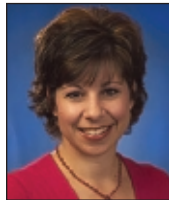


Orca SPLASH

May / 2005

Volume 3 Issue 2

PEOPLE MAGAZINE



by Ann Noder

On March 18, 2005, the staff at Orca Communications Unlimited, LLC flew to newsstands with anticipation, excitement, and pride.

The new People Magazine was out! And it featured four Orca clients in a feature on Mothers of Invention. The story, the layout, was extraordinary. Between the four of them, Laine Caspi of Parents of Invention, Tamara Monosoff of Mom Inventors, Inc., Missy Cohen-Fyffe of Babe Ease, and Christine Moss of SnackTrap, they had a multiple-page spread and beautiful full-color photos of them and their products.

Orca Communications generates fantastic national media coverage each and every day. But this one is particularly special and gratifying. People Magazine is considered one of the greatest print opportunities in public relations. The magazine boasts a circulation of 4 million and a readership five times that. The readership is nearly 70% female and it's on nearly every newsstand throughout the country.

So, how did we do it? How did Orca Communications manage to get not just one, but four of our clients featured? Well, we won't reveal all our secrets. But it was no small feat.

The effort started with a written and verbal pitch on "Mom Inventors" to a feature editor at People. She liked the idea and wanted to know more. We provided further information, more details, possible angles and stories. In the end, the editor settled on four Orca clients to be featured and a fifth mom from another source. Then, the real work began.

People Magazine works out of bureaus. Stories are assigned to the specific regions. Since these four moms were from all over the country, that meant four different editors, four different writers and four different photographers. We coordinated the interviews and photo shoots and the feature was 'in the works.'

Orca prides itself on our media relations. We know what editors, producers, writers, reporters want and we respond in a way that makes their job easier. In this case, we worked diligently to coordinate all the opportunities in a timely manner. We provided the various editors, writers and photographers at People with a one-stop shop to get the material they needed and quickly.

That March 18th article has made us at Orca quite proud. You won't see our names or faces in the magazine. But we feel as though that spotlight is partly ours. The pages of the publication are framed as a memento of one of our recent print achievements.

Of course, now, we're back at it again – pitching our clients to the media, developing stories that catch their attention, arranging for product samples, interviews, high resolution photos, and TV/photo shoots. Still to come, we have client features planned with The Today Show, Good Morning America, Forbes Magazine, Woman's World, Time Magazine and much, much more!



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SALES SOAR After People Magazine Article



by Colleen Perra

Are Demi Moore and Ashton Kutcher having a baby? Who cares! The biggest story is on page 115 of People Magazine's March 28th edition. Four mommy inventors, all clients of Orca Communications, are highlighted in a four-page spread, including photos! The focus was on moms who came up with solutions to daily parenting problems and made a ton of money. "I was stunned. It never occurred to me that we would be featured in People. For me, it was literally over the top!" exclaimed Tamara Monosoff, inventor of the TP Saver.

Getting ready for the two-hour interviews and four-hour photo shoots at their homes was a story in itself. "I cleaned the down stairs. I should have cleaned the upstairs, too," chuckled Christine Moss, inventor of Snack Trap. "I went out and spent hundreds of dollars on things to make it look like adults lived here and it wasn't a daycare center," said Laine Caspi, inventor of the Ultimate Baby Wrap.

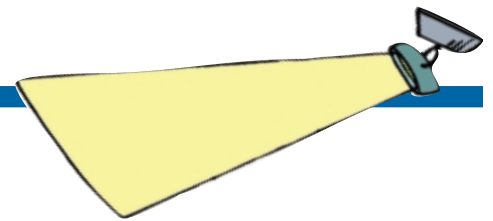
Once the cameras started rolling, it was time for action. "I nearly cried when I saw the first photo displayed on the monitor. The photographer was great and suggested we try another shot, new clothes, and another hairstyle," said Missy Cohen-Fyffe, inventor of the Clean Shopper. "I could definitely get use to someone doing my hair and makeup every day," chuckled Laine Caspi.

Having the opportunity to boast about their products to an audience of four million has really paid off. "Some people have recognized me. I think it has helped spur sales at our big retailers, which is a plus," said Christine Moss. "It took us to another level. I think it let people know that we are serious, substantive, and here to stay," boasted Tamara Monosoff.

Missy Cohen-Fyffe said sales are robust after the magazine article. "Potential business associates have contacted me to discuss ways in which we can work together. Being in People has given us even more credibility than we

continued on page 3

CLIENT SPOTLIGHT



INTRODUCING: BETTERBASKET

By Colleen Perra

Orca Communications Dir. New Business Development

As a small boy, Tom Goth was curious about how things worked. He read children's books about inventors like Eli Whitney and Benjamin Franklin and poured through an entire collection of Children's Science Encyclopedias. It's no wonder he ended up an inventor himself! His first patented product was a tamper-evident, pull-tab induction foil for sealing bottles of vitamins and dry products. In 1992, in an effort to launch his own company, this Phoenix inventor created the BetterBasket. Family chores changed drastically! Tom and his wife had two small children and were tired of hauling a cracked, plastic laundry basket up and down the stairs, plus trying to keep track of the mountain of children's clothing and accessories. The BetterBasket is a rectangular open-weave fabric basket, designed with permanent partitions for organizing the basket contents and sturdy strap handles on all four sides for one-handed carry. The BetterBasket folds down to the size of a morning newspaper.

Then came the Coupon Cashier. It's a custom designed notebook with index dividers and coupon pocket-pages. It reduces the handling of grocery coupons. "There is no thrill or satisfaction like having someone purchase a product that you have personally conceived and brought to market, and then to hear the raves of satisfaction from repeat customers," Tom explained. "The gratification and passion of selling your own invention is felt long before the riches of success are achieved."

Sales of his inventions were up in 1993 and 1994, but Tom's 'day job' suddenly got harder. He was promoted to a more time-consuming position. It seemed he'd never again pursue his dream of having his own full-time product design and marketing company.

Ten years later, Tom got back on track. Last summer, he hired Orca Communications to get BetterBasket nationwide media exposure. "Orca Communications has been a godsend. In the first 5 weeks of signing up with Orca Communications, the BetterBasket has been featured in several newspapers, is under review by over a dozen national magazines, and I have been on local TV three times this week. I am shipping orders every day now," Tom exclaimed.

What began as a boy's curiosity decades ago, is now a man's dream come true.

Tom Goth, President

Clearview Corporation

Office: 800-891-4303 • Fax: 480-948-8299

Email: thomasgoth@yahoo.com • Website: www.betterbasket.com

SALES SOAR After People Magazine Article (continued)

already had," she said. "We got our foot in the door at Target stores and online. So basically, whatever they pick up from here on out for the rest of our life as a company will be due to this article," beamed Laine Caspi.

Ah- another Orca Star is born!

ORCA WELCOMES to the Pod ...



Kirstin Sanders, Account Executive

Kirstin Sanders brings a background of experience – both in graphic design and public relations. She is a graduate of Arizona State University with a Bachelor of Arts degree in Communications with minors in both public relations and travel and tourism management. We are delighted to have Kirstin as part of the Orca pod!

Who's SWIMMING WITH OUR POD? Orca Client Overviews

Continuing Full Service Clients

lia sophia – fashion jewelry collections sold in a party atmosphere

Forever Houseboats – Luxury Houseboat Rentals

Forever Resorts Properties – Park lodges and accommodations

Babe Ease, LLC – The original Clean Shopper® provides a safe, clean shopping environment for babies and toddlers.

Signil – a real estate investment company for business people interested in investing in hot spot markets around the country

Pali Adventures – unique specialty summer camps

Cirrus Healthcare Products, LLC – creators of Earplanes and Endit

Franzus – Angel Alert Child Distance Monitor

New Full Service Clients

Mom Inventors, Inc – "The Mom Inventors Handbook" – new book by publisher McGraw Hill

Kokopelli Dentistry – Phoenix-area cosmetic dentistry

Best Products Media Round-Ups – Summer 2005

Best Innovations

- Gal Pal Garment Deodorant Remover – A hand held foam pad that removes white deodorant marks from clothing
- Nursing Nest – The lie-down breastfeeding pillow that adds protection for baby should mom fall asleep while breastfeeding
- d_skin™ – A unique protective product that keeps discs from getting scratched
- BabyBriefcase® – Organizes baby's vital documents in one place
- The BetterBasket – The World's Best Laundry and General Purpose Utility Basket
- Safety Turtle – one-of-a-kind device which protects children from drowning and immersion injury, acting as parents' last line of defense

- The Bottle Sling – A parent's extra hand during feeding
- Pak-Lite – The ultimate survival flashlight, maximizing durability, convenience, and longevity
- Scarecrow – Motion activated sprinkler that instantly releases a short but startling burst of water when it detects animals
- The Filter Shower™ – The only self contained automated cleaning system for pool and spa cartridge filters that has ever been developed
- Pampered Pooch – Dry Shampoo Mousse for dogs & cats that cleans without the use of water



The BetterBasket



Scarecrow

Best Sports & Leisure Products

- New Manta Ray – Allows for the ultimate towable experience
- Baby Otter Swim School, Inc. – Visual guide DVD, educates parents on the protection and hazards that can be found around their home and pool
- RZ Trainer™ Solo Football Trainer – Patented design allows the ball to return in one bounce
- Flashflight – A lighted flying disc for day or night-time use
- Kids Craft of the Month Club – A unique program where parents and kids can have fun and educational craft projects delivered to them throughout the year
- Forever Resorts Houseboat Rentals – Luxury Houseboat Rentals
- Pali Adventures – unique specialty summer camps

Best Baby & Beyond Products

- Potty Training Concepts – Potty training in one day
- Jakoter Health Organizer – Allows parents to organize their children's medical records and other information
- The Baby-Everywhere diaper bag – The ONLY diaper bag for safety-conscious parents
- BustBuddies® – Reusable gel packs that provide immediate relief to sore breasts from pregnancy, birth and beyond
- Fleece Baby – Crib sheets and infant bedding
- Change-eze – A shoulder and chest restraint that attaches to a diaper changing pad and keeps a baby or toddler from rolling away while being changed.
- Diaper Duds – Decorative covers for the Neat, Diaper Genie and Diaper Dekor diaper disposal systems
- Stylease – Patented infant outfits that are easy-on easy-off one-piece rompers with the layered look of separates, for infants from 3 to 24 months.
- Thumper Bumpers – Help protect young children from the bumps, bangs and bruises of growing up.
- The Original Crumb Chum™ – A patented, unique chin to toe coverage bib.
- Myself Belts – The belt kids can fasten themselves
- The Miracle Blanket® – The only product to accentuate aspects of swaddling that help babies sleep, while eliminating everything that doesn't.
- Comfaset – Reflective car seat cover used while the seat is unoccupied
- All By Myself – Videos that feature a trend-setting series that encourages children to be independent and self empowered
- The Nurse N Sleep – The first vibrating nursing pillow on the market



Jakoter Health Organizer



Thumper Bumpers



Vapor-eze

Best Natural Baby Products

- Vapor-eze – Uses a disposable refill pad filled with pure menthol and Eucalyptus oil to relieve your respiratory symptoms
- Nature's Baby™ – All natural products made with the highest quality botanicals, organic ingredients, essential oils, and luxurious moisturizers
- So Easy Baby Food Kit – Designed for new parents who want to feed their baby healthy, all-natural foods instead of jars of processed baby food
- Lapsaky's – Organic baby and child clothing
- The Organic Caboose™ – A truly eco-friendly cloth diapering system
- Cabocreme – An all-natural topical cream that provides relief from breast pain due to engorgement
- Baby's Only Organic® Pediatric formula – Certified USDA organic baby formula
- The Safe Baby – A Do-It-Yourself Guide to Home Safety
- The MorningWell – Audio program that helps relieve the symptoms of morning sickness



Bowman Handbags

Best Kitchen & Gourmet Food Products

- Chukar Cherry Company Inc. – Gourmet all-natural fruit and chocolates
- How B'azaar – creators of Spill-N-Wash, a special refrigerator liner
- Montchevre-Betin Inc – Handcrafted goat cheeses
- The Couponizer Company – The Couponizer keeps coupons and accessories handy
- Good Fortunes – Gigantic dipped fortune cookies with personalized messages
- Moosewood Hollow, LLC – Vermont all natural maple syrup infused with gourmet flavors
- Shelton Corporation – Creators of the Shrimp Butler to prep shrimp easily
- Mom Inventors. Inc. – Good Bites Crustless Sandwich cutter
- Parents of Invention – The Pacifier Organizer keeps pacifiers clean and handy
- Color A Cookie – Color designs on cookies using special edible ink
- L.Tremain, Inc. – Maker of Butter Bell Crocks that keep butter fresh
- TeaTech, Inc. – Offers fine instant green teas infused with flavor



Nurse N Sleep

SWIMMING WITH OUR POD CONTINUED

- Taste of Crete – Authentic Greek Olive oils
- Vacu Vin – Creators of the Pineapple Easy Slicer to peel and core fresh pineapple
- Seattle's Finest Exotic Meats – Delicious, naturally farm-raised, and healthy exotic meats

Upcoming Guides

- Best Travel Products
- Best Baby Products
- Best Children Products

SPOUTING OFF!

Here are just a few recent results for our clients!

FULL SERVICE CLIENTS (Mar – May '05)

Pali Overnight Adventures:

The Today Show
KCBS/KCAL-TV (Los Angeles, market #2)
cosmoGIRL (1.2 million)
Teen Vogue (850,000)
Newsday (580,000)

SeaYu Enterprises:

Wall Street Journal Radio
Sacramento Bee (333,000)
Newsday (589,000)
Metro New York (300,000)
I Luv Cats (200,000)

Kokopelli Dentistry:

KPNX-TV (NBC Phoenix, market #16)
KTVK-TV (Phoenix, market #16)
KTAR Radio (Phoenix, market #16)

Babe Ease:

People Magazine (4 million)
Better Homes & Gardens (7.9 million)
Houston Chronicle (555,000)
NJ Star Ledger (388,000)
Washington Post (700,000)

Mommyshop:

Rocky Mountain News (286,003)
Atlanta Journal Constitution (400,000)
Tampa Tribune (239,000)
Arkansas Democrat Gazette (187,600)
Charlotte Observer (231,300)
Detroit News (225,100)

Angel Alert:

SkyWest Magazine (1,500,000)
Car & Travel Monthly (800,000)
Calgary's Child (100,000)
T & E Magazine (55,000)
Season Magazine (77,000)

Cirrus HealthCare:

Flying Magazine (303,000)
Travel & Leisure Magazine (966,000)
Season Magazine (50,000)
Skylights (961,000)
KJAM-Z Birmingham (MKT 40)

lia Sophia:

J-14 Magazine (500,000)
WomensBiz.US
New Jersey Suburban Parent

Signil Wealth:

Press-Enterprise (204,700)
Barry Armstrong Money Matters Radio Show-Boston
Forbes Magazine (924,500)
Reuters Newswire

Media Guide to the Best Innovations

Better Homes & Gardens (7.9 million)
Time Magazine/Special Subscriber Issue (1.5 million)
Newsday (489,000)
Chicago Sun Times (487,000)
WLVI-TV (Boston, #6)

Media Guide to the Best Natural Baby Products:

The CBS Early Show
Pregnancy.org (9 million)
Big Apple Parent (250,000)
E The Environmental Magazine (70,000)
Southern Bride Magazine (140,000)

Media Guide to the Best Sports & Leisure Products:

Orange County Register(303,000)
National Post (246,000)
The Gazette (95,000)
WOFL-TV (Fox Orlando)
WPBF-TV (ABC West Palm Beach)


Media Guide to the Best Baby & Beyond Products

Weekend TODAY Show
CBS Early Show
Prevention (3.3 million)
TIME –Special issue (1.2 million)
San Jose Mercury News (279,500)

To View More Results visit

www.BestProductsMediaGuide.com

CLIENTS GUSH ABOUT ORCA!



"Hi, I just wanted to let you know that I've been VERY pleased with the results of this campaign. Grant is a pleasure to work with. My saying in life is this; 'you are seldom pleasantly surprised.' In this case, I am! Cheers."

Victoria Cabot — Pro Performance Sports

"This just gets more fun every day... I gotta tell you, I just had to email my planner at Babies R Us that if they're going to be sending in such big orders that I would need some projections so I could meet the ship dates.... So much of this upswing is because of the work that you've done for us you'll be the first one invited to my own private island that I'll be able to afford in another couple of years!"

Laine Caspi — Parents of Invention

"I had a really lousy experience with a PR firm when I first started a few years back and Orca Communications has changed my 'soured' opinion. I have and will continue to tell others what a great firm Orca is to work with."

Linda Turner — BellyBra

"Local Paper is coming out in the morning to do a story on the Pak-Lite. I don't know how you guys get so much action, but you guys are good! Thanks."

Vic Henry — Pak-Lite



POD PARTNERS

Check out a few of our clients' wonderful websites!

- www.gal-pal.com – Deodorant stain remover
- www.d-skin.com – Keeps discs from getting scratched
- www.betterbasket.com – Laundry and utility basket
- www.flashflight.com – Flying discs
- www.sevylor.com – Manta Ray towable
- www.naturesone.com – Organic baby formula
- www.pregnancystore.com – Pregnancy products
- www.chukar.com – Chocolate sampler gift boxes
- www.thecouponizer.com – Coupon organizing system
- www.moosewoodhollow.com – Pure maple syrup

PR Quote of the Month:

"Whoever controls the media—the images—controls the culture"

— Allen Ginsberg