



> **GRAPHIC DESIGN**

- creative concepts
- advertising
- marketing materials
- packaging
- promotional campaigns

change is good...



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FSiCreative

Design of ad for magazine, newspapers, telephone directory

stay in love with **Orange**



sms text messages

only 10 cents each!

to all Orange, Cingular and Cable & Wireless phones

PLUS!

2 Valentine's Day phone offers*

\$99 Orange flex / \$149 Orange card



**sagem
myX2-2**
colour screen,
wap, speaker phone,
polyphonic ringtones,
95g

sony ericsson

T290i

colour screen,
wap/intta/gprs,
speaker phone,
polyphonic ringtones,
games, 70g



*limited message text services February 2 to 14, 2006. Excludes other carriers/regions etc.

the future's bright, the future's Orange



Orange Telecommunications

Valentine's Day campaign including
newspaper ad, posters, flyers, radio



sol
energy fuels life

The Sol Group

A new approach to the oil industry

Our Businesses

The Sol Group was formed through the acquisition of Shell's petroleum distribution and marketing businesses in the Eastern Caribbean, Guyana, Suriname and Belize. Sol supplies fuels, lubricants, bitumen and LPG through an extensive distribution network consisting of more than 125 branded service stations, the largest marine coverage in the area and a reliable supply to over 2,000 commercial customers in the region. Sol operates its retail network under licensed use of the Shell brand and acts as the sole distributor of Shell's fuels and lubricants in the region. Sol's marketing of Shell products is fully backed by Shell's world class technical expertise.

Terrestrial

Eastern Caribbean: Sol operates directly and through distributor businesses in Barbados, St. Lucia, Netherlands Antilles, Dominica, Antigua, St. Kitts & Nevis, British Virgin Islands, Anguilla, Grenada, and St. Vincent. The portfolio in the islands consists of over 80 service stations and over 500 commercial customers served by approximately 180 permanent staff.

Guyana: Established in 1986, this operation services many commercial customers with fuels and lubricants (including LPG) and includes a network of 9 branded service stations.

Suriname: The business in Suriname was established in 1986 and Sol has a leading market share in marketing fuels and lubricants through its network of service stations and in the mining sector in this country.

Belize: Sol in Belize markets fuels and lubricants to 15 service stations and numerous commercial accounts.

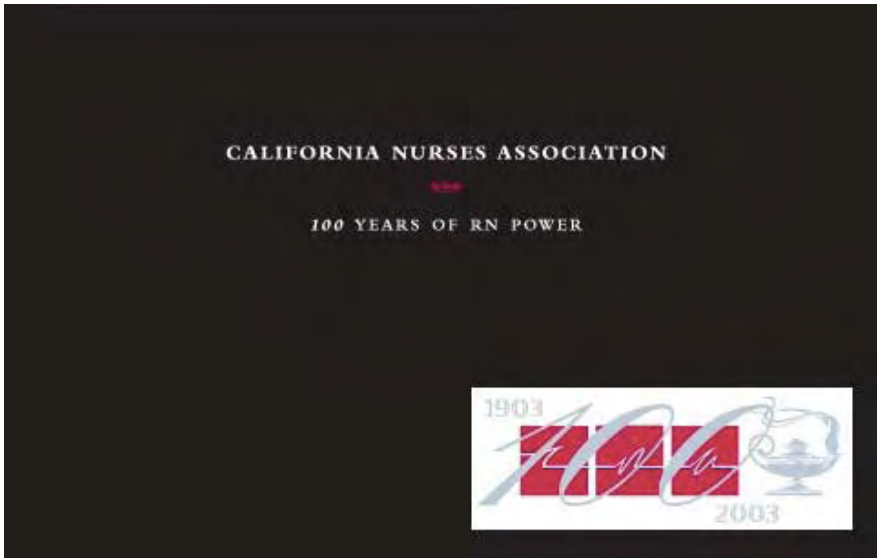



www.solgroup.com

Anguilla • Antigua • Barbados • Belize • British Virgin Islands • Dominica • Grenada • Guyana • Netherlands Antilles • St. Kitts & Nevis • St. Lucia • St. Vincent • Suriname

Company Profile • November 2004

The Sol Group
Design of presentation folder for multinational oil corporation, including design and copy editing of corporate press information kit and presentation CD with sleeve.



California Nurses Association
 Design, layout, photo research,
 project management for 100th
 anniversary commemorative book
 (32 pages and hundreds of photos).
 Each era represented with timeline
 spread and editorial pages.

SPECIAL REPORT

TENET HEALTHCARE

'Aggressive pricing strategy'— a national scandal of corporate hospital excess

Healthcare industry
 • Tenet's business model
 • Quality concerns
 • Patient safety issues
 • Staffing shortages
 • Financial performance
 • Regulatory challenges
 • Market competition

More news and headlines: \$1.1B

The outliers controversy

Best workers' comp rates change over

Sticker shock!

Discriminatory treatment of RNs at Tenet hospitals

The collage features several key elements:

- News Clippings:** Multiple articles from 'The New York Times', 'Los Angeles Times', and 'Fox Business Chronicle' discussing Tenet's pricing strategy and hospital operations.
- Bar Charts:** Two charts showing 'Best workers' comp rates change over' for various states (e.g., California, Florida, Texas) across different years.
- Line Graphs:** Two graphs under 'Sticker shock!' showing trends in hospital costs or pricing over time.
- Horizontal Bar Chart:** A chart titled 'Top 10 Tenet hospitals highest gross billing per bed change' listing various hospitals and their performance metrics.
- Vertical Bar Chart:** A chart titled 'Top 10 Tenet hospitals highest gross billing per bed change' showing data for different hospital categories.
- Text Boxes:** Several boxes containing specific data points, statistics, and references to external sources like 'www.cna.com'.

CNA

Design and layout of tri-fold, 2-color brochure

CHINESE JADE
FROM
DISTANT CENTURIES

One of the characteristics
of jade attributable to the
Song Period (960 - 1279 A.D.)
is the combination of
strong overall design and
finely incised archaic patterns.
Our Mandarin Duck is a case in point.

This work of art represents
exquisite fidelity, following the
Chinese belief that ducks become
strongly attached when paired.

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other friends from distant centuries
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Arts of Asia

Magazine ad - photo shoot and
design

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The NBA Greats Are Back!

on the PlayStation®2

Legendary All-Star Teams
Play with the greatest players of all time either 1-on-1 or 3-on-3 (Decade All-Star Teams)

Tactical Gameplay
Enhanced AI allows players to react more quickly to set-ups and other game situations

1-on-1 Street Court Play
Choose from 8 court scenes (day or night) and create your own classic matchups - Jordan vs Garnett, Shaq vs Chamberlain, and Bird vs Magic

Broadcast Camera Technology
TV style camerawork smoothly takes you into the heart of the game cutting to post-travel replays, and close up angles

Next Generation Animations
Linked speech with animations gives new player interactions (kneeling, taunts, celebrations, and fouls)

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• MULTIPLEX ACTION

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- ALL-NEW PASSING MODE: Ultra-fast blur moves, behind-catching hits and more scoring
- MADDEN GOES DEEP: Multiplayer Franchise Mode, Practice Challenges and Hot Routes

EA SPORTS HOT WHEELS

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- RACE THE 1998 NASCAR® SEASON with the real cars, stars, tracks, and adventures
- TOUGH GUYS: Race Darrell Irv, Tony Stewart, and Adam Petty join the field of 25 NASCAR Drivers and Legends
- 18 NASCAR TRACKS: Now including Homestead-Miami Speedway
- NEW TV and Crew Chief Audio


EA SPORTS MAYHEM

- OUTRAGED TALENT: Over 100 of today's hottest wrestlers, including Goldberg and Sting
- BACKSTAGE DRAMA: Battle outside the ring into 12 different backstage areas
- WORLD WIDE WRESTLING: Choose all on the characteristics of your wrestler and create your own faction
- REALISTIC RING ENTRANCE: Each WCW wrestler's unique ring entrance is faithfully recreated complete with pose and special effects
- ENTER WCW TV AND PPV EVENTS: All three TV events and 12 PPV super-events

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Electronic Arts

Design and production of dozens of direct mail marketing postcards, which generated very high response rates




Presenting the world's best-loved edutainer!

The Learning Company - #1 in schools across America!
76% brand-awareness in target market!
Higher Q-scores than Rugrats, Charlie Brown, and Harry Potter!
More than 10 million copies sold!
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Introducing the personality of a kid's best friend, Reader Rabbit, to the new and exciting world of learning. Rabbit and his friends are the stars of 15 fun, award-winning educational titles for young learners, including:

- **Reader Rabbit 1, 2, 3** - The best and easiest way to learn 10 years of reading!
- **Math Reading Spelling** - Teach your children with the Reader Rabbit!



The Learning Company



"Reader Rabbit is... educational computing at its best!"

- USA Today Online

FEATURES

- Free Knowledge:** Rabbit 10 books, 2nd Grade, and 15th Anniversary Reader, New December 2000
- Free Step Along with Rabbit:** Rabbit 10, 2nd Grade, Workbook, Keyboarding, and more in the next 6 weeks, late December 2000

AWARDS AND ACCOLADES

- Three National Awards:** New 15th Anniversary CD-ROM featuring the Reader Rabbit brand will be awarded to Windows customers that on August 15, 2000 at a party at a major book-to-school publisher will "Step Along with Rabbit Home to the Classroom" June 1, 2000
- Best Music Achievement:** Reader Rabbit's achievement in music participation has won 4 million parents at 600 schools (1999 Music Awards)
- Education/Professional Achievement:** Reader Rabbit's achievement in music participation has won 2 million parents through 5,000 schools (1999 Music Awards)
- Software Innovation 2000:** Over 1.5 million parents will be invited to honor Rabbit through the "Summer Teacher 2000 Project," a year of celebrating a child's birthday for the summer break
- TV Advertising:** Nationwide public service announcement campaign identified in September/October of 99, across Radio, News, Entertainment, TV, CD, Software, etc., and CD-ROM
- Print Media Advertising:** National print campaign featured in leading magazines including Parents, Parents PC, Parents Plus, Working Mother, Entertainment, and Creative Child Magazine
- Company:** CD-ROM and Reader Rabbit 10 to be distributed in 12 countries with 2000 titles during 2000/2001

CONTACT US

Send us an email info@lco.com to help us help you with information and advice for parents, teachers, and kids alike!

FOR MORE INFORMATION CONTACT:

1-800-451-1001, 215-267-1001, e-mail: info@lco.com
 One Apple - 1st 100 100 0100, e-mail: apple@lco.com



The Story

Now Reader Rabbit and friends are the guide for young learners in the field of learning. Smiling's about it and Reader Rabbit wants your help to save the day.

The Characters

Reader Rabbit - He'll make you laugh, he'll keep you from a worst path, he's really smart and he'll help you but he's quirky, but a great friend, but occasionally, this nononsense bunny is a great friend to all the characters in the world-reading world.

Mr. Mouse - He'll go to your side! Reader Rabbit's favorite subject will keep you holding on to your side with his important advice and thinking outside. In fact, it's really "Reader to the Rescue!" whenever just about all in one of his many uses.

Ms. Mouse - She may be the strongest member of the group, but she's short for Rabbit! Learn fast, she wants to be the first to know when the green light. And with her brains and endless energy, she could be just what's needed to save the world to be.

The History

Age of Rabbit	10 years
Color of Rabbit	Blue and Red (with white spots)
Sound of Rabbit	None of the usual animal sounds (he's a computer character)
Appearance of Rabbit	First appearance in 1984, "Step Along with Rabbit" CD-ROM (1984) and "Reader Rabbit" CD-ROM (1999)
Number of Characters	15 (plus Rabbit's friends and "The Learning Company")





The Awards

1999 Parents' Choice Award

- 1999 Family PC Top 100 Award for Reader Rabbit 2nd Grade
- 1999 StatePlay Seal of Approval awarded for Reader Rabbit Reading Ages 4-6
- 1999 All Star Software for Reader Rabbit Reading Ages 4-6 (versions 4.4/5.0)
- 1998 Only the Best in Early Childhood Award awarded for Reader Rabbit Kindergarten
- 1998 Children's Software News Editor's Choice Award for Reader Rabbit Preschool (versions 4.4/5.0)
- 1998 Parent's Choice Gold Award presented to Reader Rabbit Math Ages 6-9

Now Available at:

- Comcast
- Best Buy
- Wal-Mart
- Target
- Costco
- Walmart.com

Coming Out for 2000

15th Anniversary Edition

- 15th Anniversary Edition
- 15th Anniversary Edition
- 15th Anniversary Edition
- 15th Anniversary Edition
- 15th Anniversary Edition






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