

Important News

From Plunkett Research, Ltd.

SUMMER
2006

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innovative information

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See us at NACE, SLA, law libraries and economic development conferences

We'll be exhibiting at the NACE (National Association of Colleges and Employers) conference in Anaheim in May, SLA (Special Libraries Association) conference in Baltimore in June, the American Association of Law

Libraries conference in St. Louis in July, and the IEDC (International Economic Development Council) conference in New York City in September. Please drop by to see us. You may win \$500! ■

Win a \$500 American Express Gift Card

We'll give away a \$500 American Express Gift Card at each of the conferences we attend this year. Visit our booth and take a brief, personal demo of our Plunkett Research

Online system. You will automatically be entered in that conference's drawing. Use your \$500 gift card to treat yourself to something special! ■

Our favorite growth industries for 2006

Your best bets for economic development, job search, business development and more

In the positive business climate of 2006, many businesses are investing heavily in technology projects, research/development and new facilities. Meanwhile, corporations are enjoying the positive influence of modest

interest rates, as well as a very positive financial market. Startups are finding doors open at venture capital offices, and IPOs are very successful.

> page 6

47 million broadband subscribers create a mass U.S. market

Significant growth is continuing in the global Internet and E-Commerce sector. Worldwide, more than one billion people are using the Internet. China has become the second largest online market, after the U.S. The number of American homes and businesses with broadband access capabilities tops 47 million, and a plethora of new services, entertainment options and time-saving solutions have become widely available.

The U.S. population is becoming more tech-savvy, with at least 72% of American adults surfing the net on a regular basis. Confidence

in security for online transactions is on the rise, as is the ease of use of most web sites.

Online advertising, including paid search inclusion at sites like Google and Yahoo!, has ballooned into a \$12 to \$14 billion business in the U.S. alone, threatening traditional advertising venues of all types.

Retailing online continues to be a booming business. Total online sales reached

> page 6

News Contents

See us at SLA, NACE, law libraries and economic development conferences

PAGE 1

Win a \$500 American Express Gift Card!

PAGE 1

Our favorite growth Industries for 2006 – the best sectors for economic development, job search and business development.

PAGE 1

47 million broadband users create a mass U.S. market

PAGE 1

New industry titles you won't want to miss

PAGE 2

Get access – make the connection with Plunkett Research Online

PAGE 2

Eight top uses for Plunkett Research Online

PAGE 4

Important Plunkett titles related to broadband consumers and markets

PAGE 4

Title list & order form

PAGE 5



new

New industry titles you won't want to miss – from Nanotechnology to Renewable Energy

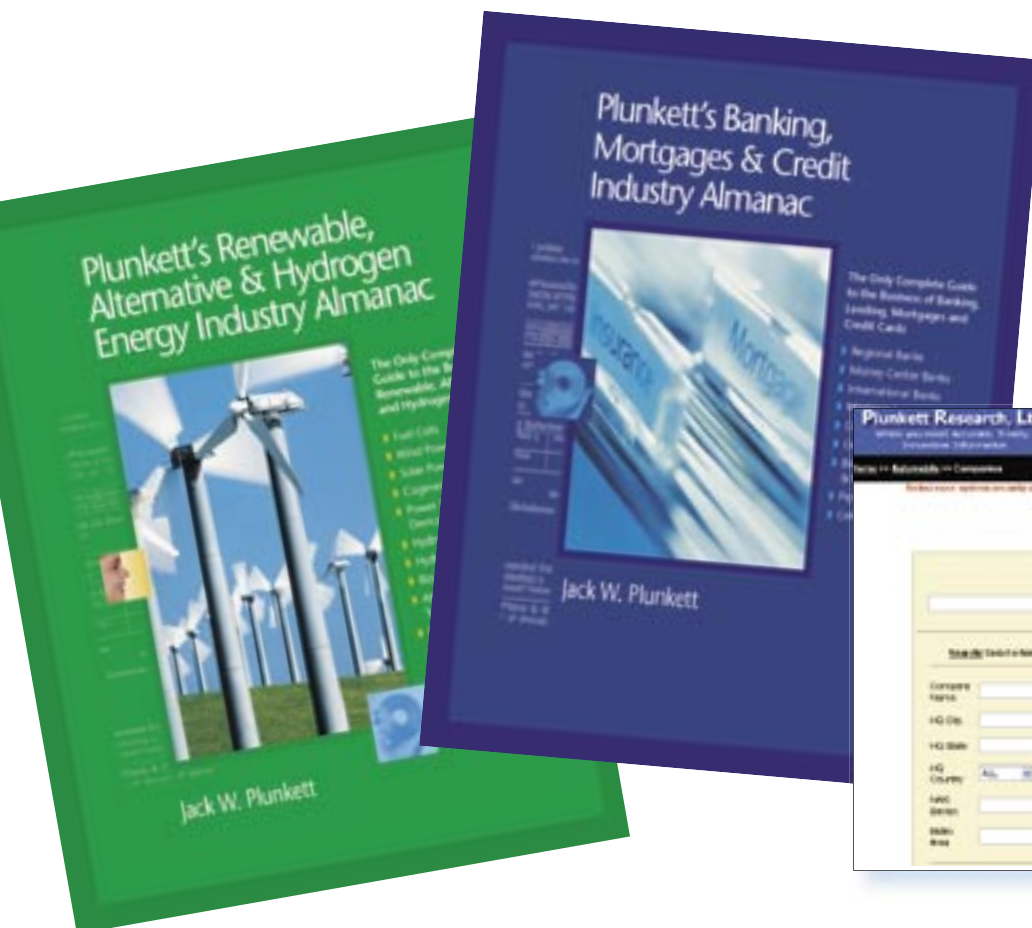
All of our printed industry titles are now published annually (where several were on a biannual basis in the past). As a result, you get the best, most up-to-date information possible from our award-winning industry research. And, updates are posted to our Plunkett Research Online service each Friday so that new data is continually available to online subscribers.

HOT TITLES in technology and supply chain industries

- * Plunkett's Nanotechnology & MEMS Industry Almanac
- * Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac
- * Plunkett's Transportation, Supply Chain & Logistics Industry Almanac

ON TARGET With 3 new financial industry titles

- * Plunkett's Insurance Industry Almanac
- * Plunkett's Banking, Mortgages & Credit Industry Almanac
- * Plunkett's Investment & Securities Industry Almanac



new

Plunkett's Research Online search capacity expands how our rich industry data can be used

We've added terrific new tools to help you find exactly the data you're looking for. Our "Search All Center" enables you to search across all industries at once. Within "Search All" you can select corporate profiles from our entire database, filter by revenues, employee count, NAIC code and more. For geographic searches, use our unique "Metro Area" option to get search results from an entire metro area, not just from specific city limits.

Thanks to the optional new Archives Center within our online service, historical research has never been easier. Now qualified Plunkett Research Online subscribers can access dozens of archived, previous editions of Plunkett reference books.

More online features

Plunkett Research Online features generous licenses and user-friendly tools that enable you to conduct extensive searches and export data directly to MS Excel files, as well as copy and paste data directly into text and MS Word files.

Plunkett Research Online takes you directly to specific Industry Research Centers for each industry you are studying. To sum up, Plunkett Research Online offers the latest updated data, the newest titles and the best industry-specific user interface to get you exactly the information you need with less effort.



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Plunkett's Energy Industry Research Center

> [Market Research & Trends](#)

A Market overview and an analysis of major trends that are creating rapid changes in the industry today.

> [Company Profiles](#)

In-depth profiles of leading companies in this industry. Includes business descriptions, financial information, growth plans and executive names.

> [Export Company Contacts](#)

Our company contact information can be exported to Microsoft Excel or Text Files. Includes company name, address, phone, website and executives.

> [Export Associations/Organizations](#)

Our Associations/Organizations contact information can be exported to Microsoft Excel or Text Files. Includes company name, address, phone, website and description.

> [Statistics](#)

The statistics section contains extensive data on many facets of the industry.

> [Associations/Organizations](#)

Industry associations, government agencies and important industry phone numbers and websites

> [Glossary](#)

A list of important industry terms

[Industry Trends](#) | [Statistics](#) | [Companies](#) | [Export](#) | [Associations](#) | [Glossary](#)



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Trial access periods are available to libraries, qualified companies and government agencies.

The top eight uses for Plunkett Research Online

1 Industry-Specific Analysis, Research and Competitive Intelligence

There is no better resource than Plunkett Research Online for easy-to-use, easy-to-understand analysis of the most important vertical industry sectors, from health care to InfoTech to financial services.

2 Business Plans/Market Research

Concise data for the development of business plans and for market research and industry analysis needs.

3 Sales Prospecting/Business Development

Complete profiles of thousands of companies, fully searchable. You'll be able to compile custom lists and export contact data.

4 Sales Planning and Support

Exactly the information you need for completing sales plans, organizing sales guides and building lists of competitors, subsidiaries and products.

5 Training

Provides the best possible tool for teaching personnel about the industry they will be serving. We specialize in writing our analysis in language that people of all types can understand, even if they don't have current expertise in a given industry.

6 Product Development

Research trends, technologies and "points of pain" that can help you develop breakthrough products and services.

7 Corporate Strategy/Competitive Intelligence

The analysis and searchability provided by Plunkett makes it an ideal tool for competitive intelligence.

8 Recruiting/Placement

Plunkett's industry analysis, contact lists and profiles of leading companies make our data a primary tool at leading recruiting and placement offices. In fact, job seekers of all types, from new college grads to seasoned executives, rely on Plunkett Research data to guide them in their employer and industry research.

For complete information,
visit www.plunkettresearch.com
or call 713.932.0000

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- * Plunkett's E-Commerce & Internet Business Almanac
- * Plunkett's Wireless, Wi-Fi & Cellular Industry Almanac
- * Plunkett's Advertising & Branding Industry Almanac
- * Plunkett's Telecommunications Industry Almanac
- * Plunkett's Entertainment & Media Industry Almanac

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- * Select your target industry
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- * Build your own industry report, complete with contacts



Order Today! 2006 Industry Reference & Job Seeker Titles

Quantity

Advertising, Branding & Marketing

Plunkett's Advertising & Branding Industry Almanac 2006
ISBN 1-59392-042-3 April 2006 \$279.99 420 pages

Airlines, Hotel & Travel

Plunkett's Airline, Hotel & Travel Industry Almanac 2006
ISBN 1-59392-034-2 September 2005 \$279.99 463 pages

Apparel & Textiles

Plunkett's Apparel & Textiles Industry Almanac 2006
ISBN 1-59392-043-1 April 2006 \$279.99 420 pages

Automobile

Plunkett's Automobile Industry Almanac 2006
ISBN 1-59392-035-0 October 2005 \$299.99 450 pages

Chemicals, Coatings & Plastics

Plunkett's Chemicals, Coatings & Plastics Industry Almanac
ISBN 1-59392-030-X August 2005 \$249.99 491 pages

Computers, E-Commerce & Internet

Plunkett's E-Commerce & Internet Business Almanac 2006
ISBN 1-59392-049-0 February 2006 \$299.99 500 pages

Plunkett's InfoTech Industry Almanac 2006
ISBN 1-59392-053-9 February 2006 \$299.99 650 pages

Consulting, Outsourcing & Offshoring

Plunkett's Consulting Industry Almanac 2006
ISBN 1-59392-056-3 June 2006 \$279.99 330 pages

Plunkett's Outsourcing & Offshoring Industry Almanac
ISBN 1-59392-020-2 June 2005 \$249.99 347 pages

Energy

Plunkett's Energy Industry Almanac 2006
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Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac 2006
ISBN 1-59392-037-7 December 2005 \$299.99 350 page

Engineering, Research & Nanotechnology

Plunkett's Engineering & Research Industry Almanac 2006
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Plunkett's Nanotechnology & MEMS Industry Almanac 2006
ISBN 1-59392-041-5 June 2006 \$299.99 330 pages

Entertainment & Media

Plunkett's Entertainment & Media Industry Almanac 2006
ISBN 1-59392-051-2 January 2006 \$279.99 530 pages

Financial Services, Banking, Insurance, Investments & Mortgages

Plunkett's Banking, Mortgages & Credit Industry Almanac 2006
ISBN 1-59392-039-3 November 2005 \$279.99 400 pages

Plunkett's Insurance Industry Almanac 2006
ISBN 1-59392-038-5 November 2005 \$279.99 400 pages

Plunkett's Investment & Securities Industry Almanac 2006
ISBN 1-59392-040-7 January 2006 \$279.99 400 pages

Food & Beverage

Plunkett's Food Industry Almanac 2006
ISBN 1-59392-052-0 March 2006 \$279.99 480 pages

Health Care & Biotech

Plunkett's Biotech & Genetics Industry Almanac 2006
ISBN 1-59392-033-4 September 2005 \$299.99 560 pages

Plunkett's Health Care Industry Almanac 2006
ISBN 1-59392-046-6 October 2005 \$299.99 700 pages

Quantity

Job Seeker & Careers

The Almanac of American Employers 2006
ISBN 1-59392-045-8 October 2005 \$229.99 710 pages

Plunkett's Companion to The Almanac of American Employers 2006
ISBN 1-59392-047-4 February 2006 \$229.99 722 pages

Middle Market Companies

Plunkett's Almanac of Middle Market Companies
ISBN 1-59392-031-8 Sept 2005 \$249.99 567 pages

Real Estate & Construction

Plunkett's Real Estate & Construction Industry Almanac 2006
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Retail

Plunkett's Retail Industry Almanac 2006
ISBN 1-59392-055-5 January 2006 \$279.99 620 pages

Sports

Plunkett's Sports Industry Almanac
ISBN 1-59392-028-8 July 2005 \$249.99 456 pages

Quantity

Telecommunications & Wireless

Plunkett's Telecommunications Industry Almanac 2006
ISBN 1-59392-032-6 August 2005 \$299.99 646 pages

Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac
ISBN 1-59392-029-6 July 2005 \$249.99 441 pages

Transportation, Supply Chain & Logistics

Plunkett's Transportation, Supply Chain & Logistics Industry Almanac 2006
ISBN 1-59392-044-X March 2006 \$299.99 600 pages

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Our favorite growth industries for 2006 / continued from page 1

Selected industry sectors continue to create many superb opportunities for business development and increased trade.

- Biotechnology
- Computer products
- Consulting
- Defense contractors
- Education, including privately owned universities
- Entertainment, including electronic games
- Gambling
- Guard services, investigation and surveillance
- Health care services
- Health technology
- Internet access and networking
- Logistics and supply chain services
- Mobile home manufacturers
- Nanotechnology
- Oil & gas production
- Oil field services
- Online business and consumer services
- Online search services with advertising revenues
- Outsourcing
- Pharmaceuticals – generics
- Pharmacy benefits management
- Radio frequency ID tags (RFID)
- Renewable energy, especially solar
- Restaurants
- Retailing – catalogs and other non-store outlets
- Retailing – discount and warehouse clubs
- Telecommunications via Internet (VOIP)
- Wireless communications

47 million broadband subscribers create a mass U.S. market / continued from page 1

approximately \$89 billion in the U.S. during 2005.

Convergence Arrives: The Internet is about saving time, and therefore saving money, and the potential of the Internet has barely been tapped. New online efficiencies are widely accepted as access to high-speed broadband Internet connections become commonplace.

Users of the Internet (both business and consumer) are multiplying around the globe, and many companies are earning terrific profits in the process of serving those users. The long awaited phenomenon of “convergence” of entertainment, computing and communications has arrived. One of the most exciting examples of

convergence is the phenomenal success of Apple’s iTunes online music service, which sold its 1 billionth downloaded song in early 2006, legitimizing the online music business and revolutionizing the delivery of recorded music. (Meanwhile, Apple’s iPod digital music player has sold tens of millions of units worldwide.) ■

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www.plunkettresearch.com

Phone: 713.932.0000 • FAX: 713.932.7080
P.O. Drawer 541737 • Houston, Texas 77254 USA

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