

Generate More Quality Sales Opportunities with ThomasNet

Two key ways to generate more leads that convert into customers:

1 Put searchable, detailed product information on your website and watch your business soar

3 to 1*

Catalog Navigator clients receive 3 times the number of conversion actions** from ThomasNet.com

Also, make your CAD drawings available to industrial buyers and specifiers. Research shows that over 80% of specified products are purchased.

"We receive more than twice as much traffic from ThomasNet.com than from any other site."

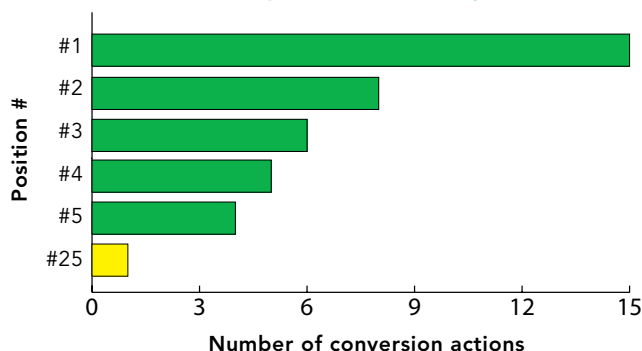
*Heather Rhodes, Marketing Communications Manager
Watlow Electric Manufacturing Company*

"When a customer downloads a CAD drawing, they will purchase the product."

*John Pregenzer, Product and Service Manager
George Fischer Piping Systems*

2 Improve your ranking position to generate more value from your program

Here's how many conversion actions the top 5 Ranking Positions receive compared to Ranking Position #25*



Conversion Actions by Ranking Positions*

Company Ranking Position Comparison	Ratio of Conversion Actions
#1 versus #5	4 to 1
#5 versus #10	2 to 1
#10 versus #25	2 to 1

"...for every dollar I spend with ThomasNet, I get six back."

*Mike O'Connor, President
Innovative Components*

*Based on actual results for Q12006 across all ThomasNet client programs. Actual performance will vary by company and by category.
**Conversion actions include but are not limited to links to website, product catalog page views, and company profile page views.

Here's How Other Industrial Suppliers Have Achieved Success

Oriental Motor USA Corp.

International manufacturer of motion control systems
Torrance, California

- Launched ThomasNet's Catalog Navigator and saw a 270% increase in orders
- As a result, online sales revenue increased by 286% in 2005
- ThomasNet.com is also the number one source of traffic to OrientalMotor.com

"We see over 12,000 visitor sessions a month to Catalog Navigator from our website."

*Kimberly Freisheim, Sales Promotion Manager
Oriental Motor USA Corp.*

PennEngineering

Manufacturer of specialty fasteners
Danboro, Pennsylvania

- PennEngineering uses ThomasNet's CAD Solution
- 26,112 CAD drawings of their product were downloaded in 2005
- 17,479 CAD drawings of their product were inserted directly into engineers' CAD systems
- PennEngineering's product specs are included in the Bill of Materials (BOM) which greatly improves their odds of getting the sale

"The additional exposure our new product received from having CAD drawings on PartSpec CDs resulted in one of our most successful new product launches in years."

*Leon Attarian, Director of Marketing
PennEngineering*

Innovative Components

Manufacturer of quick-release hardware
Schaumburg, Illinois

- Buys high ranking in their key product categories on ThomasNet.com where they know the quality of the leads will be outstanding
- Achieved 327% return on investment (ROI) on its ThomasNet program

"ThomasNet generates a high return on investment and a lot of new business for us."

*Mike O'Connor, President
Innovative Components*

To find out how you can drive more business from your ThomasNet.com program:

- Contact your local ThomasNet representative
- Go to ThomasNet.com/goodcustomers
- Call 1-800-879-6757

 **ThomasNet.com**TM
We Bring You Good Customers

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