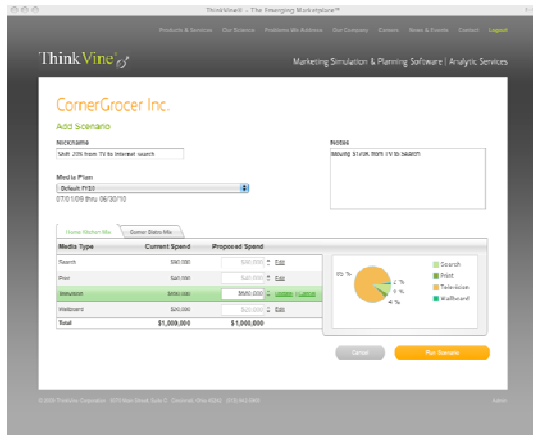


ThinkVine is a provider of marketing simulation & planning platform technology and analytics services. Our technology and associated services help companies make better business decisions.



ThinkVine's Emerging Marketplace™ is a marketing simulation & planning platform that lets marketers run "what if" scenarios and gain fresh, forward-looking insights into the future impact of a proposed marketing plans. The platform's five (5) primary differentiators are:

1. The ability to run an unlimited number of "what if" scenarios and get results in under 2 hours
2. The ability to see the impact of different marketing plans at the consumer level
3. A platform, rules-based approach that never gets outdated and generates fresh insights from every simulation
4. The ability to test the likely impact of new media that has never been tried before
5. The ability to capture a forward-looking ROI on proposed marketing spends & allocations

ThinkVine's products and services are currently deployed in a multitude of industries, including Consumer Packaged Goods (CPG), Food & Beverage, Travel/Leisure, Legal Services, Insurance, Financial Services, Retail, Media & Communications, Technology/eCommerce, Telecommunications, Education & Healthcare.

ThinkVine Corporation is a privately-held company based in Cincinnati, Ohio. Founded in 1999 as an advanced analytics & economic modeling consultancy, ThinkVine's senior level professionals have become trusted advisors to some of the world's best companies and represent a diverse mix of business & academic backgrounds. Our executive team is frequently called upon to talk about "best practices" in Marketing Science techniques (i.e. marketing simulation, advanced analytics & economic modeling).

Sample Client List

PepsiCo
Citrix Online
MillerCoors
Kellogg
Unifund
Colgate Palmolive
Sunny Delight Beverages
Progress Energy
Boehringer-Ingelheim
LegalZoom
Kansas City Power & Light
United Dairy Farmers
Canada Post
Del Monte Foods

Executive Management Team

Damon Ragusa, President & CEO
Curt Stenger, VP of Analytic Services
D. Scott Frondorf, VP of Product Strategy & Dev.
Jeffrey Mills, VP of Marketing & Client Management
William Parker, VP of Product Engineering

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