

# Datapak Services Corporation

*fulfilling the NEEDS of business*



## Company Overview

### About Datapak

Datapak Services Corporation is a single source provider of fulfillment and marketing solutions, offering technology-driven services to its customers for over 20 years. A fully-integrated operation, Datapak provides a suite of end-to-end services to support multi-channel campaigns.

- Products and Services include fulfillment and distribution; order management; manufacturing on demand services; merchant banking; customer service; account management; campaign reporting and analytics; marketing and creative services; and Internet services such as e-mail distribution and Web design and programming.
- Client Verticals include eCommerce, Retail, Direct Response Television and Multi Channel Marketers.
- Datapak's Sister Companies include Forward Information Technologies; Kinney Management Group, LLC.; Oak Valley Entertainment, and Kinney Charities LLC.

### Executive Team

- Larry W. Kinney, President and Chief Executive Officer
- Frank D. Kinney, Chief Financial Officer
- Robert G. Lahiff, Vice President & General Counsel

### Quick Facts

- In the last five years, Datapak has processed approximately 12 million orders worth nearly \$1 billion in client sales.
- Datapak currently occupies approximately 200,000 square feet of warehouse space which consists of abundant rack and bin storage.
- 80% of Datapak's business is Direct to Consumer (Multi Channel).
- 20% of Datapak's business is Retail Fulfillment and Direct Mailing Programs.

[www.datapakservices.com](http://www.datapakservices.com)

#### Headquarters:

1000 Austin Court  
Howell, MI 48843  
517.552.1400  
[www.datapakservices.com](http://www.datapakservices.com)

#### Founded:

1988 by Larry W. Kinney

#### Locations:

Howell, MI  
Webberville, MI

#### Number of Employees:

Approx. 125 full-time employees

#### Clients:

Large client base including  
FORTUNE 500 Companies.

#### Industries Served:

- Beauty
- Household Items
- Health & Fitness
- Music & Video Entertainment
- Appliances & Electronics
- Sports Merchandising
- Food & Beverage
- Medical & Medical Devices
- Automotive

#### Certifications:

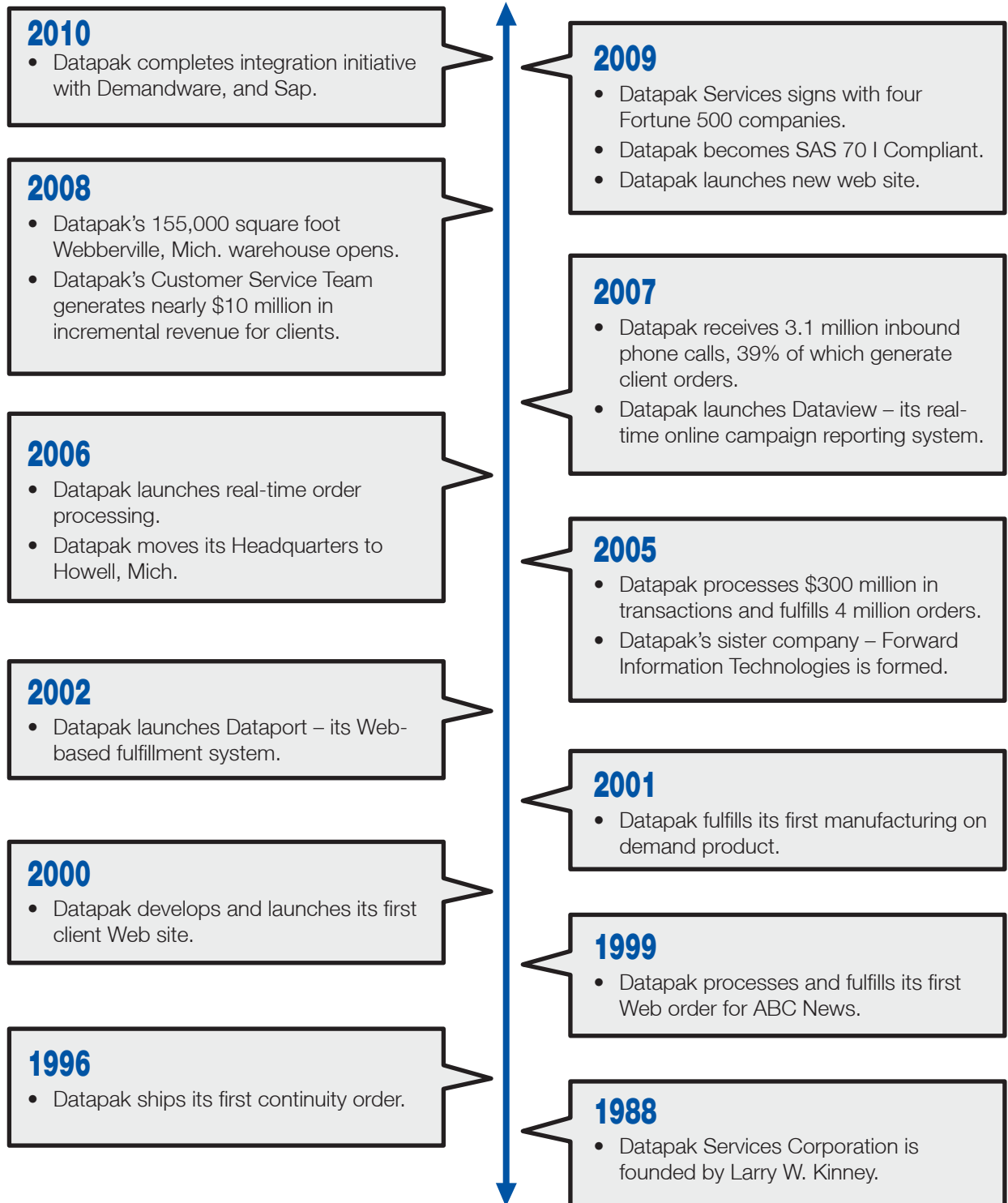
- PCI Level 1 Compliance
- SAS 70 I Compliance
- FDA Registered

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## Company Milestones



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## Direct Response Solutions

### Consulting, Marketing, Management, Fulfillment and More

Datapak knows that direct response marketers have unique needs. Whether you are a start-up company or a well-established brand, you can be confident that our consultative “one-stop-shop” approach will fulfill those needs and exceed your expectations. In Datapak’s more than 20 years of direct response marketing and fulfillment experience, and having managed multi-million dollar DRTV campaigns; you can be assured in Datapak’s capabilities, letting you focus on what you do best while we take care of the rest.

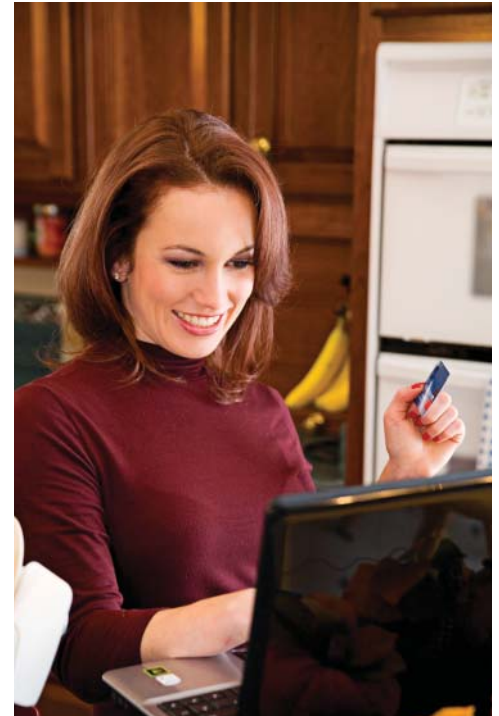
#### We provide:

- **A complete turnkey solution** for your campaign through a team of experienced marketing professionals from the direct response industry. From conception and launch to fulfillment and customer service, our marketing and consulting team works closely with you to develop a strategic comprehensive marketing plan with clear defined objectives and the best path to achieve them.
- **Customer acquisition and retention capabilities** to help you better CAPTURE and KEEP your most desirable customers. Datapak does so through its Customer Service Save-the-Sale program.
- **Added insight and intelligence** to your campaign via Dataview - Datapak’s online, real-time reporting system coupled with the knowledge that only years of direct response experience can bring.
- **Multi Channel delivery services** for when you expand your business into other channels such as eCommerce or retail.

Datapak’s true fulfillment capabilities do not end there.

#### We deliver:

- Direct Response Consulting, Marketing & Management
- Order Management, Fulfillment & Distribution
- Customer Service
- Merchant Banking
- Webstore / eCommerce
- Reporting & Analytics
- Manufacturing on Demand



Datapak has provided Direct Response Solutions for the following partners:

**SONY & BMG**  
MUSIC ENTERTAINMENT

**LIQUID KERATIN**

**Hamilton Beach.**

**BLACK&DECKER**

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## eCommerce Solutions

### Your eCommerce Business Needs Met... All in One Place.

As the Web continues to develop as a sales channel, eCommerce retailers want to focus more on growing their business than managing day-to-day operations. Datapak's more than 20 years of direct -to-consumer experience and robust suite of technology-fueled end-to-end services provide businesses the ease of mind that their business operations are in good hands.

Our eCommerce Web site Solutions make it easy for your customers to buy your products. Datapak creates Web sites with integrated eCommerce capabilities that provide flexibility and drives your internet marketing.

#### We provide:

- **Order Management: Real-Time Order Processing** - Our sophisticated order processing system takes consumer orders directly from the eCommerce shopping cart and verifies inventory and credit card in real-time.
- **Comprehensive Reporting and Analytics** provides you with the knowledge you need to grow your eCommerce business! Datapak's advanced reporting system - Dataview - analyzes your campaign in real-time. Whether it is sales and order trends, inventory forecasting, marketing insights or order fulfillment activity, you can access your campaign activity any time and any place. .

#### We deliver:

- eCommerce Web Site Design and Development
- Web Site Management and Hosting
- Search Engine Friendly Development Practices
- Custom Catalogue/Shopping Cart System
- Merchant Banking
- Customer Service



Datapak has provided eCommerce Solutions for the following partners:

**CONAIR**<sup>®</sup>

**yes**to

**philosophy**<sup>®</sup>

  
**Songbird**  
Hearing Inc.

  
**TASER**  
INTERNATIONAL

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## **Corporate Fulfillment Solutions**

### **One-of-a-Kind Partner For your One-of-a-Kind Needs**

Whether you are managing an employee incentive program that requires product fulfillment, branded premium product order programs for franchisees, or anything in between, Datapak can help fulfill your one-of-a-kind needs. Datapak has helped its Corporate Fulfillment Partners design, manage and execute custom fulfillment programs for more than 20 years.

#### **We deliver:**

- Fulfillment and Distribution
- Custom Web Site Design
- Inventory and Warehousing
- Internet Services
- Account Management



Datapak has provided Corporate Fulfillment Solutions for the following partners:



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## **Retail Solutions**

### **One Location or Many... Datapak Delivers to Retail Nationwide.**

Many businesses have put increased importance on online and brick-and-mortar operations integration. Datapak's technology-fueled services make that transition seamless while ensuring the lowest distribution cost and quickest delivery time.

Over the years, Datapak has implemented solutions for a variety of trading partners including CVS; Dillards; Home Shopping Network (HSN); JC Penney; Lord & Taylor; Nordstrom; Saks Fifth Avenue; Sephora; Sky Mall; Ulta; Wal-Mart and more.

#### **We deliver:**

- EDI (Electronic Data Interchange)
- Account Management
- Order Management
- Reporting and Analytics
- Packaging
- Shipping Logistics
- Inventory and Warehousing



Datapak has provided Retail Solutions for the following partners:



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## Partners

**CONAIR**

philosophy

*freeze* 24-7

**RAZOR & TIE**

**BLACK&DECKER**

**yes**to

  
**Brainetics**

  
**Ford**

  
**BASF**  
The Chemical Company

  
**AAA**

**SONY & BMG**  
MUSIC ENTERTAINMENT

**HOMEDICS**

**contour**

  
**Songbird**  
Hearing Inc.

  
**Rubbermaid**

**Hamilton  
Beach**

**GO SMILE**

 **Xcel Energy**

**Cuisinart**

  
*Too Faced*  
COSMETICS

  
**Becharas Brothers  
Coffee Co.**

**LIQUID KERATIN**



**fullbar**  
*Be Full. Live Full.*

**LAURA GELLER**  
  
BEAUTY INGENUITY

**TASER**  
INTERNATIONAL

**Bona**