

JDK Investment Group®

Targeted Marketing Outline



The Challenge Before Us

With today's strained economy, the investment dollars of potential clients must be considered a precious commodity. The talk of recession and current national condition weigh heavily on those looking for a more reliable partnership in growing their money. At JDK, we must strike while the iron is hot, positioning ourselves as the "easy choice" for those consumers. Focusing on those business practices that have set us apart from our competitors and evolving to remain a strong presence in the industry.



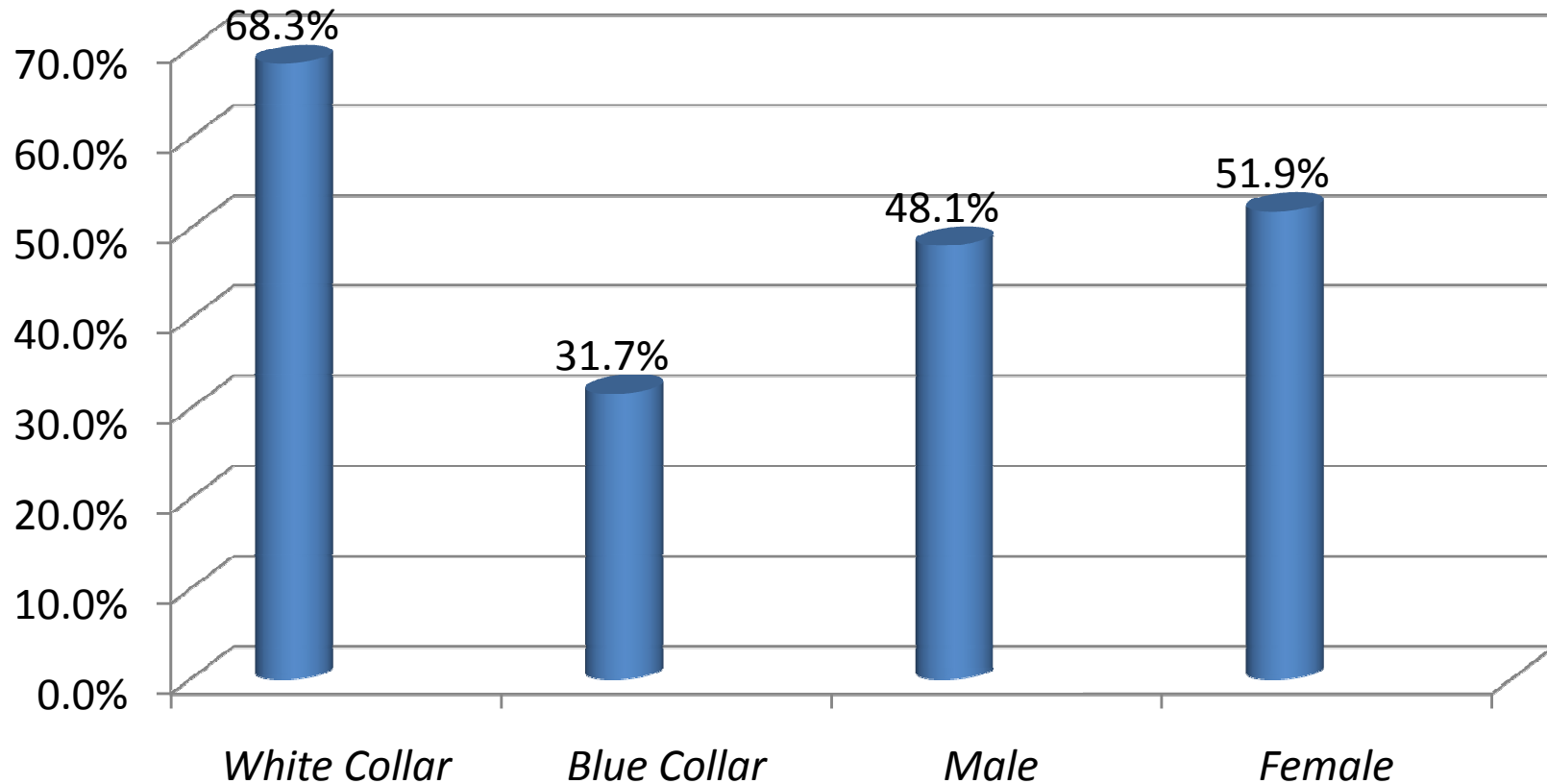
Who Is Our Competition?

There are numerous investment options available to the consumer, both risky and secure. We must not only be a master of our own game – be also know enough about our competitor to stay two steps ahead. Our major competitor, Charles Schwabb© has name recognition and proven results with years of service on their side, while the new trend in e-vestments give clients ease of service with round-the-clock access and do it yourself portfolio planning. Our services have always been a happy medium of both these scenarios. And its that foundation that we must expand on in order to gain the increase in business we seek going into the next fiscal year.



Who Is The JDK Customer?

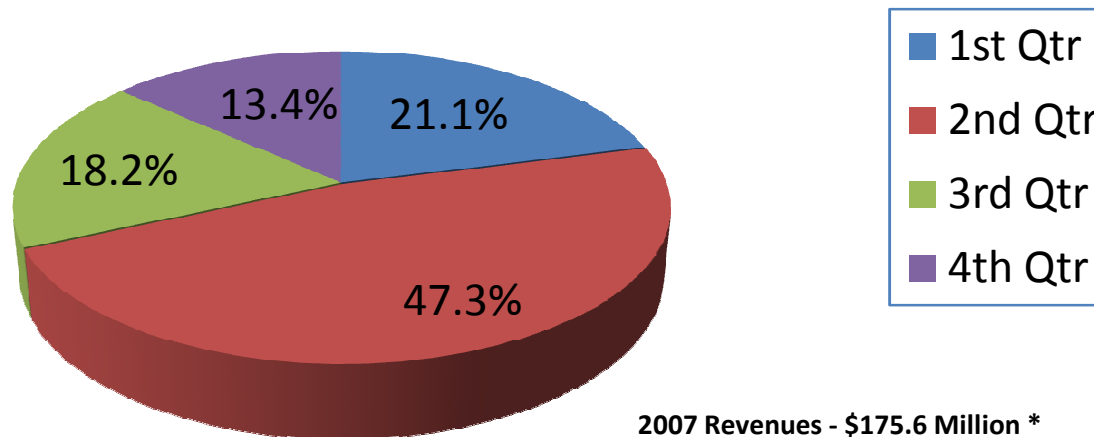
Knowing those we serve



White Collar professionals make up the largest percentage of our client base with Female clients edging out their male counterparts.
In fiscal 2009, JDK Investment Group seeks to increase our customer base by 18%.*

**Customer base figures provided courtesy of Qualitap™*

2007 Sales % By Quarter



Consistent with previous comparisons, 2007 annual records show our strongest revenue period to be April – June which accounts for almost 50% of annual gross dollars. JDK seeks to increase 2008 revenue by 12%, for a total projected amount of \$196.6 Million.

*Revenue percentages as recorded in
JDK Industries Annual Report 2007-
2008

Hit The Ground Running ...

The JDK Client Services Department and management team have begun outlining the action plan developed giving us a running start in reaching our projected goals. Targeted Marketing is a key part of the formula, with some new and exciting system upgrades and work tools for you the employee. As IT and Client Services begin to set these plans in motion, we will be scheduling training and upgrade periods on a rotation through all JDK departments. New Web designs and mainframe upgrades will begin immediately.

We're still the same "JDK" but with a whole new attitude!



Targeted Media Advertising

To the right are bullet points of our media plan to begin Summer 2008. We have employed the creative talents of Trent Media Group, Inc. to assist us in developing targeted campaigns in Radio, Television, Print and Internet. These campaigns were designed to appeal to both our core clients and those potential new relationships we hope to draw with our standard of service and new account options.



- Fresh creative developed highlighting our award winning customer satisfaction rating with testimonials and no fee transactions for the first 30-days of service. These will begin airing during 3rd Qtr via Television and the Web, continuing through the Holiday Season.
- Creative Radio and Web ads directed towards the up and coming young professionals who have been drawn to the ease of E-services. Web ties to assigned brokers and their admin's, with extended on-call hours. Duplicate the ease of use aspect with no required office visits, online forms, and secure, fast electronic access to a majority of services offered for the end user. This portion of the campaign to begin December 2008 through March 2009.
- 2nd Qtr 2008 and 1st Qtr 2009 - Print and Television creative focusing on our personal one-on-one service at the fingers-tips of all clients, current and new. In-house we will shorten broker lists to allow for more personalized service, introduce flexible work office schedules, as well as quarterly client retreats designed to further develop client/broker relationship.

Moving Forward ...

The next few months will be some very exciting times for JDK Investment Group and its clients. This leap forward will be of great benefit to all involved as we continue to set the pace with our competitors and deliver the customer focused service our clients have grown to rely on. Thank you for being a part of this new day!

