



## Conference Call Financial Data

### REVENUE

Current Qtr	Q1 10	Q1 09	V \$	V %
Quarter	5,470	4,169	1,301	31.21%
Year to Date	5,470	4,169	1,301	31.21%
Trailing Twelve Months	18,938	16,862	2,076	12.31%

Consecutive Qtr.	Q1 10	Q4 09	V \$	V %
Quarter	5,470	5,347	123	2.30%
Trailing Twelve Months	18,938	17,637	1,301	7.38%

Qtr. Product Revenue	Q1 10	% of Total	Q1 09	% of Total	V \$	V %
Catalog Subscriptions	2,875	52.56%	2,762	66.25%	113	4.09%
Catalog Professional Services	266	4.86%	267	6.40%	(1)	-0.37%
Total Catalog Revenue	3,141	57.42%	3,029	72.66%	112	3.70%
Marketing Services	1,982	36.23%	650	15.59%	1,332	204.92%
Marketing Services Professional Services	154	2.82%	325	7.80%	(171)	-52.62%
Total Marketing Services Revenue	2,136	39.05%	975	23.39%	1,161	119.08%
Dealer/Distributor Communications	193	3.53%	165	3.96%	28	16.97%

YTD Product Revenue	YTD a/o Q1 10	% of Total	YTD a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	2,875	52.56%	2,762	66.25%	113	4.09%
Catalog Professional Services	266	4.86%	267	6.40%	(1)	-0.37%
Total Catalog Revenue	3,141	57.42%	3,029	72.66%	112	3.70%
Marketing Services	1,982	36.23%	650	15.59%	1,332	204.92%
Marketing Services Professional Services	154	2.82%	325	7.80%	(171)	-52.62%
Total Marketing Services Revenue	2,136	39.05%	975	23.39%	1,161	119.08%
Dealer/Distributor Communications	193	3.53%	165	3.96%	28	16.97%

TTM Product Revenue	TTM a/o Q1 10	% of Total	TTM a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	11,340	59.88%	10,966	65.03%	374	3.41%
Catalog Professional Services	887	4.68%	1,259	7.47%	(372)	-29.55%
Total Catalog Revenue	12,227	64.56%	12,225	72.50%	2	0.02%
Marketing Services	5,253	27.74%	2,465	14.62%	2,788	113.10%
Marketing Services Professional Services	711	3.75%	1,510	8.96%	(799)	-52.91%
Total Marketing Services Revenue	5,964	31.49%	3,975	23.57%	1,989	50.04%
Dealer/Distributor Communications	747	3.94%	662	3.93%	85	12.84%

Consecutive Qtr. Product Revenue	Q1 10	% of Total	Q4 09	% of Total	V \$	V %
Catalog Subscriptions	2,875	52.56%	2,890	54.05%	(15)	-0.52%
Catalog Professional Services	266	4.86%	196	3.67%	70	35.71%
Total Catalog Revenue	3,141	57.42%	3,086	57.71%	55	1.78%
Marketing Services	1,982	36.23%	1,860	34.79%	122	6.56%
Marketing Services Professional Services	154	2.82%	178	3.33%	(24)	-13.48%
Total Marketing Services Revenue	2,136	39.05%	2,038	38.11%	98	4.81%
Dealer/Distributor Communications	193	3.53%	223	4.17%	(30)	-13.45%

Consecutive Qtr. TTM Product Rev	Q1 10	% of Total	Q4 09	% of Total	V \$	V %
Catalog Subscriptions	11,340	59.88%	11,227	63.66%	113	1.01%
Catalog Professional Services	887	4.68%	888	5.03%	(1)	-0.11%
Total Catalog Revenue	12,227	64.56%	12,115	68.69%	112	0.92%
Marketing Services	5,253	27.74%	3,921	22.23%	1,332	33.97%
Marketing Services Professional Services	711	3.75%	882	5.00%	(171)	-19.39%
Total Marketing Services Revenue	5,964	31.49%	4,803	27.23%	1,161	24.17%
Dealer/Distributor Communications	747	3.94%	719	4.08%	28	3.89%



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<b>Current Qtr.</b>	Q1 10	% of Total	Q1 09	% of Total	V \$	V %
North America	5,254	96.05%	3,941	94.53%	1,313	33.32%
International (ROW)	216	3.95%	228	5.47%	(12)	-5.26%

<b>YTD</b>	YTD a/o Q1 10	% of Total	YTD a/o Q1 09	% of Total	V \$	V %
North America	5,254	96.05%	3,941	94.53%	1,313	33.32%
International (ROW)	216	3.95%	228	5.47%	(12)	-5.26%

<b>TTM</b>	TTM a/o Q1 10	% of Total	TTM a/o Q1 09	% of Total	V \$	V %
North America	18,117	95.66%	15,823	93.84%	2,294	14.50%
International (ROW)	821	4.34%	1,039	6.16%	(218)	-20.98%

<b>Consecutive Qtr.</b>	Q1 10	% of Total	Q4 09	% of Total	V \$	V %
North America	5,254	96.05%	5,140	96.13%	114	2.22%
International (ROW)	216	3.95%	207	3.87%	9	4.35%

<b>TTM YTD</b>	TTM a/o Q1 10	% of Total	TTM a/o Q4 09	% of Total	V \$	V %
North America	18,117	95.66%	16,804	95.28%	1,313	7.81%
International (ROW)	821	4.34%	833	4.72%	(12)	-1.44%

<b>North America Current Qtr.</b>	Q1 10	% of Total	Q1 09	% of Total	V \$	V %
Catalog Subscriptions	2,660	50.63%	2,546	64.60%	114	4.48%
Catalog Professional Services	265	5.04%	255	6.47%	10	3.92%
Total Catalog Revenue	2,925	55.67%	2,801	71.07%	124	4.43%
Marketing Services	1,982	37.72%	650	16.49%	1,332	204.92%
Marketing Services Professional Services	154	2.93%	325	8.25%	(171)	-52.62%
Total Marketing Services Revenue	2,136	40.65%	975	24.74%	1,161	119.08%
Dealer/Distributor Communications	193	3.67%	165	4.19%	28	16.97%

<b>North America Current YTD</b>	YTD a/o Q1 10	% of Total	YTD a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	2,660	50.63%	2,546	64.60%	114	4.48%
Catalog Professional Services	265	5.04%	255	6.47%	10	3.92%
Total Catalog Revenue	2,925	55.67%	2,801	71.07%	124	4.43%
Marketing Services	1,982	37.72%	650	16.49%	1,332	204.92%
Marketing Services Professional Services	154	2.93%	325	8.25%	(171)	-52.62%
Total Marketing Services Revenue	2,136	40.65%	975	24.74%	1,161	119.08%
Dealer/Distributor Communications	193	3.67%	165	4.19%	28	16.97%

<b>North America Current TTM</b>	TTM a/o Q1 10	% of Total	TTM a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	10,524	58.09%	9,952	62.90%	572	5.75%
Catalog Professional Services	882	4.87%	1,234	7.80%	(352)	-28.53%
Total Catalog Revenue	11,406	62.96%	11,186	70.69%	220	1.97%
Marketing Services	5,253	28.99%	2,465	15.58%	2,788	113.10%
Marketing Services Professional Services	711	3.92%	1,510	9.54%	(799)	-52.91%
Total Marketing Services Revenue	5,964	32.92%	3,975	25.12%	1,989	50.04%
Dealer/Distributor Communications	747	4.12%	662	4.18%	85	12.84%

<b>North America Consecutive Qtr.</b>	Q1 10	% of Total	Q4 09	% of Total	V \$	V %
Catalog Subscriptions	2,660	50.63%	2,685	52.24%	(25)	-0.93%
Catalog Professional Services	265	5.04%	194	3.77%	71	36.60%
Total Catalog Revenue	2,925	55.67%	2,879	56.01%	46	1.60%
Marketing Services	1,982	37.72%	1,860	36.19%	122	6.56%
Marketing Services Professional Services	154	2.93%	178	3.46%	(24)	-13.48%
Total Marketing Services Revenue	2,136	40.65%	2,038	39.65%	98	4.81%
Dealer/Distributor Communications	193	3.67%	223	4.34%	(30)	-13.45%

<b>North America Consecutive Qtr. TTM</b>	TTM a/o Q1 10	% of Total	TTM a/o Q4 09	% of Total	V \$	V %
Catalog Subscriptions	10,524	58.09%	10,410	61.95%	114	1.10%
Catalog Professional Services	882	4.87%	872	5.19%	10	1.15%
Total Catalog Revenue	11,406	62.96%	11,282	67.14%	124	1.10%
Marketing Services	5,253	28.99%	3,921	23.33%	1,332	33.97%
Marketing Services Professional Services	711	3.92%	882	5.25%	(171)	-19.39%
Total Marketing Services Revenue	5,964	32.92%	4,803	28.58%	1,161	24.17%
Dealer/Distributor Communications	747	4.12%	719	4.28%	28	3.89%



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<b>International (ROW) Current Qtr.</b>	Q1 10	% of Total	Q1 09	% of Total	V \$	V %
Catalog Subscriptions	215	99.54%	216	94.74%	(1)	-0.46%
Catalog Professional Services	1	0.46%	12	5.26%	(11)	-91.67%

<b>International (ROW) YTD</b>	YTD a/o Q1 10	% of Total	YTD a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	215	99.54%	216	94.74%	(1)	-0.46%
Catalog Professional Services	1	0.46%	12	5.26%	(11)	-91.67%

<b>International (ROW) TTM</b>	TTM a/o Q1 10	% of Total	TTM a/o Q1 09	% of Total	V \$	V %
Catalog Subscriptions	816	99.39%	1,014	97.59%	(198)	-19.53%
Catalog Professional Services	5	0.61%	25	2.41%	(20)	-80.00%

<b>International (ROW) Consecutive Qtr.</b>	Q1 10	% of Total	Q4 09	% of Total	V \$	V %
Catalog Subscriptions	215	99.54%	205	99.03%	10	4.88%
Catalog Professional Services	1	0.46%	2	0.97%	(1)	-50.00%

<b>INT'l (ROW) Consecutive Qtr. TTM</b>	TTM a/o Q1 10	% of Total	TTM a/o Q4 09	% of Total	V \$	V %
Catalog Subscriptions	816	99.39%	817	98.08%	(1)	-0.12%
Catalog Professional Services	5	0.61%	16	1.92%	(11)	-68.75%

### OPERATING INCOME

<b>Current Qtr.</b>	Q1 10	Q1 09	V \$	V %
Q Operating Income	339	291	49	16.70%
YTD Operating Income	339	291	49	16.70%
TTM Operating Income	815	839	(24)	-2.86%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q Operating Income	339	(105)	444	422.86%
TTM Operating Income	815	767	48	6.26%

### Income before provision for income taxes

<b>Current Qtr.</b>	Q1 10	Q1 09	V \$	V %
Q Income Before Taxes	167	256	(89)	-34.77%
YTD Income Before Taxes	167	256	(89)	-34.77%
TTM Income Before Taxes	458	800	(342)	-42.75%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q Income Before Taxes	167	(237)	404	170.46%
TTM Income Before Taxes	458	547	(89)	-16.27%

### Net Income

<b>Current Qtr.</b>	Q1 10	Q1 09	V \$	V %
Q Income	162	256	(94)	-36.72%
YTD Income	162	256	(94)	-36.72%
TTM Income	330	1,396	(1,066)	-76.36%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q Income	162	(114)	276	242.11%
TTM Income	330	424	(94)	-22.17%

### EPS

<b>Basic EPS</b>	Q1 10	Q1 09	V \$	V %
Q Basic EPS	0.02	0.04	(0.02)	-42.78%
YTD Basic EPS	0.02	0.04	(0.02)	-42.78%
TTM Basic EPS	0.04	0.21	(0.17)	-81.58%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q Basic EPS	0.02	(0.02)	0.04	206.02%
TTM Basic EPS	0.04	0.06	(0.02)	-35.18%



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<b>Diluted EPS</b>	Q1 10	Q1 09	V \$	V %
Q Diluted EPS	0.02	0.04	(0.02)	-42.08%
YTD Diluted EPS	0.02	0.04	(0.02)	-42.08%
TTM Diluted EPS	0.04	0.20	(0.16)	-78.37%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q Diluted EPS	0.02	(0.01)	0.04	241.85%
TTM Diluted EPS	0.04	0.06	(0.02)	-25.94%

<b>EBITDA</b>	Q1 10	Q1 09	V \$	V %
<b>Current Qtr.</b>				
Q EBITDA	963	728	235	32.28%
YTD EBITDA	963	728	235	32.28%
TTM EBITDA	2,973	2,438	535	21.94%

<b>Consecutive Qtr.</b>	Q1 10	Q4 09	V \$	V %
Q EBITDA	963	568	395	69.54%
TTM EBITDA	2,973	2,738	235	8.58%

<b>Cash Flow</b>	Q1 10	Q1 09	V \$	V %
<b>"Earn/Burn"</b>				
Q "Earn/Burn"	479	295	184	62.37%
YTD "Earn/Burn"	479	295	184	62.37%
TTM "Earn/Burn"	949	682	267	39.15%

<b>Current Qtr.</b>	Q1 10	Q1 09	V \$	V %
Net-Operations	859	780	79	10.13%
Net-Investing	(380)	(485)	105	21.65%
Subtotal	479	295	184	62.37%
Net-W.Capital	(1,225)	(330)	(895)	-271.21%
Net Cash Total	(746)	(35)	(711)	-2031.43%

<b>YTD</b>	YTD a/o Q1 10	YTD a/o Q1 09	V \$	V %
Net-Operations	859	780	79	10.13%
Net-Investing	(380)	(485)	105	21.65%
Subtotal	479	295	184	62.37%
Net-W.Capital	(1,225)	(330)	(895)	-271.21%
Net Cash Total	(746)	(35)	(711)	-2031.43%

<b>TTM</b>	TTM a/o Q1 10	TTM a/o Q1 09	V \$	V %
Net-Operations	3,063	2,689	374	13.91%
Net-Investing	(2,114)	(2,007)	(107)	-5.33%
Subtotal	949	682	267	39.15%
Net-W.Capital	(1,134)	(772)	(362)	-46.89%
Net Cash Total	(185)	(90)	(95)	-105.56%

<b>Non-cash Expenses</b>	Q1 10	Q1 09	V \$	V %
Q Non-cash Expenses	697	524	173	33.02%
YTD Non-cash Expenses	697	524	173	33.02%
TTM Non-cash Expenses	2,733	1,293	1,440	111.37%

<b>Operating Expense</b>	Q1 10	% of Sales	Q1 09	% of Sales	V \$	V %
<b>Current Qtr.</b>						
Cost of Sales	955	17.46%	729	17.49%	226	31.00%
Customer Ops & Support	824	15.06%	724	17.37%	100	13.81%
G&A	1,137	20.79%	840	20.15%	297	35.36%
Sales & Marketing	1,277	23.35%	948	22.74%	329	34.70%
Software Dev & Support	458	8.37%	408	9.79%	50	12.25%
Depreciation & Amortization	404	7.39%	229	5.49%	175	76.42%
Restructuring Charge	76	1.39%	-	0.00%	76	0.00%
Net Operating Expenses	4,176	76.34%	3,149	75.53%	1,027	32.61%



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YTD	YTD a/o Q1 10	% of Sales	YTD a/o Q1 09	% of Sales	V \$	V %
Cost of Sales	955	17.46%	729	17.49%	226	31.00%
Customer Ops & Support	824	15.06%	724	17.37%	100	13.81%
G&A	1,137	20.79%	840	20.15%	297	35.36%
Sales & Marketing	1,277	23.35%	948	22.74%	329	34.70%
Software Dev & Support	458	8.37%	408	9.79%	50	12.25%
Depreciation & Amortization	404	7.39%	229	5.49%	175	76.42%
Restructuring Charge	76	1.39%	-	0.00%	76	0.00%
Net Operating Expenses	4,176	76.34%	3,149	75.53%	1,027	32.61%

TTM	TTM a/o Q1 10	% of Sales	TTM a/o Q1 09	% of Sales	V \$	V %
Cost of Sales	3,638	19.21%	2,853	16.92%	785	27.51%
Customer Ops & Support	2,885	15.23%	3,172	18.81%	(287)	-9.05%
G&A	4,509	23.81%	4,977	29.52%	(468)	-9.40%
Sales & Marketing	4,401	23.24%	2,016	11.96%	2,385	118.30%
Software Dev & Support	1,338	7.07%	1,715	10.17%	(377)	-21.98%
Depreciation & Amortization	1,276	6.74%	761	4.51%	515	67.67%
Restructuring Charge	76	0.40%	529	3.14%	(453)	-85.63%
Net Operating Expenses	14,485	76.49%	13,170	78.10%	1,315	9.98%

Valuation / Capital Structure		% of Fully	% of Shares	Weighted Avg Price
(\$K)	Shares	Diluted Shares	Outstanding	
Common Shares Outstanding	7,751,842	81%	100%	n/a
Common Stock Warrants Outstanding	250,000	3%	3%	1.00
Options Issued and Outstanding	1,258,341	13%	16%	1.53
Options Available for Future Grant	356,268	4%	5%	n/a
SUBTOTAL: Option Pool	1,614,609	17%	21%	
TOTAL Fully Diluted Common Shares	9,616,451	100%	124%	

(\$M, except multiples)	Q1 10	Q4 09	Q3 09	Q2 09	Q1 09	Q4 08
Non-Trade Debt	6.3	5.8	6.1	1.2	1.6	1.5
Plus: Preferred Stock	-	-	-	-	-	-
Plus: Common Stock (Market Cap)	7.2	7.0	6.9	5.6	5.8	7.8
Less: Excess Cash	(0.3)	(0.7)	(1.1)	(1.1)	(0.9)	(0.5)
TOTAL Enterprise Value	13.1	12.1	12.0	5.7	6.6	8.8
TTM Revenue	18.9	17.6	16.6	16.6	16.9	16.9
Revenue Multiple	0.7	0.7	0.7	0.3	0.4	0.5
TTM Net Income	0.2	0.4	0.9	1.1	1.4	1.4
Earnings Multiple	81.1	28.7	13.1	5.1	4.7	6.3
TTM EBITDA	1.0	2.7	2.4	2.4	2.4	2.4
EBITDA Multiple	13.6	4.4	5.1	2.3	2.7	3.6
TTM "Earn/Burn" (Free Cash Flow)	0.5	0.8	(0.6)	0.7	0.7	(0.1)
Cash Flow Multiple	27.4	15.9	(19.0)	7.7	9.6	(98.2)