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ECEF Time Capsule

CMO Confidence Study

Measurements: May 1 & June 8, 2009

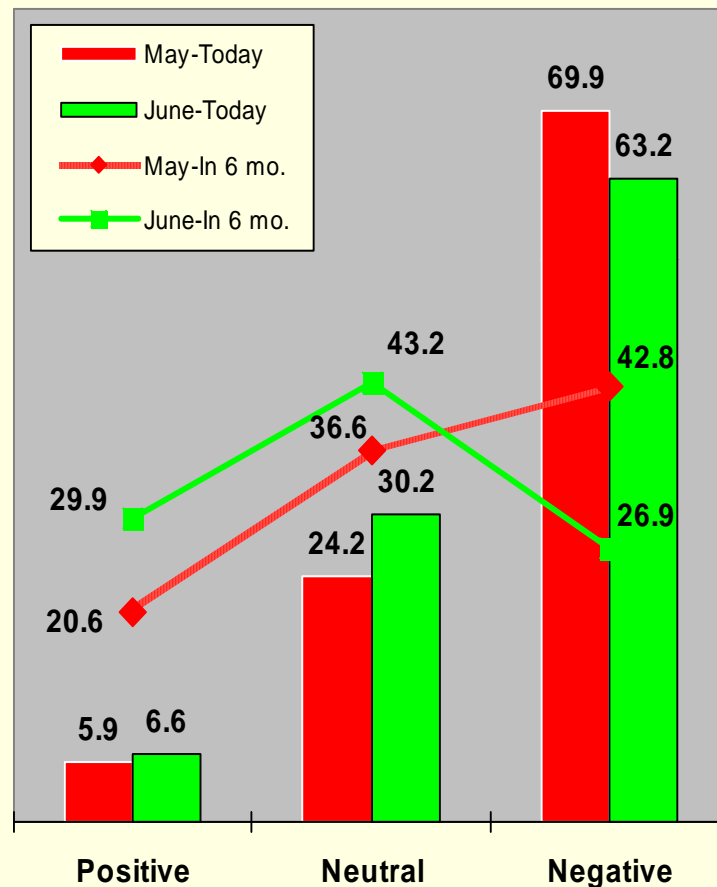
*Jacobs Jenner & Kent*

# Methodology

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- This study was conducted via the Internet among business decision-makers who attend and approve trade show attendance (CMO's etc.).
- Contact was on a national basis considering various business sectors.
- This report represents 500 completed interviews in each of the May 1 and June 9 studies.

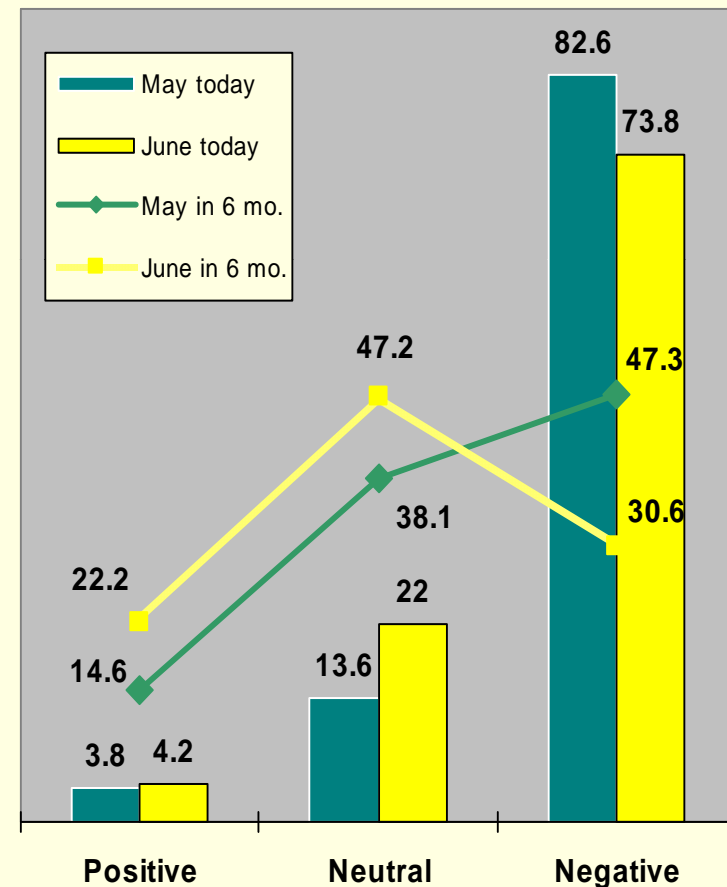
# Business Conditions



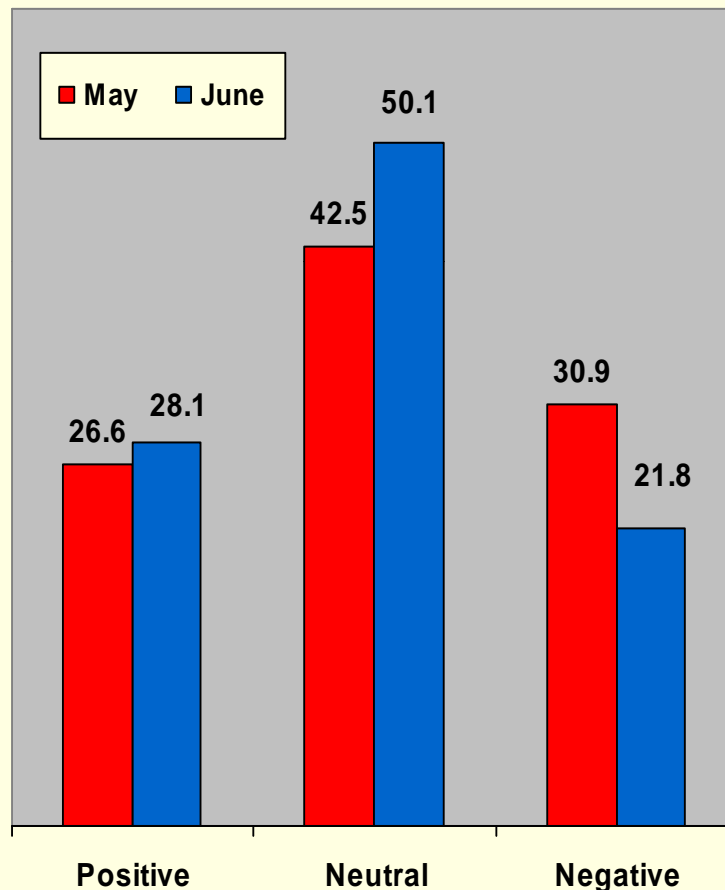
- Evaluated against the May measurement, the primary image of today's business conditions remains negative, however the positive and the neutral attitude have both increased.
- Looking forward, CMO's are considerably more positive about business conditions 6 months out (+29.9%), an increase over the differential in the May measurement of 9.3%.
- For the first time, positive perceptions outweigh the negative perceptions.

# Employment Conditions

- The current attitude about employment conditions is still primarily negative, but significantly less than in May (8.8% less negative, almost entirely moving to a neutral attitude).
- CMO's do feel conditions will be better in 6 months. 22.2% expect things to be more positive, a 7.6% increase from May.



# Future Personal Financial Stability



- CMO's show reserved optimism regarding their personal financial stability 6 months in the future.
- While they feel business and employment conditions will show marked improvement, their personal situation will take longer to recover.