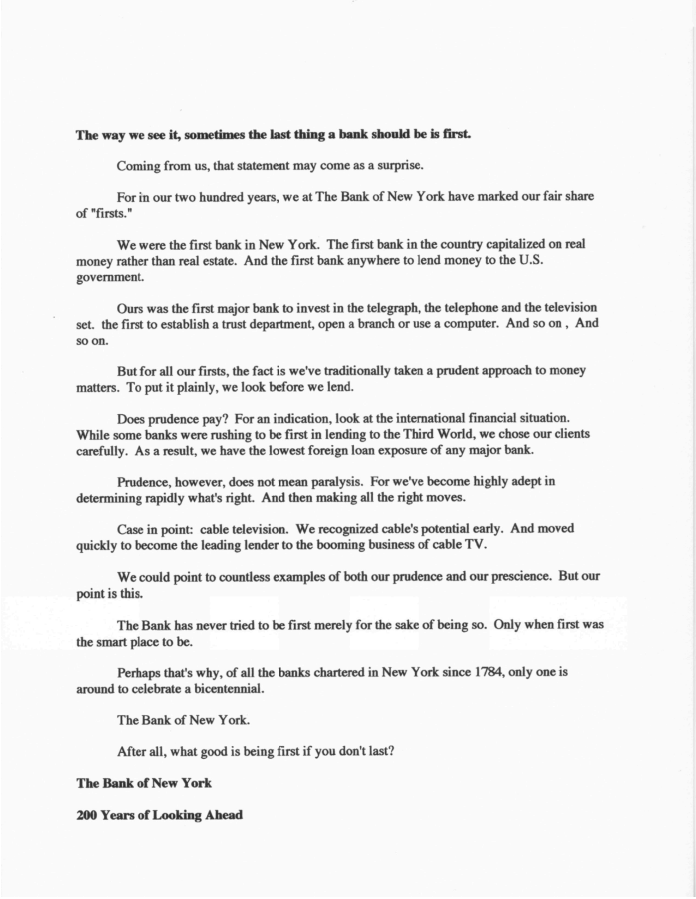


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The way we see it, sometimes the last thing a bank should be is first.

Coming from us, that statement may come as a surprise.

For in our two hundred years, we at The Bank of New York have marked our fair share of "firsts."

We were the first bank in New York. The first bank in the country capitalized on real money rather than real estate. And the first bank anywhere to lend money to the U.S. government.

Ours was the first major bank to invest in the telegraph, the telephone and the television set. the first to establish a trust department, open a branch or use a computer. And so on , And so on.

But for all our firsts, the fact is we've traditionally taken a prudent approach to money matters. To put it plainly, we look before we lend.

Does prudence pay? For an indication, look at the international financial situation. While some banks were rushing to be first in lending to the Third World, we chose our clients carefully. As a result, we have the lowest foreign loan exposure of any major bank.

Prudence, however, does not mean paralysis. For we've become highly adept in determining rapidly what's right. And then making all the right moves.

Case in point: cable television. We recognized cable's potential early. And moved quickly to become the leading lender to the booming business of cable TV.

We could point to countless examples of both our prudence and our prescience. But our point is this.

The Bank has never tried to be first merely for the sake of being so. Only when first was the smart place to be.

Perhaps that's why, of all the banks chartered in New York since 1784, only one is around to celebrate a bicentennial.

The Bank of New York.

After all, what good is being first if you don't last?

The Bank of New York

200 Years of Looking Ahead

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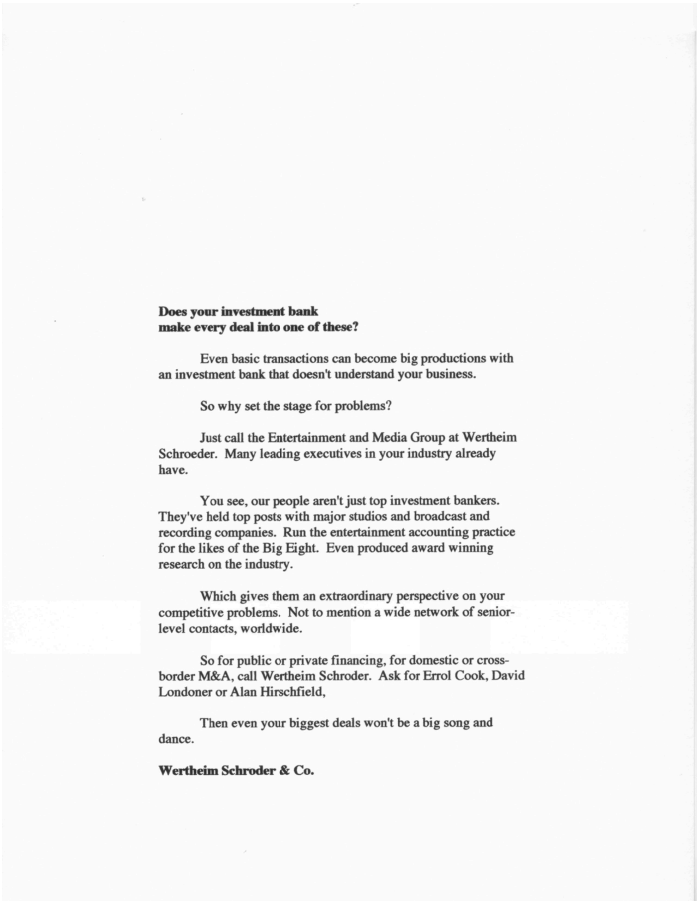
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Does your investment bank make every deal into one of these?

Even basic transactions can become big productions with an investment bank that doesn't understand your business.

So why set the stage for problems?

Just call the Entertainment and Media Group at Wertheim Schroeder. Many leading executives in your industry already have.

You see, our people aren't just top investment bankers. They've held top posts with major studios and broadcast and recording companies. Run the entertainment accounting practice for the likes of the Big Eight. Even produced award winning research on the industry.

Which gives them an extraordinary perspective on your competitive problems. Not to mention a wide network of senior-level contacts, worldwide.

So for public or private financing, for domestic or cross-border M&A, call Wertheim Schroder. Ask for Errol Cook, David Londoner or Alan Hirschfield,

Then even your biggest deals won't be a big song and dance.

Wertheim Schroder & Co.

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But Seriously, Folks

It's eight o'clock on a Tuesday night, and at the tiny Third Avenue supper club, Dave the emcee is nervous. Only two of the scheduled acts have shown up.

But it's showtime, so Dave shrugs and decides to go with what he has: a singer who claims to have appeared on the Carson show and a woman comic who calls herself The Lady Ruth.

The audience, Upper East Side singles mostly, responds to Dave's opening monologue and the singer with equal indifference. Ruth, however, is an instant hit. Her delivery is flawless; her timing, near-perfect. She is, as they say, a natural.

But The Lady Ruth is no rising young star. She's 58 and just starting out in the tough world of show business. For over thirty years she was a secretary. And for nearly three, she was homeless.

How Ruth went from being an executive secretary to a regular at the women's shelter is frightening because it could happen to almost anybody. The literary agency where she'd worked for seven years folded with the owner's death. Ruth, her typing abilities crippled by arthritis, couldn't land another secretarial job.

Within three months she had lost her apartment and her health. Too proud to ask for help from friends and relatives, she found her way to the shelter. That's where the people from St. Vincent's Medical Center found her.

Ruth's blood pressure had been high for some time. Being homeless made it skyrocket. If it hadn't been for the community medicine team from St. Vincent's, she might have died. But helping people like Ruth is why doctors, nurses and social workers from the hospital are at the city's shelters and SRO hotels every day.

Gradually, they coaxed Ruth's blood pressure back to normal. And, eventually, she was able to leave the shelter.

Two years have passed since Ruth first auditioned at an improv club. Now, she works every date she gets, hoping to be discovered.

And although she describes her material as drawn from life, The Lady Ruth doesn't do any jokes about being on the street.

"There's nothing funny about being homeless," she says.

The art of medicine, the love of humanity.

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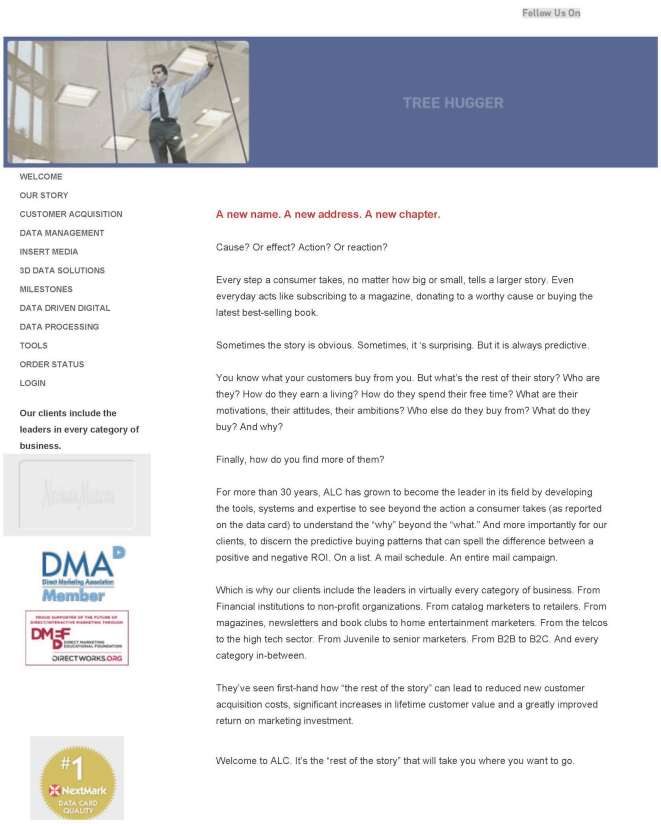
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