



## Conference Call Financial Data

### REVENUE

Current Qtr	Q4 09	Q4 08	V \$	V %
Quarter	5,347	4,313	1,034	23.99%
Year to Date	17,637	16,917	720	4.26%
Trailing Twelve Months	17,637	16,917	720	4.26%

Consecutive Qtr.	Q4 09	Q3 09	V \$	V %
Quarter	5,347	4,166	1,181	28.35%
Trailing Twelve Months	17,637	16,603	1,034	6.23%

Qtr. Product Revenue	Q4 09	% of Total	Q4 08	% of Total	V \$	V %
Catalog Subscriptions	2,890	54.05%	2,754	63.85%	136	4.95%
Catalog Professional Services	196	3.67%	356	8.25%	(160)	-44.91%
Total Catalog Revenue	3,086	57.71%	3,109	72.10%	(23)	-0.75%
Marketing Services	1,860	34.79%	646	14.99%	1,214	187.71%
Marketing Services Professional Services	178	3.33%	393	9.12%	(215)	-54.73%
Total Marketing Services Revenue	2,038	38.11%	1,040	24.11%	998	96.02%
Dealer/Distributor Communications	223	4.17%	164	3.79%	59	36.36%

YTD Product Revenue	YTD a/o Q4 09	% of Total	YTD a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	11,227	63.66%	11,031	65.21%	196	1.78%
Catalog Professional Services	888	5.03%	1,281	7.57%	(393)	-30.68%
Total Catalog Revenue	12,115	68.69%	12,312	72.78%	(197)	-1.60%
Marketing Services	3,921	22.23%	2,351	13.90%	1,570	66.78%
Marketing Services Professional Services	882	5.00%	1,594	9.42%	(712)	-44.67%
Total Marketing Services Revenue	4,803	27.23%	3,945	23.32%	858	21.75%
Dealer/Distributor Communications	719	4.08%	660	3.90%	59	8.94%

TTM Product Revenue	TTM a/o Q4 09	% of Total	TTM a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	11,227	63.66%	11,031	65.21%	196	1.78%
Catalog Professional Services	888	5.03%	1,281	7.57%	(393)	-30.68%
Total Catalog Revenue	12,115	68.69%	12,312	72.78%	(197)	-1.60%
Marketing Services	3,921	22.23%	2,351	13.90%	1,570	66.78%
Marketing Services Professional Services	882	5.00%	1,594	9.42%	(712)	-44.67%
Total Marketing Services Revenue	4,803	27.23%	3,945	23.32%	858	21.75%
Dealer/Distributor Communications	719	4.08%	660	3.90%	59	8.94%

Consecutive Qtr. Product Revenue	Q4 09	% of Total	Q3 09	% of Total	V \$	V %
Catalog Subscriptions	2,890	54.05%	2,870	68.89%	20	0.70%
Catalog Professional Services	196	3.67%	175	4.20%	21	12.00%
Total Catalog Revenue	3,086	57.71%	3,045	73.09%	41	1.35%
Marketing Services	1,860	34.79%	783	18.80%	1,077	137.55%
Marketing Services Professional Services	178	3.33%	164	3.94%	14	8.54%
Total Marketing Services Revenue	2,038	38.11%	947	22.73%	1,091	115.21%
Dealer/Distributor Communications	223	4.17%	174	4.18%	49	28.16%

Consecutive Qtr. TTM Product Rev	Q4 09	% of Total	Q3 09	% of Total	V \$	V %
Catalog Subscriptions	11,227	63.66%	11,091	66.80%	136	1.23%
Catalog Professional Services	888	5.03%	1,048	6.31%	(160)	-15.25%
Total Catalog Revenue	12,115	68.69%	12,138	73.11%	(23)	-0.19%
Marketing Services	3,921	22.23%	2,707	16.31%	1,214	44.82%
Marketing Services Professional Services	882	5.00%	1,097	6.61%	(215)	-19.61%
Total Marketing Services Revenue	4,803	27.23%	3,805	22.92%	998	26.24%
Dealer/Distributor Communications	719	4.08%	660	3.97%	59	9.02%



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<b>Current Qtr.</b>	Q4 09	% of Total	Q4 08	% of Total	V \$	V %
North America	5,140	96.13%	4,040	96.97%	1,100	27.23%
International (ROW)	207	3.87%	273	6.55%	(66)	-24.10%

<b>YTD</b>	YTD a/o Q4 09	% of Total	YTD a/o Q4 08	% of Total	V \$	V %
North America	16,804	95.28%	15,826	93.55%	979	6.18%
International (ROW)	833	4.72%	1,091	6.45%	(258)	-23.65%

<b>TTM</b>	TTM a/o Q4 09	% of Total	TTM a/o Q4 08	% of Total	V \$	V %
North America	16,804	95.28%	15,826	93.55%	978	6.18%
International (ROW)	833	4.72%	1,091	6.45%	(258)	-23.65%

<b>Consecutive Qtr.</b>	Q4 09	% of Total	Q3 09	% of Total	V \$	V %
North America	5,140	96.13%	3,963	95.13%	1,177	29.70%
International (ROW)	207	3.87%	203	4.87%	4	1.97%

<b>TTM YTD</b>	TTM a/o Q4 09	% of Total	TTM a/o Q3 09	% of Total	V \$	V %
North America	16,804	95.28%	15,704	94.58%	1,100	7.01%
International (ROW)	833	4.72%	899	5.41%	(66)	-7.31%

<b>North America Current Qtr.</b>	Q4 09	% of Total	Q4 08	% of Total	V \$	V %
Catalog Subscriptions	2,685	52.24%	2,489	61.61%	196	7.88%
Catalog Professional Services	194	3.77%	348	8.61%	(154)	-44.21%
Total Catalog Revenue	2,879	56.01%	2,837	70.22%	42	1.49%
Marketing Services	1,860	36.19%	646	16.00%	1,214	187.71%
Marketing Services Professional Services	178	3.46%	393	9.73%	(215)	-54.73%
Total Marketing Services Revenue	2,038	39.65%	1,040	25.74%	998	96.02%
Dealer/Distributor Communications	223	4.34%	164	4.05%	59	36.36%

<b>North America Current YTD</b>	YTD a/o Q4 09	% of Total	YTD a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	10,410	61.95%	9,953	62.89%	457	4.59%
Catalog Professional Services	872	5.19%	1,268	8.01%	(396)	-31.23%
Total Catalog Revenue	11,282	67.14%	11,221	70.90%	61	0.54%
Marketing Services	3,921	23.33%	2,351	14.86%	1,570	66.78%
Marketing Services Professional Services	882	5.25%	1,594	10.07%	(712)	-44.67%
Total Marketing Services Revenue	4,803	28.58%	3,945	24.93%	858	21.75%
Dealer/Distributor Communications	719	4.28%	660	4.17%	59	8.94%

<b>North America Current TTM</b>	TTM a/o Q4 09	% of Total	TTM a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	10,410	61.95%	9,953	62.89%	457	4.59%
Catalog Professional Services	872	5.19%	1,268	8.01%	(396)	-31.23%
Total Catalog Revenue	11,282	67.14%	11,221	70.90%	61	0.54%
Marketing Services	3,921	23.33%	2,351	14.86%	1,570	66.78%
Marketing Services Professional Services	882	5.25%	1,594	10.07%	(712)	-44.67%
Total Marketing Services Revenue	4,803	28.58%	3,945	24.93%	858	21.75%
Dealer/Distributor Communications	719	4.28%	660	4.17%	59	8.94%

<b>North America Consecutive Qtr.</b>	Q4 09	% of Total	Q3 09	% of Total	V \$	V %
Catalog Subscriptions	2,685	52.24%	2,667	67.30%	18	0.67%
Catalog Professional Services	194	3.77%	175	4.42%	19	10.86%
Total Catalog Revenue	2,879	56.01%	2,842	71.71%	37	1.30%
Marketing Services	1,860	36.19%	783	19.76%	1,077	137.55%
Marketing Services Professional Services	178	3.46%	164	4.14%	14	8.54%
Total Marketing Services Revenue	2,038	39.65%	947	23.90%	1,091	115.21%
Dealer/Distributor Communications	223	4.34%	174	4.39%	49	28.16%

<b>North America Consecutive Qtr. TTM</b>	TTM a/o Q4 09	% of Total	TTM a/o Q3 09	% of Total	V \$	V %
Catalog Subscriptions	10,410	61.95%	10,214	65.04%	196	1.92%
Catalog Professional Services	872	5.19%	1,026	6.53%	(154)	-14.99%
Total Catalog Revenue	11,282	67.14%	11,240	71.57%	42	0.38%
Marketing Services	3,921	23.33%	2,707	17.24%	1,214	44.82%
Marketing Services Professional Services	882	5.25%	1,097	6.99%	(215)	-19.61%
Total Marketing Services Revenue	4,803	28.58%	3,805	24.23%	998	26.24%
Dealer/Distributor Communications	719	4.28%	660	4.20%	59	9.02%



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<b>International (ROW) Current Qtr.</b>	Q4 09	% of Total	Q4 08	% of Total	V \$	V %
Catalog Subscriptions	205	99.03%	265	97.05%	(60)	-22.55%
Catalog Professional Services	2	0.97%	8	2.95%	(6)	-75.10%

<b>International (ROW) YTD</b>	YTD a/o Q4 09	% of Total	YTD a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	817	98.08%	1,078	98.81%	(261)	-24.21%
Catalog Professional Services	16	1.92%	13	1.19%	3	23.08%

<b>International (ROW) TTM</b>	TTM a/o Q4 09	% of Total	TTM a/o Q4 08	% of Total	V \$	V %
Catalog Subscriptions	817	98.08%	1,078	98.81%	(261)	-24.21%
Catalog Professional Services	16	1.92%	13	1.19%	3	23.08%

<b>International (ROW) Consecutive Qtr.</b>	Q4 09	% of Total	Q3 09	% of Total	V \$	V %
Catalog Subscriptions	205	99.03%	203	100.00%	2	0.99%
Catalog Professional Services	2	0.97%	-	0.00%	2	#DIV/0!

<b>INT'l (ROW) Consecutive Qtr. TTM</b>	TTM a/o Q4 09	% of Total	TTM a/o Q3 09	% of Total	V \$	V %
Catalog Subscriptions	817	98.08%	877	97.55%	(60)	-6.81%
Catalog Professional Services	16	1.92%	22	2.45%	(6)	-27.38%

### OPERATING INCOME

<b>Current Qtr.</b>	Q4 09	Q4 08	V \$	V %
Q Operating Income	(105)	(237)	132	55.60%
YTD Operating Income	767	821	(54)	-6.58%
TTM Operating Income	767	821	(54)	-6.58%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q Operating Income	(105)	278	(383)	-137.77%
TTM Operating Income	767	636	131	20.52%

### Income before provision for income taxes

<b>Current Qtr.</b>	Q4 09	Q4 08	V \$	V %
Q Income Before Taxes	(237)	(204)	(33)	-16.18%
YTD Income Before Taxes	547	793	(247)	-31.08%
TTM Income Before Taxes	547	793	(247)	-31.08%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q Income Before Taxes	(237)	255	(492)	-192.94%
TTM Income Before Taxes	547	580	(34)	-5.78%

### Net Income

<b>Current Qtr.</b>	Q4 09	Q4 08	V \$	V %
Q Income	(114)	378	(492)	-130.16%
YTD Income	424	1,383	(960)	-69.38%
TTM Income	424	1,383	(960)	-69.38%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q Income	(114)	226	(340)	-150.44%
TTM Income	424	916	(493)	-53.77%

### EPS

<b>Basic EPS</b>	Q4 09	Q4 08	V \$	V %
Q Basic EPS	(0.02)	0.06	(0.08)	-135.46%
YTD Basic EPS	0.06	0.21	(0.15)	-71.61%
TTM Basic EPS	0.06	0.21	(0.15)	-71.61%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q Basic EPS	(0.02)	0.03	(0.05)	-162.25%
TTM Basic EPS	0.06	0.13	(0.08)	-56.31%



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<b>Diluted EPS</b>	Q4 09	Q4 08	V \$	V %
Q Diluted EPS	(0.02)	0.05	(0.07)	-136.55%
YTD Diluted EPS	0.06	0.20	(0.14)	-70.76%
TTM Diluted EPS	0.06	0.20	(0.14)	-70.76%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q Diluted EPS	(0.02)	0.03	(0.05)	-162.24%
TTM Diluted EPS	0.06	0.13	(0.07)	-54.05%

<b>EBITDA</b>	Q4 09	Q4 08	V \$	V %
<b>Current Qtr.</b>				
Q EBITDA	568	182	386	212.09%
YTD EBITDA	2,738	2,383	355	14.88%
TTM EBITDA	2,738	2,383	355	14.88%

<b>Consecutive Qtr.</b>	Q4 09	Q3 09	V \$	V %
Q EBITDA	568	713	(145)	-20.34%
TTM EBITDA	2,738	2,352	386	16.39%

<b>Cash Flow</b>	Q4 09	Q4 08	V \$	V %
<b>"Earn/Burn"</b>				
Q "Earn/Burn"	(60)	(886)	826	93.23%
YTD "Earn/Burn"	765	944	(179)	-18.96%
TTM "Earn/Burn"	765	944	(179)	-18.96%

<b>Current Qtr.</b>	Q4 09	Q4 08	V \$	V %
Net-Operations	634	337	297	88.13%
Net-Investing	(673)	(1,223)	550	44.97%
Subtotal	(39)	(886)	847	95.60%
Net-W.Capital	(115)	115	(230)	-200.00%
Net Cash Total	(154)	(771)	617	80.03%

<b>YTD</b>	YTD a/o Q4 09	YTD a/o Q4 08	V \$	V %
Net-Operations	2,984	2,595	389	14.99%
Net-Investing	(2,219)	(1,651)	(568)	-34.40%
Subtotal	765	944	(179)	-18.96%
Net-W.Capital	(239)	(568)	329	57.92%
Net Cash Total	526	376	150	39.89%

<b>TTM</b>	TTM a/o Q4 09	TTM a/o Q4 08	V \$	V %
Net-Operations	2,984	2,595	389	14.99%
Net-Investing	(2,219)	(1,651)	(568)	-34.40%
Subtotal	765	944	(179)	-18.96%
Net-W.Capital	(239)	(568)	329	57.92%
Net Cash Total	526	376	150	39.89%

<b>Non-cash Expenses</b>	Q4 09	Q4 08	V \$	V %
Q Non-cash Expenses	727	(41)	768	1873.17%
YTD Non-cash Expenses	2,560	1,212	1,348	111.22%
TTM Non-cash Expenses	2,560	1,212	1,348	111.22%

<b>Cost of Sales</b>	Q4 09	% of Sales	Q4 08	% of Sales	V \$	V %
<b>Current Qtr.</b>						
Cost of Sales	1,183	22.12%	670	15.54%	513	76.57%
Customer Ops & Support	833	15.58%	472	10.94%	361	76.48%
G&A	1,346	25.17%	1,206	27.96%	140	11.61%
Sales & Marketing	1,314	24.57%	807	18.71%	507	62.83%
Software Dev & Support	366	6.84%	699	16.21%	(333)	-47.64%
Depreciation & Amortization	410	7.67%	166	3.85%	244	146.99%
Restructuring Charge	-	0.00%	529	12.27%	(529)	-100.00%
Net Operating Expenses	4,269	79.84%	3,879	89.95%	390	10.05%



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YTD	YTD a/o Q4 09	% of Sales	YTD a/o Q4 08	% of Sales	V \$	V %
Cost of Sales	3,412	19.35%	2,871	16.97%	541	18.84%
Customer Ops & Support	2,785	15.79%	2,728	16.13%	57	2.09%
G&A	4,212	23.88%	4,137	24.45%	75	1.81%
Sales & Marketing	4,072	23.09%	3,448	20.38%	624	18.10%
Software Dev & Support	1,288	7.30%	1,656	9.79%	(368)	-22.22%
Depreciation & Amortization	1,101	6.24%	727	4.30%	374	51.44%
Restructuring Charge	-	0.00%	529	3.13%	(529)	-100.00%
Net Operating Expenses	13,458	76.31%	13,225	78.18%	233	1.76%

TTM	TTM a/o Q4 09	% of Sales	TTM a/o Q4 08	% of Sales	V \$	V %
Cost of Sales	3,412	19.35%	2,871	16.97%	541	18.84%
Customer Ops & Support	2,785	15.79%	2,728	16.13%	57	2.09%
G&A	4,212	23.88%	4,137	24.45%	75	1.81%
Sales & Marketing	4,072	23.09%	3,448	20.38%	624	18.10%
Software Dev & Support	1,288	7.30%	1,656	9.79%	(368)	-22.22%
Depreciation & Amortization	1,101	6.24%	727	4.30%	374	51.44%
Restructuring Charge	-	0.00%	529	3.13%	(529)	-100.00%
Net Operating Expenses	13,458	76.31%	13,225	78.18%	233	1.76%

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	1,256,591	13%	16%	1.53
Options Available for Future Grant	358,018	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)	Q4 09	Q3 09	Q2 09	Q1 09	Q4 08	Q3 08	Q2 08	Q1 08
Non-Trade Debt	5.8	6.1	1.2	1.6	1.5	0.5	0.9	1.1
Plus: Preferred Stock	-	-	-	-	-	-	-	-
Plus: Common Stock (Market Cap)	7.0	6.9	5.6	5.8	7.8	10.1	12.4	10.4
Less: Excess Cash	(0.7)	(1.1)	(1.1)	(0.9)	(0.5)	(0.5)	(0.5)	(0.5)
TOTAL Enterprise Value	12.1	12.0	5.7	6.6	8.8	10.1	12.7	11.0
TTM Revenue	17.6	16.6	16.6	16.9	16.9	16.6	16.7	16.7
Revenue Multiple	0.7	0.7	0.3	0.4	0.5	0.6	0.8	0.7
TTM Net Income	0.4	0.9	1.1	1.4	1.4	0.9	0.2	0.2
Earnings Multiple	28.7	13.1	5.1	4.7	6.3	11.0	61.9	52.8
TTM EBITDA	2.7	2.4	2.4	2.4	2.4	2.4	1.9	1.9
EBITDA Multiple	4.4	5.1	2.3	2.7	3.6	4.3	6.6	5.7
TTM "Earn/Burn" (Free Cash Flow)	0.8	(0.6)	0.7	0.7	(0.1)	(0.6)	1.2	1.2
Cash Flow Multiple	15.9	(19.0)	7.7	9.6	(98.2)	(16.1)	11.1	9.5