



*Southern California's Premier  
Direct Mail House - Since 1986*

**A COMPREHENSIVE DESCRIPTION OF THE TYPE OF SERVICE BEING PROVIDED:**

MMi, founded in 1986, is *Southern California's Premier Direct Mail House*. We're 100% Hispanic-owned/operated with 3 locations and 150 employees. We're fully integrated direct mail shop offering mailing, data and digital solutions to thousands of clients in various industries...all in house. MMi is comprised of 4 distinct divisions:

1. *MMi Mail Services* – the bread & butter of our business – offering mailing services
2. *MMi Imago Digital* – the data & digital side – offering digital solutions
3. *MMi DataZone* – the data & mapping side – offering list purchasing and mapping services
4. *MMi FindMyMail* – the tracking side – offering mail tracking reports

**GEOGRAPHIC COVERAGE OFFERED:** National with a focus on the Southern California market.

**CERTIFICATION – ETHNICITY AND AGENCY CERTIFIED (A COPY OF YOUR CURRENT CERTIFICATION IS REQUIRED):** Refer to attachments A

**DATE ESTABLISHED:** 1986

**SIC/NAICS CODES:** Direct Mail Services (NAICS 541860 / SIC 7330); Digital Color Printing (NAICS 323115 / SIC Code 2750); Commercial Offset Printing-Coordination (NAICS 323110 / SIC 2750)

**KEY MANAGEMENT CONTACTS:**

Management	Title	Background
William Rivera	Founder & CEO	• 30+ year direct mail professional
Jesee Nachman	Director of IT & FindMy Mail Director	• 15+ year IT professional
Jean-Pol Peeters	President – MMi Imago Digital	• 20+ year direct mail professional
Sharon Peterson	Controller	• 15+ year accounting professional
Christy Rivera*	VP, Business Development	• 20+ year direct mail professional
Brent Shoji	VP of Marketing	• 10+ year marketing professional

\*Denotes Primary Contact

**SALES VOLUME OVER THE LAST 3 YEARS:** Over the past 3 years, our average sales was \$10MM

**CLIENT REFERENCES & PARTIAL CLIENT LIST:** Refer to Exhibit I & II.

**INDUSTRY AWARDS GIVEN:**

- *Certifications: SCMBDC (MBE), Supplier Clearinghouse, ISO 9001: 2000 Certified*
- *Compliances: HIPAA Compliant, SAS 70 Compliant...and soon to be SAS 70 Type II Certified*
- *Board Members: PIASC, DMAOC, HCOC, CHOC, LBA, MFSA, Irvine Chamber, Newport Beach Chamber*
- *Awarded by the Latin Business Association "HISPANIC BUSINESS OF THE YEAR-GROWING CATEGORY"*
- *Awarded by the California Hispanic Chamber of Commerce "ESTABLISHED BUSINESS OF THE YEAR"*
- *Awarded by the Hispanic Chamber of Commerce of OC "MEMBER OF THE YEAR"*
- *Honored to be part of the television show "MAKING IT" hosted by Larry McCormick on KTLA5*
- *Honored to be part of the television show "VISTA LA" hosted by Henry Alfaro on KABC7*
- *Honored to be part of the television show "MAKING IT" for the second time on KTLA5*

**LOCATIONS:** 3 Locations, which are as follows...

1. MMi Irvine (HQ): 7 Cushing, Irvine, CA 92618
2. MMi Los Angeles: 6259 Bandini Boulevard, Los Angeles, CA 90040
3. MMi Imago Digital: 75 Bunsen, Irvine, CA 92618

**INSURANCE COVERAGE:** Refer to Attachment B

EXHIBIT I: CLIENT REFERENCES

Company Name	Contact Information	Services Provided
Anderson Printing c/o Kaiser Permanente	Rod Crosby Director of Digital Printing & Direct Mail Sales 323-460-4115 <a href="mailto:rcrosby@andersonprinting.com">rcrosby@andersonprinting.com</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Laser Printing</li> <li>• Ink-jet Addressing</li> <li>• Lettershop Services</li> </ul>
Automobile Club of Southern California	Tim Woo Sr. Buyer 714-850-5642 <a href="mailto:Woo.timothy@aaa-calif.com">Woo.timothy@aaa-calif.com</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Ink-jet Addressing</li> <li>• Laser Printing</li> <li>• Mailing Services</li> </ul>
Bates Lee Advertising c/o American Express  <i>Note: We get work directly from American Express and through Bates Lee</i>	Len Silveri Media Director 714-549-2188 <a href="mailto:lensilveri@bates-lee.com">lensilveri@bates-lee.com</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Ink-jet Addressing</li> <li>• Mailing Services</li> </ul>
Marina Graphics	Clay Buckingham Vice President of Sales 310-970-1777 <a href="mailto:clayb@marinagraphics.com">clayb@marinagraphics.com</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Laser Printing</li> <li>• Ink-jet Printing</li> <li>• Lettershop Services</li> <li>• Digital Printing</li> </ul>
Orange County Performing Arts	Kathleen Clariett Manager / Development 714-556-2122 <a href="mailto:kclariett@ocpac.org">kclariett@ocpac.org</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Ink-jet Addressing</li> <li>• Mailing Services</li> </ul>
Saddleback Church	Ty Lopin Manager, SaddlebackResources Marketing 949-609-8468 <a href="mailto:tyl@saddleback.net">tyl@saddleback.net</a>	<ul style="list-style-type: none"> <li>• Mail Services</li> <li>• List Acquisition</li> <li>• Digital Printing</li> <li>• PURLs (Personalized URLs)</li> </ul>
Saddleback Eye Center	Cherrise Snedden Director of Community Relations 949-951-4601 <a href="mailto:cherries@saddlebackeye.com">cherries@saddlebackeye.com</a>	<ul style="list-style-type: none"> <li>• Database Management</li> <li>• List Acquisition</li> <li>• Mailing Services</li> </ul>
Sage Software	Marlita Patriquin Sr. Purchasing Agent 949-450-3850 <a href="mailto:Marlita.patriquin@sage.com">Marlita.patriquin@sage.com</a>	<ul style="list-style-type: none"> <li>• Digital Printing</li> <li>• Web to Print</li> <li>• Direct Mail Fulfillment</li> </ul>
South Coast Plaza	Gail Ossipoff Director of Special Events 714-435-2171 <a href="mailto:ossipoff@southcoastplaza.com">ossipoff@southcoastplaza.com</a>	<ul style="list-style-type: none"> <li>• Database Management</li> <li>• List Acquisition</li> <li>• Mailing Services</li> </ul>
Southern California Edison	Paul Anderson 626-302-7439 <a href="mailto:paul.r.anderson@sce.com">paul.r.anderson@sce.com</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Laser Printing</li> <li>• Ink-jet Addressing</li> <li>• Lettershop Services</li> </ul>
University of California Irvine (UCI)  <i>Note: We handle direct mailing activities for approximately 40 UCI departments</i>	Donna Wick Director of Development 714-456-3788 <a href="mailto:Donna.wick@uci.edu">Donna.wick@uci.edu</a>	<ul style="list-style-type: none"> <li>• Digital &amp; Offset Printing</li> <li>• Data Processing</li> <li>• Mailing Services</li> </ul>
University of Southern California (USC)  <i>Note: We handle direct mailing activities for approximately 120 USC departments</i>	Suellen Martensson Printing Manager – Purchasing Services 213-740-9786 <a href="mailto:smartens@usc.edu">smartens@usc.edu</a>	<ul style="list-style-type: none"> <li>• Data Processing</li> <li>• Laser Letter Printing</li> <li>• Lettershop</li> <li>• Ink-jet Printing</li> <li>• Digital Printing</li> </ul>

EXHIBIT II: PARTIAL LIST OF CLIENTS (both direct & via 3<sup>rd</sup> party)

AAA - Automobile Club Of So California	Hayward Capital	PIMCO
Action Property Management, Inc.	Health Agencies Of The West	Pretend City Children's Museum
Acuprint	Hollywood Park	Primary Color
AEG	House Ear Institute	Printing Industries Assoc. S.C.
Allied Real Estate School	Housing Counselors Of America	Questsoft
American Express	Hyundai Motor America	Ralphs
American Solutions For Business	Image Printing Solutions	Rauxa Direct
Anderson Printing	Integrated Communications	Redwood Empire Food Bank
Angels Baseball	Irvine Barclay Theatre	Retirement Housing Foundation
Aptus Solutions, Inc.	Irvine Chamber Of Commerce	Ronald Mcdonald House
Aquarium Of The Pacific	Irvine Company	Russell & Miller
Autry National Center	Irvine Unified School District	Saddleback Church
Ayn Rand Institute	Irvine Valley College	Saddleback Educational
Balian And Associates	J & M Press Inc.	Saddleback Eye Center
Between The Sheets	Jewish National Fund	Saddleback Resources
BHN (Burba Hotel Network)	Jostens	Sage Software Inc.
Big Brothers Big Sisters	Kaiser Permanente	San Clemente Journal
Cal Southwestern Insurance Agency	Kawasaki Motors Corp.	Santa Margarita Catholic High School
California Mortgage Association	Koll Company	Schools First Federal Credit Union
California State University, Fullerton	KPMG, LLP	Select Therapies
California State University, Long Beach	Kwikcash	South Coast Plaza
California State University, Northridge	L & A Marketing	Southern California Edison
Capital Benefit Mortgage	L & M Footwear	Southern California Edison FCU
Century 21	Laguna Culinary Arts	Southern California Gas Company
Chapman University	Lasik Advertising Network	Southern California Graphics
Choice Administrators	Leading Research Corporation	St. Joseph Hospital
Chromatic Lithographics	Los Angeles Kings	Star Trac
City Of Commerce	Los Angeles Turf Club	Stassines Advertising
City Of Laguna Beach	Loyola Marymount University	Strategic Partners
City Of Santa Ana	Luther Burbank Savings	Sunwest Bank
City Of Santa Monica Transportation	Maricich & Associates Inc.	Telogis
Class Five Media	Marina Graphic Center	The Boot Barn
Commonwealth Retirement Invest.Svc.	Mariners Christian School	The Impac Companies
Cornelius & Associates	Mariners Church	The Los Angeles Galaxy
Corporation Compliance, LLC	Millennium Dental Technologies	The Lost Treasury
Coto De Caza Golf & Racquet Club	Mission Hospital Foundation	The Marketing Place
D'Andrea Graphics Corporation	Moore Wallace	The Newport Beach Realty Group
Del Taco	Mount Sinai Memorial Parks	The Printery
Desantis Management Group	Mount St. Mary'S College	Think Ink
Digital Eye Studios	MPS Group	TRC
Direct Mortgage Corporation	New Equity Productions, Inc.	University Of California, Irvine
Direct TV	Newport Beach Chamber	University Of La Verne
Don Bosco Technical Institute	Nobel Biocare USA, Inc.	University Of San Diego
Electra Cruises Inc.	Noelle Marketing	University Of Southern California
Epicor Software	Ocean Institute	US Soccer
Extron Electronics	One Company Design	Voit Commercial Brokerage
Facial Aesthetic Concepts	One Fish Design	Warrior Golf
FIDM	Optical Training Institute	Wells Fargo
Franklin Financial	Orange Coast College	Woolner Mailing Inc
Glendale College Of Law	Orange County Performing Arts	Word & Brown
Golden Spoon Frozen Yogurt	Pace Lithographers	YMCA Of Orange County
Graves Communications, LLC.	Pacific Coast National Bank	Yoga Works
Grizzard	Pacific Companies	Yokohama Tire Corp
Harvard-Westlake School	Pacificord	Yummy