

Purchasing a software product is much more than a CD and a bit of training.

At Fake Brains, Inc we believe a software product doesn't end after the sale. Following is a description of the benefits and services we include with AccountScout:

Training Around *Your Schedule*

- Multiple training sessions in small blocks of time to work around your schedule.
- The training can start as soon as you receive the software.
- New employee training and "refresher" training as needed throughout the first year.

A Stable, Quality Product

- A quality product that we developed in house from the ground up with the input from hundreds of fellow publishers.
- A product that has continually been upgraded to run on each version of Windows ever released.
- Receive all upgrades free throughout the first year.

First Class Documentation

- A detailed software manual
- Searchable online and web based help.

Personalized Technical Support

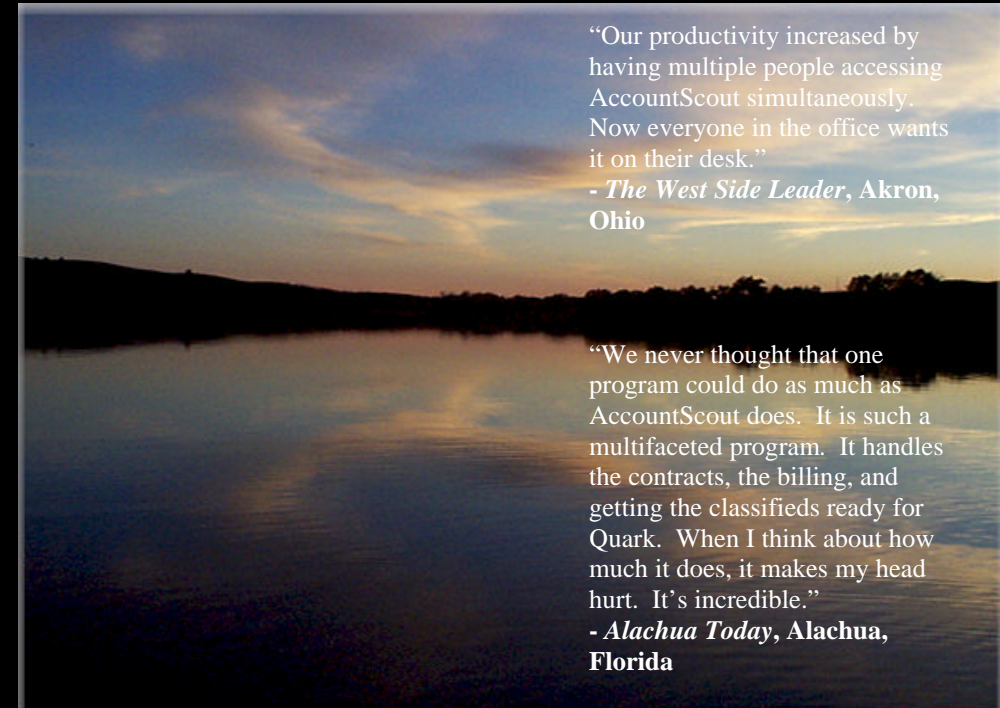
- A personal tech support representative that understands your individual needs.
- We are a small company and we know how to give personalized service.
- Free phone, email, and web based support for an entire year.

Sold to over 145 newspapers worldwide!

To schedule an online demo, visit www.fakebrains.com, call 303-791-3301 option 1, or email sales@fakebrains.com

AccountScout

Create time for other things.



"Our productivity increased by having multiple people accessing AccountScout simultaneously. Now everyone in the office wants it on their desk."

- *The West Side Leader*, Akron, Ohio

"We never thought that one program could do as much as AccountScout does. It is such a multifaceted program. It handles the contracts, the billing, and getting the classifieds ready for Quark. When I think about how much it does, it makes my head hurt. It's incredible."

- *Alachua Today*, Alachua, Florida

Designed to reduce the paperwork throughout the office, AccountScout manages the billing, scheduling and entry of display ad orders, classified ads, circulars or whatever else you may sell. Whether you have a single publication with one workstation or multiple publications with many workstations, AccountScout will meet your demands.

With AccountScout "running the office" you will know that your business is running smoothly wherever you may be.





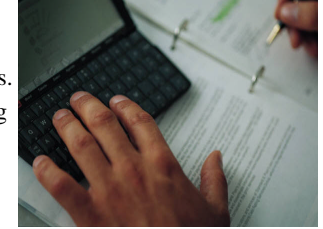
Display Sales

Motivate sales reps by providing them with the tools to help them understand their client's needs.

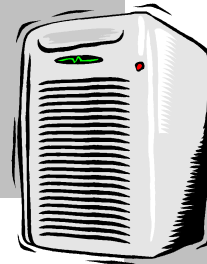
- Target repeat sales based on the client's previous spending habits.
- Print detailed insertion orders for new ads to improve communication with the production department.
- Let sales reps review their own orders by printing a display ad manifest, listing only their clients.
- Resell expiring ads.
- Get sales totals for any future issue to provide incentive to meet quotas.
- Encourage sales reps to collect bad debts by paying commissions for only collected sales. Otherwise pay commissions based on total sales.
- Create sales incentives by providing flexible commission rates for any promotion you offer.
- Track customer contract spending to keep clients focused on their commitments.
- Focus on new sales, knowing that once an ad is scheduled, AccountScout will manage it.

Collect money quickly and efficiently with comprehensive, easy to understand statements and invoices.

- Choose one of the many invoice and statement styles to fit your needs.
- Help your customers by billing both display and classified advertising together.
- Maximize cash flow by invoicing customers as often as every issue.
- Remind past due accounts by mailing custom collection letters.
- Use credit limits to prevent additional orders from bad debt accounts.
- Expedite collections by invoicing co-op advertisers directly.
- Reduce tear sheet prep time by knowing which clients requiring tear sheets actually placed an ad.
- Maintain a more predictable cash flow by utilizing billing cycles to bill private party classified accounts more frequently.
- Project cash flow based on orders scheduled into the future.
- Use the "Top 100 customers" report to identify your best accounts.
- Simplify payroll by utilizing sales rep commission reports.
- Evaluate revenue goals using analysis reports that compare sales between periods.
- Reply quickly to client questions regarding their activity using extensive customer history reports.



Accounting



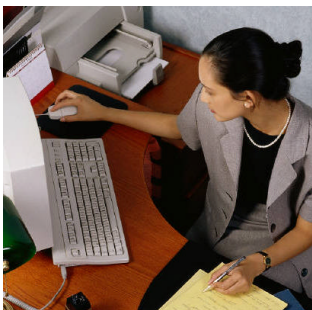
**AccountScout
Central
Database**

Let AccountScout help you spend more time creating ads rather than managing them.

- Requiring AccountScout insertion orders for new ads reduces mistakes between sales, accounting, and production.
- Get an estimate of page count by knowing exactly how many inches are sold each issue.
- Electronically compile your publication by flowing formatted classifieds ads directly into Quark, PageMaker, InDesign or the Internet, using either a PC or Mac.
- Generate a detailed display ad manifest to optimize your space each issue.
- Use the electronic display ad export function to dummy your publication using third party pagination products.
- Get a jump on the next issue by obtaining an early listing of all upcoming ads.

Make your classifieds profitable, by handling the ads only once. Insert "page ready" classifieds into your publication just prior to deadline.

- Page ready ads export to Quark, PageMaker, InDesign, text, and HTML formats.
- Make additional sales by reselling expiring ads.
- Reschedule ads quickly with the click of the mouse.
- Extend your classified ad deadline since the time to typeset your classified section has been dramatically reduced.
- Increase revenue with logos and images for real estate, auto and business ads.
- Up sell borders, font sizes, and "eye catchers" to otherwise basic word ads.
- Find ads quickly using the "Find a Classified Ad" tool.
- Reduce your classified ad costs by never touching an order twice.



Production

**AccountScout Distributes Information
Throughout the Office**



Classified Sales