

NationLink Wireless

www.mynationlink.com



General Overview of the Business

Last Updated April 2007





Andy Bailey
 American Installation Company INC
 NationLink Wireless®, AIC-GPS™ and BlackBerryGuy.com™
 342 Cool Springs Blvd
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 Franklin TN 37067
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NationLink Wireless® operates as a national reseller of paging airtime and equipment, an agent for cellular telecommunication carriers, a national distributor of GPS (Global Positioning Systems) tracking and location solutions, a consultative partner for enterprise clients in the area of management of wireless assets and expenses as well as an experienced data consulting firm in the area of RIM BlackBerry and other wireless data deployments, support and training.

NationLink Wireless® is a leading provider of DATA solutions in the wireless telecommunications field – with special attention to GPS location solutions and RIM Blackberry applications, along with paging and wireless messaging services it currently ranks as Tennessee’s largest provider and as the 7th largest distributor in its category - nationwide. Headquartered in Franklin Tennessee the company was founded in 1993 and holds the distinction of INC 500. NationLink’s units in service have more than tripled in the past three years, while its sales have expanded into new areas. The company conducts business under the name NationLink Wireless® and its subsidiaries *BlackBerryGuy* · *Employee Value Program (EVP)* · *AIC-GPS* and *OneSource* (Wireless Expense Management) through three basic distribution channels – outside direct sales force, approved agent partners, and our inside marketing teams.

NationLink®’s 14 year history of successful growth – which has included steady annual increases in revenues, operating cash flow and units in service – has been built on three basic guiding management principles:

- (1) EASY – make it easy for clients to do business with us and easy for us to do that business;
- (2) EXPERTS – ensure that we have the knowledge, tools and solutions to be the experts in our field
- (3) ENTERTAINING – always make it fun.

It’s our *e3 Guarantee* - serve others, build long-term relationships, and have fun.

Sincerely,

Andy Bailey
 President (Chief Acceleration Officer)
 NationLink Wireless®



NationLink® History

2003 American Installation Company INC
www.mynationlink.com www.blackberryguy.com

Introduction

NationLink® had a modest beginning with an ambitious vision. Today, 12 years later, that ambition and vision has translated into a tremendous success. NationLink Wireless® and its subsidiary operating companies have become a national leading provider of wireless communication solutions, most notably Global Positioning Services (GPS) and BlackBerry wireless services. Through development and integration of hardware, software and services, NationLink®'s portfolio of award-winning products and services now include paging solutions, wireless (cellular) services, mobile data - BlackBerry solutions (deployment, support, and training), managed wireless programs (EXP – Expense Management Software), Employee Value Programs (EVP), and GPS tracking and location solutions.

Take a tour of NationLink's history and gain an understanding of our history and how we got to where we are today.

1993

Corporate Milestones

- American Installation Company incorporates and provides installation services for "in-car" cellular equipment.

Product / Service Introductions

- Markets "NationLink®" as a broker for bringing together wireless agents across the US to generate activations in other states. (One of our first clients is Ashley Judd)

1994

Corporate Milestones

- American Installation Company INC begins a partnership with MSPN and USA Mobile to market paging products and services in the SE United States. Markets under the DBA name NationLink Paging. NationLink® sets up authorized agents with point of sale merchandise on consignment. Reaches 500 paging clients.



1995

Corporate Milestones

- NationLink® Paging continues to grow and adds other partner carriers such as Metrocall, ARCH and Satellite Paging carrier – Satellink. Growth of distribution in Tennessee, Alabama, North Carolina, and Kentucky - reaching 2,000 paging clients.

1996

Corporate Milestones

- NationLink® Paging continues to grow the base of pager clients and adds distribution in Georgia and South Carolina by partnering with Golden Gallon convenience stores and Radio Shack affiliates bringing its "doors" to over 200 and the client base of users to over 5,000.

Product / Service Introductions

- NationLink® partners with Total Recall messaging to send alpha numeric messages to pagers via operator assistance, a first in this space.



Awards

- MSPN recognizes NationLink® as its largest paging reseller in the Mid State area.
- NationLink® is recognized by the SE Resellers Organization as a leader in the industry.



1997

Corporate Milestones

- NationLink® moves corporate offices from small office in Murfreesboro TN to its first “corporate” location in Franklin TN.
- NationLink® Paging grows its distribution to over 300 doors and over 10,000 paging clients in 14 states.
- With new growth NationLink® hires additional staff to support sales and client support.

Product / Service Introductions

- NationLink® works with RIM® to introduce the Inter@active Pager, the first two-way messaging pager to the SE market.



Awards

- 11th Annual Small Business Awards Finalist – Nashville TN.

1998

Corporate Milestones

- Construction begins on a 20,000 square foot corporate office building that will become NationLink®’s new home on Cool Springs Blvd.
- NationLink® begins its foray at outside “B2B” sales by hiring its first corporate account managers.
- NationLink® hits 20,000 plus paging clients.

Product / Service Introductions

- NationLink® partners with Nextel® to offer the *first* radio and cellular combination service in the Middle Tennessee market.
- NationLink® partners with Motorola® and ARCH to offer its new T-9 two-way paging solution.



Awards

- 12th Annual Small Business Awards – Executive of the Year
- Nextel® recognizes NationLink® as the regional leader in activations on its network

1999

Corporate Milestones

- The name NationLink® Paging is changed to NationLink® Communications to incorporate all of the products provided.
- NationLink® opens the first “cart kiosk” location in the Nashville Market – Bellevue Center.
- NationLink® hits 30,000 plus paging clients.
- NationLink® starts internet services – names it NationLink Online.

Product / Service Introductions

- NationLink adds MCI Wireless and Powertel to cellular carriers represented.



Awards

- Nextel® “Regional Award” – 776 activations 1st quarter 1999.
- Ernest and Young – Entrepreneur of the Year Award finalist.
- 25 fastest growing companies in Tennessee – RANK #8.
- Future 50 Nashville TN.
- Powertel quarterly awards for 1st, 2nd and 4th quarters.
- Nextel® “Agent of the Month” – 10 out of 12 months.





2000

Corporate Milestones

- NationLink® changes its name permanently to NationLink Wireless®.
- NationLink® federally trademarks the term (NationLink®) it's associated logo and description to protect its use for years to come.
- Addition of cart kiosks in Hickory Hollow, Cool Springs, and Rivergate Malls.



Product / Service Introductions

- NationLink adds Cricket Communications to carriers provided.
- NationLink assists Powertel in launching "pre-paid" cellular in the Nashville market.
- NationLink partners with INTouch Software Management to offer an ASP billing solution to other paging resellers nationally.



Awards

- INC 500 Fastest Growing Companies in America - #195.
- Nextel® awards NationLink® 5-Star status among its agent network.
- 14th Annual Small Business Awards – Best of Business (26-50 employees)
- Founder and Manager – Southeast Communications Association.



2001

Corporate Milestones

- NationLink® opens it first pure retail locations / Knoxville TN, Brentwood TN, Columbia TN.
- NationLink® opens it first "franchise" location in Murfreesboro TN.
- NationLink® refocuses effort in growth after recognizing the wireless industry turning from paging to cellular phone services.

Product / Service Introductions

- Partner with Direct TV to offer satellite television service.



2002

Corporate Milestones

- NationLink® ramps up its B2B sales force to 10 Account Executives.
- NationLink® begins to offer the "BlackBerry" as a solution.



Product / Service Introductions

- NationLink® partners with Sprint and Cingular wireless carriers.
- NationLink® is one of the first to offer wireless data cards to the public.
- NationLink® introduces RIM BlackBerry to its clients.
- NationLink® begins its "sole source" concept – product, service, installation, and support.

Awards

- Middle Tennessee State University – *Jennings A Jones* School of Business Entrepreneur of the Year.
- Platinum Partner Award – Motorola® and Nextel®.
- National Carrot Capital Participant.
- Nextel® – Local "agent of the year".



2003

Corporate Milestones

- NationLink® recognizes the growth area as wireless turns to data rather than voice and begins the shift toward data related services.
- NationLink® begins Employee Value Program (EVP) offering discounts on wireless services to employees of large corporate clients as a benefit of employment.
- NationLink® begins a partnership with Easter Seals as a charitable organization adopting families during the holiday season each year.
- NationLink® begins to focus more on national enterprise type accounts.



Product / Service Introductions

- Employee Value Program (EVP) – corporate discount programs with web presence at www.EmployeeValueProgram.com
- RIM BlackBerry support services – installation and use support.



Awards

- Silver status awarded with Sprint PCS – Top Agent 1st, 2nd and 3rd quarters.
- National Carrot Capital Participant.
- Nextel® recognizes NationLink® as its Top “Voice and Data” Agent for the year.
- Dale Carnegie leadership recognition

2004

Corporate Milestones

- NationLink® rolls out the NESOP program (NationLink Employee Stock Option Program) to reward all associates with the opportunity of ownership.
- NationLink® begins a partnership with Constant Contact using email marketing as a primary means of presenting product and service.



Product / Service Introductions

- NationLink® partners with Darby Corporate Solutions to offer GPS Tracking.
- NationLink® begins its BlackBerry Clinic training sessions held in public forums around the Nashville area.
- NationLink adds T-Mobile as a wireless carrier.



Awards

- Platinum Partner Award – Motorola® and Nextel®.
- Nextel® recognizes NationLink as its Top “Voice and Data” Agent for the year.
- Research In Motion (RIM) recognition as a value add partner.
- #2 of the 8 largest wireless providers.

2005

Corporate Milestones

- NationLink Wireless® launches BlackBerryGuy and www.blackberryguy.com this adds an online presence and a focus toward BlackBerry as a core product.
- NationLink® begins BlackBerrGuy Membership program, offering “Member” benefits
- NationLink® lands its first Managed Wireless account – Corrections Corporation of America.
- NationLink® saves it clients over \$500,000 in service fees using its Managed Wireless Program.
- NationLink® partners with Juris, a legal billing software company, to support its clients (over 2,000 legal firms nationwide) with BlackBerry and their mobility billing solution.



- NationLink® partners with Asurion, a wireless solutions company, to assist its clients with training and support for BlackBerry solutions.
- NationLink® partners with RIM, sponsor of LPGA “BlackBerry Clubhouse” during LPGA tournament.
- NationLink® partners with RCG (Resource Communication Group) to offer TEM (Telecom Expense Management) software to RCG’s clients, both landline and wireless services.

Product / Service Introductions

- Managed Wireless - offering bill analysis and management of wireless accounts for a fee.
- On-Site BlackBerry Clinics – clinics designed to train company’s employees on the product and how to get the most productivity from it.
- Introduction of the 7100 series BlackBerry.
- Introduction of the 8700 series BlackBerry.



Awards

- Nashville Business Journal - Best Places to Work Finalist.
- Platinum Partner Award – Motorola and Nextel.
- BlackBerry Universe recognition as a leader in the industry.
- Largest Nashville area wireless marketer



2006

Corporate Milestones

- NationLink® begins work on a new strategy of divisions
- NationLink® chooses Managed Wireless as a core product for heavy promotion in 2006 calling the division “OneSource”.
- NationLink® achieves growth of 56% over the previous year with an 89% increase in Profitability.
- NationLink® chooses Sprint/Nextel as its exclusive wireless partner.
- Employee Value Program (EVP) purchases the domain www.evpdiscount.com



Product / Service Introductions

- NationLink® partners QuickComm to offer a TEMS (Telecomm Expense management)
- NationLink® begins working with new GPS solution providers Telenav and Routek
- NationLink® begins working with FMS to provide Satellite based wireless solutions in the Fleet Management space
- NationLink® develops its first “BlackBerry Application” based around help-desk support and training.
- NationLink® signs EVP partnerships with 6 national GPOs representing over 60,000 hospitals and medical clients nationally.

Awards

- ALLBUSINESS.com selects NationLink for their 6 for 2006 program
- Nashville Best in Business finalist



Management and Organization

President “Chief Acceleration Officer”

Andy Bailey is leading NationLink® with 15 years of experience in the wireless industry as well as past business leadership roles. His background begins with family owned business’s in his youth straight through college where he become an outstanding sales executive with a major cellular carrier while attending Middle Tennessee State University. He has lead NationLink® since its inception in 1993 with rapid growth each year. As the leader of the company NationLink® and Bailey have reached new goals with several awards and accommodations:

- 2000 INC 500 listed as #195 in the United States
- Board Member of the Communications Council – Nashville Area Chamber of Commerce
- Founder and Board Member – Wireless Resellers Council (national organization)
- Colonel State of Tennessee – since 1991
- YEO – Director with Young Entrepreneurs Organization
- Future 50 – 50 Fastest Growing Tennessee Companies 1998, 1999
- Executive of the Year Finalist – 1998, 1999
- Entrepreneur of the Year 1999; Nominee INC 500
- Ranked eighth in the State / Fastest Growing Companies with 103% Average / 1999
- 2005 Best Places to Work in Nashville
- Year over year recognition by national carriers for leadership

Responsibilities

The President of any company is responsible for strategic challenges, external relations, and overall corporate governance. By definition the President’s role is to synthesize, from external and internal sources, the companies long term goals and objectives, which become, in their composite form, the company’s *vision*. The President must play a major role in supporting that vision both by example and by internally communicating its nature and importance. At NationLink Wireless, the President will ensure that our company continues to meet the associates investors and client’s needs.

Fiscal Services: VP Finance “Chief Reality Officer”

Nicole Bailey (partner) works to manage the finances of NationLink Wireless®. She has gained valuable knowledge of financial management from past experience within the wireless business. She is responsible for all aspects of the financial and asset management. She has proven herself to be a valuable to NationLink®’s daily financial operations.

Nicole Bailey has been the operations officer since 1993 as a partner in launching the company. She has been involved in every aspect of development of NationLink® and continues to oversee the many areas of the company. She currently focuses on all human resources as well as the day-to-day duties of a corporation. Nicole watches over all personnel to see that all duties are completed efficiently and profitably.

Responsibilities

The role of Fiscal Services is to control all financial operations of a corporation. Oversee receivables, accounts payables, daily, month end and year-end reporting. Fiscal Service provides a corporation with a clear vision of the company’s financial position. Also, forming the company’s cash flow statements, balance sheets and income statements. These figures show the companies position, and forecast the growth and success of the business. Also, overseeing all aspects of human resources, client services, billing, activations and the inner workings of an office environment with the assistance of Lisa Falkenberg and Brooke Brandon.



Operations Management: VP Operations “VP of National Usability”

Todd Wilson (partner) serves as NationLink®’s Vice President of Operations. He oversees the direct inventory as well as the distribution center. In addition Todd manages the GPS location services, BlackBerry support, installation and training. He has helped mold nearly every aspect of the organization and has worked closely with all of them as well. Todd uses his skills to manage all the ordering, housing and distribution of NationLink®’s goods and services spending 50% of his time in the field working with clients in a technical support role. Todd has an extensive background in management, retiring from UPS five years prior.

Responsibilities

The operations officer has the responsibility to manage the flow of inventory, goods and services between the company and it’s; clients and sales force. The manager does all the ordering and forecasting to make sure the company has what it needs not only to sell but to be able to sell as well. Todd holds the task of “everything” that needs to be done so that we can do business.

Sales Management: VP Sales and Business Development: “VP of Progress”

Justin Morrison (partner) serves as NationLink®’s Vice President of Sales. NationLink® distributes product through primarily Outside Business to Business Account Executives. Justin Morrison came to us with a diverse background in sales management as well a business ownership. Justin has always shown strengths in leading people and overseeing our outside direct sales division. Justin concentrates on wireless voice and data solution distribution.

Responsibilities

It is the sales managements focus to facilitate the movement of product and service to end-users in the most profitable manner. The sales management team always looks to customer satisfaction to build the foundation of long-term strategic partnership with each and every customer any sales outlet encounters. Sales management is responsible for the development of future sales avenues as well as the maintenance of the existing avenues.

EVP / Business Group Manager: “National Presence Initiator”

Brian Roland (partner) serves as NationLink®’s Business Group Manager of the Employee Value Program (EVP). Brian manages all aspects of the program and the EVP team. The EVP program consists of large national corporate and government clients. Each EVP client consists of an employee base ranging from 500-1,500,000 nationwide members. The Employee Value Program (EVP) is currently working with upwards of 500 qualified organizations.

Responsibilities

EVP has four specific areas of concentration; Sales, Marketing, Client Relations, and Support.

EVP Sales is completely focused on developing new corporate and government relationships. EVP Sales has established client relationships on a national level with H&R Block, Disney, the States of Kansas, Colorado and Tennessee, Cigna Insurance, Northrop Grumman, and over 200 other government and corporate entities.





EVP Marketing develops the look of EVP. EVP Marketing initiatives range from the creation of quarterly collateral for direct mail, e-mail, and online communications to the development and management of all aspects of the www.evpdiscount.com website. EVP Marketing develops displays and demonstration materials for on-site employee days as well as the creation and distribution of the monthly member newsletter.

EVP Client Relations specifically focuses on the development and growth of the existing corporate and government client base. Client relations works directly with each company's human resources and purchasing departments to maintain and build a positive client experience. EVP Client Relations works to discover new employee opportunities and to develop specific and customized solutions developed around the needs of each organization.

EVP Support works directly at the employee member level to ensure the quality of each individual's experience. EVP Support manages order entry, the EVP online help desk, member billing resolution, and account troubleshooting. Managing an internal pre-and-post sales support center is a key differentiator of the Employee Value Program (EVP).

BlackBerryGuy / Business Group Manager: "The BlackBerryGuy"

Zachary Barker (partner) serves as NationLink's Director of BlackBerryGuy and the BlackBerryGuy.com website. Zachary is responsible for all aspects of distribution, training and development of the BlackBerryGuy brand and service categories.

Responsibilities include managing and growing revenues from BlackBerryGuy's™ four core offerings: BlackBerry device sales, BlackBerry® IT installation services, BlackBerry® user help desk support and the BlackBerryGuy™ Training Clinic series.

BlackBerryGuy's Sales are focused on involving clients with BlackBerry® handheld devices in order to increase productivity, client service and user mobility with a solution that allows access to email communications, internet and server applications.

BlackBerryGuy™ IT Support Services are focused on providing clients with an expert IT software and server installer allowing an easier set up and more enjoyable BlackBerry® experience. Service is provided at our corporate facility or on location at the client's facility - let us know what is easier for you!

BlackBerryGuy™ Help Desk is offered to users and enterprise clients via the BlackBerryGuy™ Membership program. As members, clients receive expert support for all BlackBerry® questions which are managed through dedicated email addresses and direct phone lines to LIVE BlackBerry® experts.

BlackBerryGuy™ Training Clinics are most recognized for the expert training services offered by a LIVE instructor to users and support staffs. Clinics consist of a 2 hour expert session focused on walking clients through basic use up to strategic business application.

By attending a BlackBerryGuy™ Clinic, clients and enterprises are able to see and

Immediate ROI through increased productivity and applicable use. Clinics are offered both Live and via Webcast. (Schedules can be viewed at www.blackberryguy.com)

BlackBerryGuy™ expert verticals include: Legal, Financial Services, Civil Services, Small to Medium Businesses



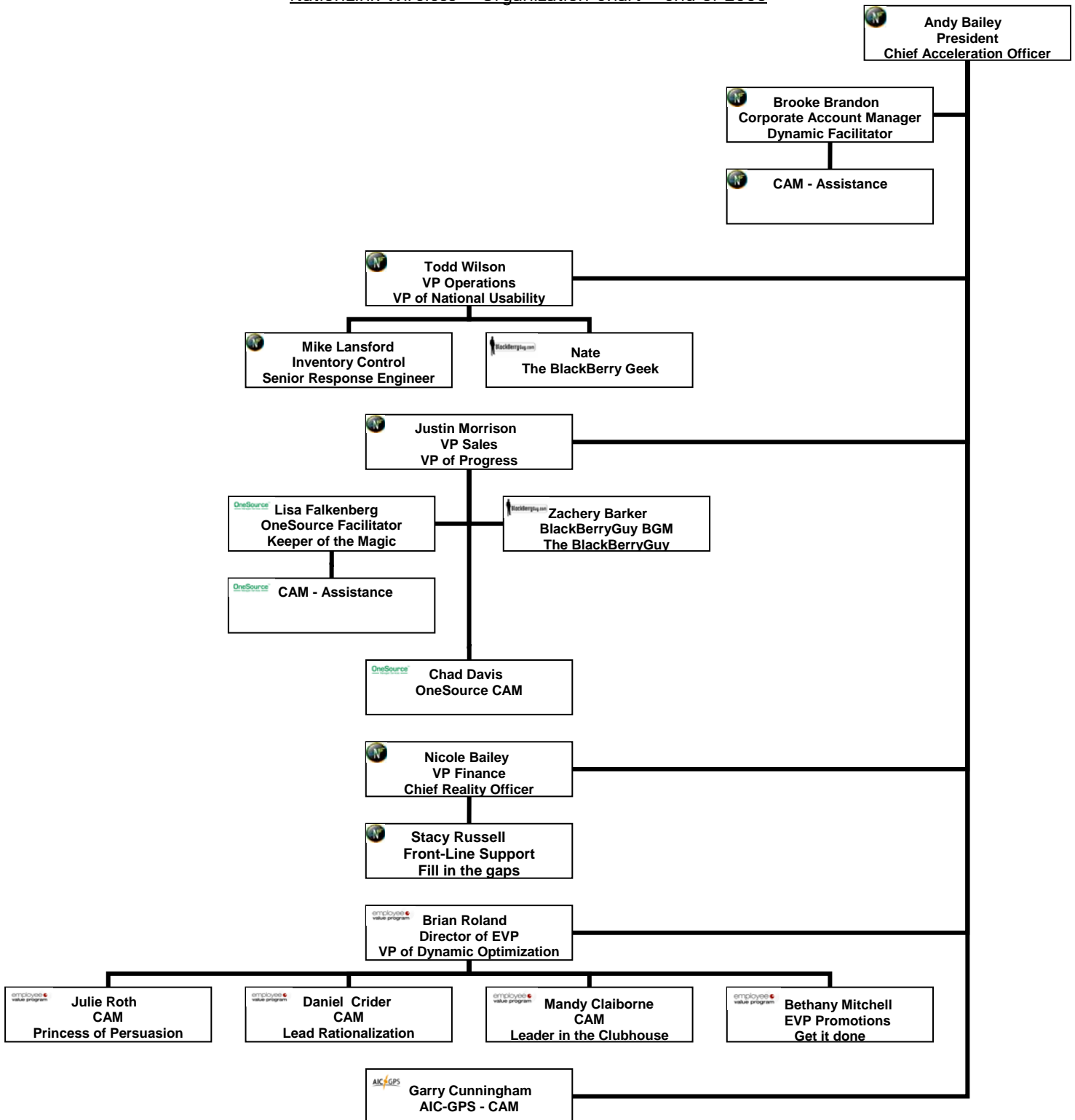


OneSource Business Group Manager (Interim – Justin Morrison)

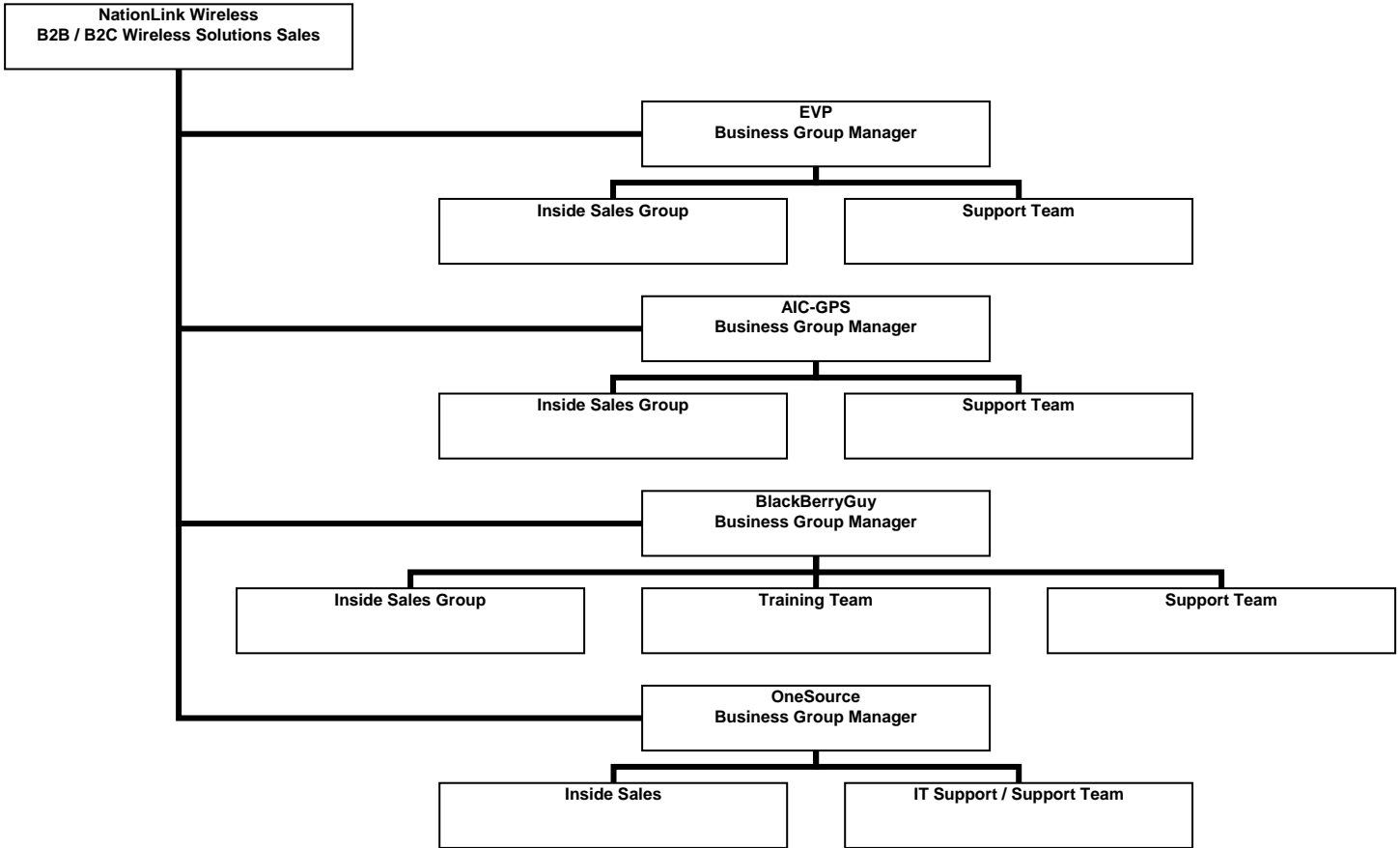
AIC-GPS Business Group Manager (Interim – Andy Bailey)



NationLink Wireless® Organization Chart – end of 2006



NationLink Wireless® 2007 Business Group Chart



NationLink Wireless®
Advisory Board

TBD

TBD

TBD

TBD

TBD

TBD



Product Offerings / Purpose of the Business

The purpose of NationLink Wireless® is to provide wireless solutions in the most convenient method possible to a broad audience, backed up with the highest level of client service in the industry. Using several areas of focus (Paging, Cellular, GPS, Mobile Data, Managed Wireless, Technical Support and EVP) we create a diversity of solutions to better fit any need a client may have.

Solution Features and Abilities

Overall Priorities

- A thorough understanding of all areas of the wireless telecommunications industry.
- Making client service, or satisfaction, as we like to call it, our highest priority.
- Marketing services through three distribution channels 1. Online 2. Direct salespersons 3. Agent Partner affiliates.

Paging

- Numeric and Alpha-Numeric services.
- Local, Regional, National and International paging is available.
- The capability to use volume-buying power to drive equipment and airtime rates below that of the competition.

Cellular Services

- Every wireless product from every wireless carrier – simply the only call anyone needs to make for cellular solutions.
- Utilizing the consultative approach when offering cellular; asking the appropriate questions and filling the needs.
- Focusing on becoming a long-term strategic partner rather than just a vendor for cellular services.

BlackBerryGuy™ - Mobile Data – BlackBerry

- With our BlackBerryGuy™ program and soon to come we are industry experts for any wireless data deployment and long term management of that deployment.
- Having the ability to determine solution need, deploy solution, train the user and operate a long term help desk solution – an end to end solution provider.
- Continually researching all areas of mobile data from every aspect – we stay up to date so they don't have to.

AIC GPS™ – Tracking and Location

- Offering location, tracking and security solutions for all logistics operators (Trucking, Field Force Management and Asset Location)
- Having the ability to determine solution need, deploy solution, train the user and operate a long term help desk solution – an end to end solution provider.

OneSource™ Managed Wireless – WEM Wireless Expense Management

- Managing wireless expenses to drive cost savings to the bottom line – using our OneSource™ management software solutions.
- Complete out source solution for all your wireless needs – from ordering services to bill auditing.
- Focusing on becoming a long-term strategic partner rather than just a vendor for services.

Employee Value Program (EVP)

- Offer employee discounts available through national cellular carriers
- Pre-and-Post EVP member sales support, LIVE Chat online or over the phone (888) 457-6294
- Custom designed website with member logo, showing discounted rates and phones www.evpdiscount.com
- Marketing materials, on-site employee days, and monthly newsletters



Wireless Technical Support

- Having a staff of qualified (wireless) technical support for help desk, online and on site support.
- Knowledge of all areas of wireless solutions rather than just one focus allows us to service a broad client base.

Opportunities – area of growth

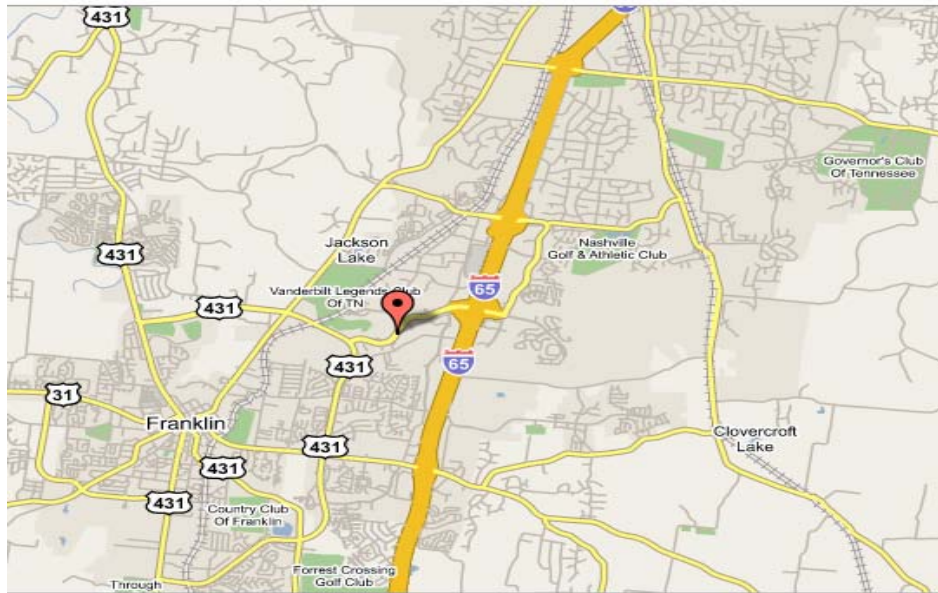
We see huge opportunities arising as a result of diversity and product suite.

- 1) **Web based sales and training** – NationLink continues to develop our websites to better serve e-commerce and online training programs. Our current websites are www.mynationlink.com, www.AIC-GPS.com, www.evpdiscount.com, www.onesourcedirect.net and www.blackberryguy.com.
- 2) **Mobile Data – (BlackBerryGuy™)** As businesses are driven to more with less we will continue to work with them to deploy new ways to communicating – faster and better to drive even more efficiencies. We will continue focusing on the BlackBerry and the development of mobile applications to help extend the solution out to the field. If you can think of it – we can make it available where it is most accessible.
- 3) **GPS – (AIC-GPS™)** 1.5 Million users today and is projected to grow to 6 Million by 2008. This area of focus has turned the corner from big brother to a business necessity. Know who, what, where and when your people or assets are helps all businesses increase productivity and drive more profitability. We are continuing to work in the space of (1) cellular GPS and (2) satellite GPS allowing us to service a large base of users - a win, win for everyone.
- 4) **Managed Wireless – (OneSource™)** – Cutting costs continues to be a business priority. Using our complete outsourced managed wireless program a business can many times have us handle all aspects of their wireless business and pay for it 100% with the cost savings we generate as a result . Allowing the experts to handle it and letting the business get back to what it knows best and it not costing anything more than is being spent today – a win, win for everyone.
- 5) **EVP – (Employee Value Program)** – Working with large enterprise accounts (Disney, ABC, ESPN, H&R Block and many more) we are able to offer deep discounts to the employee base for personal cell services as an employee benefit through the HR department - a win, win for everyone.
- 6) **Technical Support** – As solutions get more and more complex we are seeing an increase in the number of hours our technicians are spending on the phone and on-site solving challenges. Much like the PC technicians do today – we see more opportunity in this area as wireless continues to grow in the business arena.



Facilities

NationLink operates its corporate headquarters at 342 Cool Springs Blvd, Franklin TN. We are 15 minutes south of downtown Nashville and 1 hour north of Huntsville Alabama. Cool Springs is the fastest growing corporate center in Tennessee – with the recent announcement of Nissan’s relocation to a new corporate center less than 1 mile from our office growth continues at a pace unmatched elsewhere. More than 250 major companies call Cool Springs home.



NationLink Corporate Center / 342 Cool Springs Blvd



Marketing Planning / Competitive Analysis

Competitive Analysis

Importance to client 1=high / 5=low

Product/Service	% of business	Strength	Weakness	Competitor A	Competitor B	Importance to Client
Paging	2%	National in scope, centralize client support	Carrier support is limited.	USA Mobility	None	5
Cellular Voice Plans	24.5%	National in scope, full understanding of all carriers offerings	Limited only by the carrier	Carrier	Other wireless agencies	3
Mobile Data BlackBerry	15%	Complete Solution Deployment to Help Desk	None	Carrier	Other wireless agencies	4
GPS Tracking and Location	7.5%	Multiple selections, full service and national in scope	None	Carrier	GPS Provider	5
Managed Wireless /WEMS	4.5%	Carrier relationships, One Source software	Carrier access to billing is slow	Other TEMS operators	None	5
Employee Value Program (EVP)	32%	National in scope, web based solutions, centralize support	Carrier are slow to work with	Carrier	None	4
Technical Support	5.5%	National in scope, very specialized, quick to respond	None	Other technical support companies	None	5
Accessories	9%	Complete source online and in store	None	Retail locations	Internet	3





Niche

NationLink has a competitive advantage simply by providing the most complete solutions and service package to the client without all the hassles of dealing with the wireless carrier directly. Making wireless EASY.

Distribution Channels

Business Group Focus:

Each area of focus is called a business group. By dividing the areas into group we can better focus on developing that group 100% rather than becoming distracted by too many areas of focus.

- General (Paging, Cellular Services)
- EVP – Employee Value Program (EVP)
- AIC GPS – Location and Tracking GPS solutions
- OneSource – Wireless Expense Management / Complete outsource management solutions
- BlackBerryGuy – Wireless data and related solutions

Direct account representatives:

Each business unit has its group of direct sales representatives. By using “specialized” representatives we can better penetrate each account without overlooking opportunities within that account.

Partnership Programs: CAP Program

Partnering with synergistic businesses to help them better fill their client needs. We have this in place today with GPS vendors where we fulfill product and service for their solution to operate on as well as partnerships with “landline” centric audit companies where we fulfill the need on the wireless side. We will continue to develop these types of partnerships as an extremely viable distribution channel.

Online - Website:

NationLink continues to develop (and it will never stop) our online presence and use of the web to deliver product and service to end users. This distribution channel provides a low cost way of reaching a large number of people effectively.

Sponsorship – Shows and Exhibits:

We have found that being able to “exhibit” and talk to potential clients in a relaxed environment like a trade show (locally or not) proves to be a very productive way to generate business.

BlackBerryGuy Clinics:

Training clinics have allowed us to position ourselves as the experts in the market. By offering training in a non-sales environment we are able to gain trust and build a group of evangelistic users that continue to drive business back to us.

Retail:

Though we haven’t had a focus in this area we certainly recognize the ability to move product in the channel. We will continue to explore the possibilities with retail and when the opportunity is arises we will look closely at it.





Trademarks, Patents, Copyrights, Licenses, Royalties

Trademark

Currently, the name NationLink Wireless and its logo (NationLink in block letters with a multi colored stripe under the name with "wireless" in it and a multi colored swirl around the N) is a federally recognized trademark with the United States of America.

Trade Secrets

NationLink holds closely its processes used for the internal workings of the company. We have created an efficient machine to drive the sales process and utilize non-disclosure and non-compete agreements to prevent any reproduction of our systems.

Contracts and Agreements

C-Corporation

- Business License Agreement
- Form SS-4: Federal Employer Identification Number
- Form DE-1: State Employer Number
- Form 1120S: Federal C-Corp. Income Tax Return
- Form 8109-B: Federal Payroll and Corporate Tax Deposit – Abacus Maintained
- Form DE-3M: State Payroll Tax Deposit – Abacus Maintained
- Form 941: Federal Quarterly Payroll Tax Return
- Form 940EZ: Federal Annual Unemployment Tax Return
- Form DE-3DP: State Quarterly Payroll Tax Return

Carrier and Vendor Contracts

- Sprint/Nextel (9 years) / national agreement
- Verizon/Cingular (2 years) / national agreement
- TMobile (4 years) / national agreement
- Darby DCS – GPS software / national agreement
- Multiple vendor solution agreements in various areas of focus

Employment

- Form W-2
- Form W-4
- Form W-9
- Employee Non-Compete Agreement
- Employee Confidentiality Agreement
- Equal Opportunity Agreement / within the policies manual
- Professional Services Agreement / direct, contract sales only

Intellectual

- Non-Disclosure/Non-Compete Agreement during employment or contracted period
- Federal Trademark "NationLink®"

Ownership

NationLink® is a C-Corporation of the State of Tennessee

NationLink® developed an ESOP program for implementation early 2003

