

# PUBLISH AND RETAIL —IT CERTIFICATION TRAINING VIDEOS

Acquisition Opportunity—Client No. B1885

## BUSINESS SUMMARY

This Information Technology Training Company was founded in 1999 by its current owner/CEO. The Company creates and sells a recognized quality video product in the niche market of IT certification training. With little more than word-of-mouth advertising, the Company has sold to over 20,000 customers, including individuals, private companies and government organizations. The product catalog currently contains over 80 video series and production is an ongoing activity.

## GROWTH OPPORTUNITIES

- Advertising/Media Campaigns - Currently Non-existent
- High-end Subscriptions and Servers Proven Successful Products
- To Date, Little to No Outbound Sales Efforts
- 180,000+ Registered Users Through the Website
- 20,000+ in the Customer Database

## FINANCIAL HIGHLIGHTS

Adjusted Income Statement Summary  
For the Years Ending December 31 (\$000)

	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
Sales	\$3,415	\$2,699	\$2,057	\$2,105
EBITDA*	\$1,356	\$1,076	\$ 792	\$ 738
% of sales	39.7%	39.9%	38.5%	35.0%

\*Earnings Before Interest, Taxes, Depreciation and Amortization (after owner's \$200k annual compensation)

## BUSINESS HIGHLIGHTS

- Excellent Reputation & Brand Loyalty
- Effective Word-of-Mouth Advertising
- Solid History of High-Margin Profitability
- Management in Place
- Key Trainers—All Under Long-Term Contracts
- Company Owns All Products Sold
- Innovative Electronic Delivery Methods Ensure Scalability with Minimal Increase in Cost
- Intellectual Property Offered for Sale Protected Against Copyright Violation by Digital Rights Management

## MARKET DRIVERS

- Quality of Instruction Provided is Key
- Shift to Less Expensive, Just-in-Time Training
- Global Shortfall of Trained IT Personnel
- Increasing Complication of Computer Systems
- Constant Need for Training—All IT Workers
- Security Needs in Computer Systems Require Security Training



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**Upon receipt of a signed  
Confidentiality Agreement  
Qualified Buyers will receive  
further information describing  
this Acquisition Opportunity  
in greater detail!**

All information contained in this offering was derived from sources believed to be correct, but not guaranteed. The pro forma and recast financial information are not suitable for financial statements or financial reporting purposes and are intended to be used for analytical purposes only.

This offering may be withdrawn without notice.

(B1885) SEALED BID MARKETING