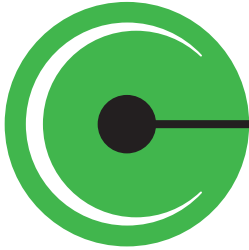




savingsplans[®]

ASG Renaissance
Bridges Communications
Group, Inc.
Campus Media Group, Inc.
Papal Media
Real Times Media
Valassis



ABOUT US

ASG Renaissance
Bridges Communications Group, Inc.
Campus Media Group, Inc.
Papal Media
Valassis



The Savings Plans® combines the vast national media knowledge of its strategic partners to offer single source ethnic media placement, customized communications, marketing and advanced (CRM) products/services to customers.

Together, our full-service integrated ethnic communications, marketing and CRM experts reach:

- Top 12 Ethnic DMAs
- 10 Million Minority Consumers
- 138 African-American & Hispanic Newspapers
- 2.8 Million Urban Teens

CALIFORNIA FLORIDA GEORGIA ILLINOIS MARYLAND
MICHIGAN NEW JERSEY NEW YORK NORTH CAROLINA
PENNSYLVANIA TEXAS VIRGINIA.

IT'S ABOUT TIME

We can get your message to market better, faster and cheaper than any competitor. Ask us.



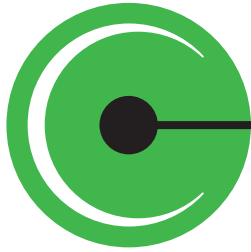
any results-oriented companies are tightening their media budgets. If your organization is among them, lean on us for cost-cutting solutions to support a healthier balance sheet. We can give you the skinny on how to squeeze savings from ethnic media buys, cut the fat out of labor-intensive minority-consumer promotions and enhance the performance of current consumer initiatives.

Our experts can help you immediately transform image-only advertising campaigns into measurable profit-producing promotions.

Call upon our media consultants to custom-build ethnic market strategies guaranteed to exceed customer need and expectations.

We're the Savings Plans®, and we don't just sell media placements. We offer:

- Consultive Solutions
- Cradle-to-Grave Ethnic Marketing Strategies
- Advanced CRM & Couponing Technology
- Community, School and Faith-Based Partnerships



HOW CAN I REDUCE MEDIA PLACEMENT COSTS?

Our marketing solutions are like traffic control for media. We deploy targeted customer campaigns to scheduled distribution points on time and under budget – guaranteed.



Use the hassle of managing complex multi-ethnic media insertions, creating multiple advertisement files and the associated labor-intensive management issues that come with such efforts.

Our custom-designed tracking and reporting systems are capable of issuing customer-specific media reports, affidavits and verification according to customer need.

Reservation and search orders can be placed at the click of a mouse.

- Culturally-Relevant Spanish & English Language Products and Services
- Single-Source Multicultural Media Buy
- Electronic Tracking

DO YOU SELL COMBOS?

We supersize solutions in order to address our customers' myriad business needs (Yes, we sell combos).



Wouldn't it be great to combine ethnic marketing, communications and promotional activities under one media buy?

At the Savings Plans[®], our people come prepared to perform. Each of our project planners is equipped with proven project planning, creative and marketing communications knowledge.

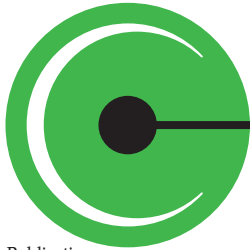
Meet multiple business needs at a single package price. We custom-design campaigns to meet individual customer goals, integrating:

- Ethnic Advertising Efforts
- Operational Objectives
- Marketing/Communication Goals
- Governmental Affairs Strategies
- Category Sales
- Consumer Segments

"Your skills, knowledge and integrity convinced Comerica to initially sponsor an unproven section..., which resulted in the establishment of a benchmark for community relations and development activities within our organization... Your fertile marketing concepts have helped us to position Comerica first as the urban financial leader in Detroit."

Richard A. Collister
Executive Vice President
Comerica Bank

Newspaper Partners



Market	Publication	Affiliation	Audience	Circulation	Market	Publication	Affiliation	Audience	Circulation	
Arizona	Arizona Informant	NNPA	Black	15,000	California	San Francisco Metro Reporter		Black	24,325	
	La Voz De Phoenix		Hispanic	50,000		San Francisco Post		Black	21,500	
	Prensa Hispana		Hispanic	65,000		San Francisco Sun Reporter		Black	11,000	
California	Baldwin Hills/Crenshaw South		Black	76,485		San Jose/Peninsula Metro Reporter		Black	19,574	
	Bakersfield Observer		Black	77,317		Vallejo Metro Reporter		Black	6,327	
	Berkley Post		Black	25,002		Vida En El Valle		Hispanic	39,336	
	Carson Bulletin		Black	18,000		Vida Nueva		Hispanic	65,000	
	Compton Bulletin	NNPA	Black	75,000		Florida	Diario Las Americas		Hispanic	69,300
	El Economico		Hispanic	105,000			El Latino Semanal		Hispanic	39,000
	El Latino San Diego		Hispanic	60,500			El Nuevo Herald		Hispanic	85,000
	El Mensajero		Hispanic	60,000	El Popular			Hispanic	50,000	
	El Observador		Hispanic	43,000	Miami El Especial			Hispanic	35,000	
	Enlace		Hispanic	44,029	Miami Times		NNPA	Black	27,600	
	Hispanos Unidos		Hispanic	21,000	Westside Gazette		NNPA	Black	50,000	
	Inglewood Tribune		Black	10,000	Georgia		Atlanta Daily World	NNPA	Black	18,000
	Inglewood/Hawthorne/Garden A/L		Black	35,435			Atlanta Inquirer	NNPA	Black	60,000
	LA Eastern GR (10 publications)		Hispanic	104,000			Atlanta Voice	NNPA	Black	133,000
	LA Herald Dispatch	Black	35,000	Decatur Champion		NNPA	Black	23,500		
	LA Firestone Park News	Black	23,956	Illinois	Chicago Citizen	NNPA	Black	121,805		
	LA Metro Gazette	NNPA	Black		20,000	Chicago Crusader		Black	74,000	
	LA Metro Group		Black		65,000	Chicago Defender	NNPA	Black	29,000	
	LA Opinion		Hispanic		120,000	Chicago Independent Bulletin		Black	60,000	
	LA Sentinel		Black		14,757	Chicago N'Digo		Black	123,401	
	LA Herald Dispatch		NNPA		Black	34,666	Chicago Standard	NNPA	Black	20,000
	LA Watts Times		NNPA		Black	25,500	Chicago Tri-City Journal		Black	23,000
	LA Wave		NNPA		Black	150,000	Exito		Hispanic	96,750
	La Prensa		Hispanic		30,000	La Raza		Hispanic	151,000	
	Lynwood Journal		Black		15,000	Windy City World	NNPA	Black	20,000	
	Mundo LA (San Fernando Edition)		Hispanic	55,000	The Times Weekly	NNPA	Black	20,000		
	Mundo LA (LA Edition)	Hispanic	485,000	Michigan	Detroit News & Free Press		Zoned	49,681		
	Nuevo Mundo	Hispanic	72,000		Ecorse Telegram		Black	12,000		
	Oakland Post	Black	49,499		El Central		Hispanic	14,000		
	Orange County Excelsior	Hispanic	50,000		El Hispano		Hispanic	15,000		
	Pasadena Journal	NNPA	Black		10,000	El Hispano News		Hispanic	14,000	
	Richmond Post		Black		18,000	El Vocero Hispano		Hispanic	20,000	
	San Bernardino Precinct		Black		55,000	Flint Extra Home Shopper		Black	10,521	
San Fernando Valley News Observer	Black		20,895							
San Francisco Bayview News	Black		20,000							
San Francisco California Voice	Black		38,000							

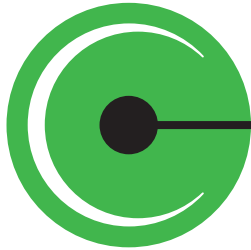
Market	Publication	Affiliation	Audience	Circulation
	Lansing Chronicle		Black	5,000
	Latino Press		Hispanic	15,000
	Michigan Chronicle	NNPA	Black	47,000
	Michigan Citizen	NNPA	Black	58,225
	Michigan Front Page		Black	17,000
	MI Gente		Hispanic	20,000
New Jersey				
	City News	NNPA	Black	30,000
	Connection News	NNPA	Black	20,000
	Newark City News		Black	30,000
New York				
	Amsterdam News	NNPA	Black	20,352
	El Diario-LA Prensa		Hispanic	70,000
	El Especial		Hispanic	76,000
	El Especialito		Hispanic	140,000
	El Vocero		Hispanic	35,000
	HOY		Hispanic	65,000
	Impacto Latin News		Hispanic	57,500
	Jamaica The New Voice Of NY City		Black	90,000
	Noticias Del Mundo		Hispanic	50,000
	NY Beacon	NNPA	Black	71,750
	NY Daily Challenge	NNPA	Black	81,630
	NY Carib News	NNPA	Black	32,000
	Plainfield Challenge	NNPA	Black	10,000
Pennsylvania				
	Delaware County Metro		Black	13,000
	Germantown Metro		Black	64,000
	Philadelphia New Observer	NNPA	Black	80,500
	Philadelphia Scoop USA		Black	32,000
	Philadelphia Sunday Sun		Black	20,000
	Philadelphia Tribune Gr.	NNPA	Black	98,000
	Philadelphia Westside Weekly		Black	20,000
	Westside Philadelphia TPI Metro		Black	21,000
Texas				
	Dallas Examiner	NNPA	Black	9,645
	Dallas Post	NNPA	Black	10,000
	Dallas Weekly Free Press	NNPA	Black	17,400
	El Heraldo News		Hispanic	32,000
	El Hispanio News		Hispanic	35,000
	El Manana Duneevo Laredo		Hispanic	22,000
	El Nuevo Heraldo		Hispanic	6,300

Market	Publication	Affiliation	Audience	Circulation
	El Periodico USA		Hispanic	25,000
	Houston Defender	NNPA	Black	32,000
	Houston Forward Times	NNPA	Black	29,242
	Houston News Pages	NNPA	Black	10,000
	La Estrella		Hispanic	32,230
	La Prensa - Sunday Edition		Hispanic	77,000
	La Vida News Ebony Voice	NNPA	Black	30,000
	La Vida News Black Voice (Fort Worth)	NNPA	Black	69,500
	La Voz De Houston		Hispanic	91,000
	Novedades News Publication		Hispanic	38,600
	Que Onda		Hispanic	65,000
	Semana Newspaper		Hispanic	125,000
	Southside Reporter		Hispanic	74,000
Washington DC				
	Afro American	NNPA	Black	14,587
	Capitol Spotlight	NNPA	Black	30,000
	Prince George Post	NNPA	Black	5,000
	Metro Herald	NNPA	Black	40,000
	Washington El Hispano		Hispanic	25,000
	Washington El Tiempo Latino		Hispanic	28,500
	Washington Hispanic		Hispanic	25,000
	Washington Informer	NNPA	Black	27,000
	Washington La Nacion		Hispanic	10,000
	Washington Post		Zoned	66,200
	Washington Pregonero		Hispanic	27,467
Washington				
	Seattle Medium		Black	13,500
	Tacoma Northwest Dispatch		Black	16,200

Total 138 Ethnic Newspapers 6.5 Million

REACH
6.5 MILLION
SUBSCRIBERS





CAN I REACH YOUNG CONSUMERS FAST?

What they earn, they spend. Ask *any* parent...



We offer our customers direct access to 2.8 million urban teenagers – the nation's fastest growing consumer audience – through innovative relationships with more than 1,500 urban high schools.

If you would like to explore how to immediately tap into this \$150 billion consumer market, contact us. We move fast to meet real-time needs.

- National Directory of Urban High Schools
- Ethnic Enrollment by Race and Ethnicity
- Customized Creative
- Market Research
- Street INK Newspaper Tabloid

WHAT'S INK?

Street INK, a progressive project of 1,500 urban public schools and the Savings Plans®, provides fresh media air to the stagnant news of urban students. Get to them (teens) before your competitors do, in our newspaper supplement distributed to 2.8 million urban students monthly.



The Savings Plans® monthly teen tabloid, “Street INK,” offers a direct link to the single largest-growing group of minority consumers in the U.S.

GROWING FAST The number of teens, 12 – 17 years of age, will grow by more than 1.7 million, or 7 percent, within the next decade.

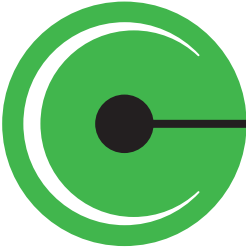
SPENDING MORE Teens will spend an estimated \$90 – \$150 billion per week, according to Teenage Research Unlimited.

WITH COMPANIES A survey of 12 – 17-year olds by the Newspaper Association of America detailed that 80 percent of respondents reported that they had read magazines during the previous week. In comparison, only 44 percent had used the Internet.

THAT RECOGNIZE WHO THEY ARE A Sputnik survey revealed that teens want magazines to be a reflection of their lives – to include content that makes them laugh, cry, think and feel that they are not alone.

A DIRECT CONDUIT TO 2.8 MILLION URBAN TEENS

15



WHO'S BEHIND IT?



Change made simple.



When the nation's largest and most respected African-American newspaper, the Michigan Chronicle, needed to establish a renewable revenue stream, triple its circulation and reduce its median readership age, it relied upon the talents of Savings Plans® principal Jackie Berg.

Considered an urban market expert, Berg created Michigan Chronicle's nationally-lauded, award-winning teen newspaper section, the "MC Timz."

Acknowledged by leading business and political leaders for her publication and marketing acumen, Berg's ability to breathe new life into editorial content and restore credibility at the nation's premier minority publications has positioned her as a leader in niche publication efforts. Berg joins a tony roster of Savings Plans® experts dedicated to providing customers:

- Comprehensive Strategic Planning Services
- Culturally-Relevant Messages
- Advanced Ethnic Market Strategies
- Integrated Minority Consumer Promotions

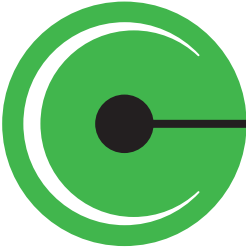


Bridges Communications Group (BCG) builds direct relationships with key market segments, providing services ranging from program conceptualization and implementation, special event coordination, marketing communications and public relations to lobbying.

BCG unites corporate operational goals to consumer segments through client-sponsored projects like Project Graduation, a collaborative program designed to prevent the adverse consequences of teenage alcohol and drug abuse through a series of year-round workshops, rallies and media efforts.

The Project Graduation effort afforded 7-Eleven Stores, its corporate sponsor, the opportunity to:

- Address negative public image issues associated with alcohol violations, reducing damage awards and associated in-store operational issues
- Develop a direct line of communication with critical public influencers including MADD, state political leaders and lobbyists
- Build direct relationships with key consumer segments
- Increase targeted high gross margin category purchases



HOW DO YOU STAY AHEAD?



Logan. Sam Logan.



The Black Press consistently relies on Publisher Samuel Logan to set new industry standards for innovation and excellence. Recognized by U.S. presidents, Michigan Governor John Engler and other renowned political and business leaders, the decorated industry veteran is a ten-time recipient of The National Newspaper Publishers Association's (NNPA) coveted "John B. Russwarm - Publication of the Year" award.

Logan's relentless innovations include his original "EduTech" newspaper section, which has gained recognition and support from McDonald's Restaurants. Designed to target ethnic grade school consumers and their parents, the section profiles local educational activities and events that emphasize technology and science.

WHO'S WATCHING?

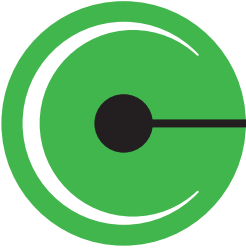


Spread the Story



Hispanic and woman-owned Renaissance Creative Group (RCG), an enterprise of ASG Renaissance, provides technical and communications services for clients ranging from Fortune 500 companies to small businesses including, Ford Motor Company, The Geneva Companies/Citigroup, Option One Mortgage, American Honda, THINK Group and more.

RCG coordinates event logistics, media and on-site public relations for national youth events like the Ford Motor Company-sponsored “Buckle Up With Sesame Street” tour, which reach millions of parents and children through weekly events at auto shows, community centers and shopping malls throughout the U.S.



SG Renaissance and Renaissance Creative Group planned, organized and co-sponsored the annual Halloween “Kid Crawl” with the Detroit Police Department. Held at Detroit’s Cobo Arena and sponsored by local businesses and community organizations, the event enabled children ages 5 – 8 to enjoy Halloween festivities in a safe, fun environment.

The event attracted thousands of children who enjoyed games, music, food, candy and visits from local celebrities, including professional athletes.

CAN YOU TARGET HEALTH ISSUES?

“Learn from the mistakes of others. You can’t live long enough to make them all yourself.” - Eleanor Roosevelt

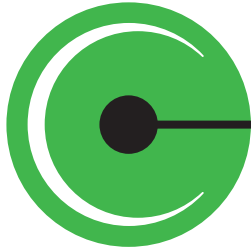


Providing minority consumers with information that they need to know has been a mission since 1990. Frustrated by burgeoning minority health concerns, Logan and Berg pooled community and corporate resources to dramatically improve health education and communication efforts throughout Michigan during their tenure at the nation’s leading African-American publication, the Michigan Chronicle.

Heralded for groundbreaking journalism and culturally sensitive communication efforts, Berg’s original “Healthfront” section received numerous national publication and community service awards and established multicultural healthcare communication benchmarks in use today.

The Savings Plans® believes that the rudiments of successful healthcare educational efforts rest in a thorough understanding of the subject and intended audience. We can customize healthcare communication packages to meet individual customer needs:

- National Directory of Ethnic Churches
- Customized Multicultural Education, Marketing & Creative
- On-site Education
- Health and Lifestyle Tabloid



CAN YOU HELP ME ACCESS MINORITY SUPPLIERS?

They can work for you.

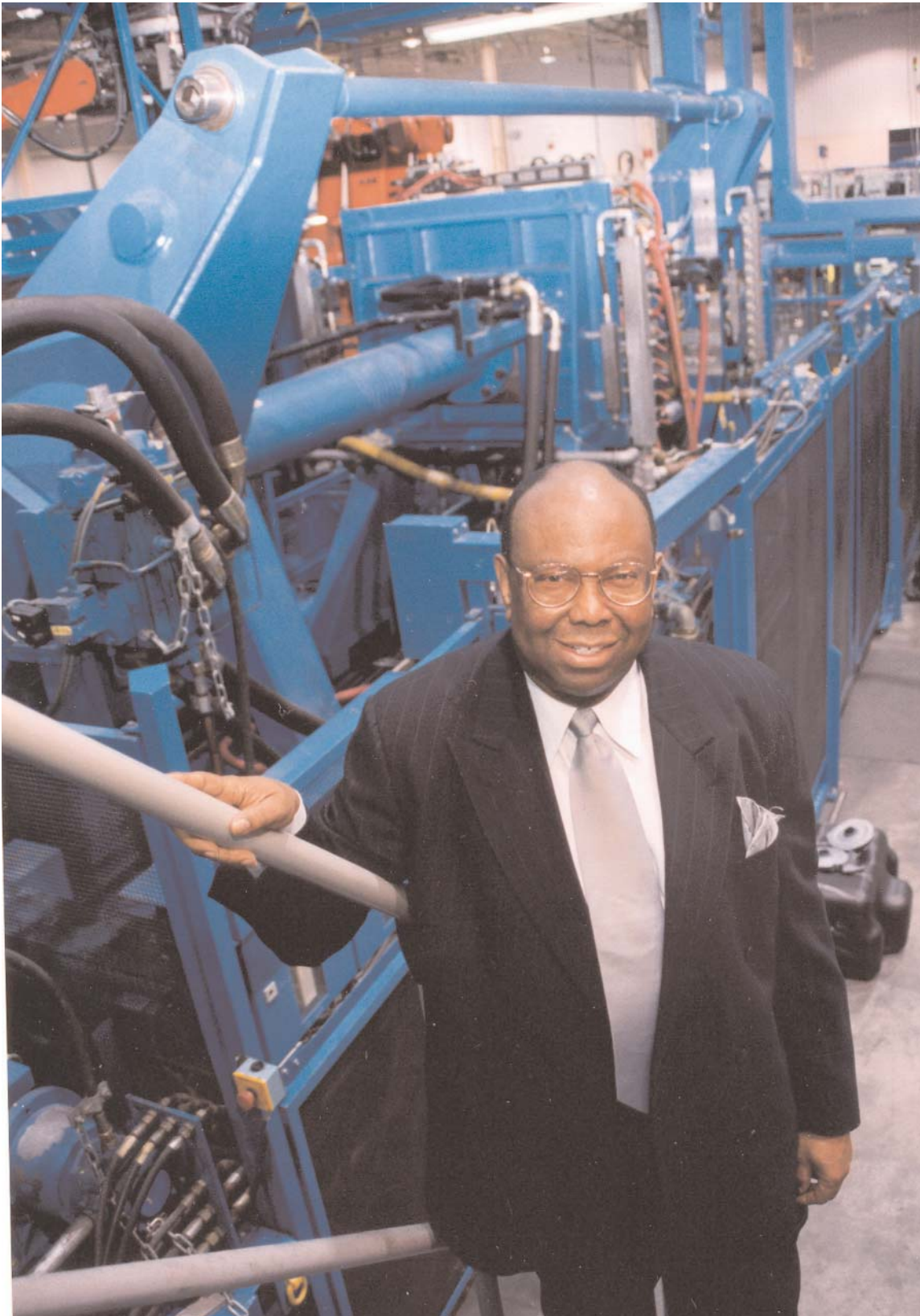


An American Demographics Magazine survey reports that CEOs agree that the ability to attract and retain minority consumers will become a critical determinate of business survival within the next two decades.

At the Savings Plans®, we believe that no one is better equipped to build minority consumer loyalty than minority-owned suppliers, America's single largest (concentrated) employer of minorities.

We can help you credibly identify, access and build business relationships with minority suppliers throughout the United States.

- Supplier Search By Customer Need
- Customized Employee Communication Packages
- Loyalty Programs
- Debit Cards
- Couponing
- On-site Education
- Community Events





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