

Important News

From Plunkett Research, Ltd.

SUMMER
2005

When you need accurate, timely, innovative information

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See us at Special Libraries Association and American Library Association Conferences in June

We'll be exhibiting at the Special Libraries Association conference in Toronto and at the American Libraries Association conference in Chicago, both during June 2005. Please

drop by to see us. If you like, you can get a free book for taking a 15-minute tour of our Plunkett Research Online service. ■

New servers, sizzling-fast access at Plunkett Research Online

We have successfully launched a new web server facility in Houston, with faster access speeds and more redundancy.

In addition, we have completely rewritten the back end of our online service for peak accessibility. ■

Outsourcing, offshoring creating sweeping changes in the world of business

Plunkett's Outsourcing & Offshoring Industry Almanac

Will outsourcing and offshoring create jobs or cost jobs? This issue will continue to be at the forefront of public policy in America and Europe. Meanwhile, these two unstoppable trends are sweeping through business and industry. Outsourcing, a practice in which a company hires an outside firm to do certain tasks on a regular basis, has been with us for a long time, although the trend is accelerating broadly now. At Plunkett Research, we've

been commenting for years on how outsourcing will reshape the marketplace. The premise of outsourcing originally was that a company might be best served by focusing on the areas in which it has the most expertise, while letting outside firms handle other matters. For example, many organizations have been outsourcing their computer operations to companies such as EDS, IBM and Perot Systems for years. > page 6

Wireless Industry leads the field in innovation and consumer electronics sales

Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac

Which digital device sells at a faster pace than any other type of consumer electronic? The cell phone. Cell phones are by far the fastest-selling consumer electronic worldwide. In fact, more than 700 million cell phones will be purchased around the world in 2005 alone. And, today's cell phones tend to be

multipurpose machines with advanced features. More digital camera-equipped cell phones are sold each year than standalone digital cameras. > page 6

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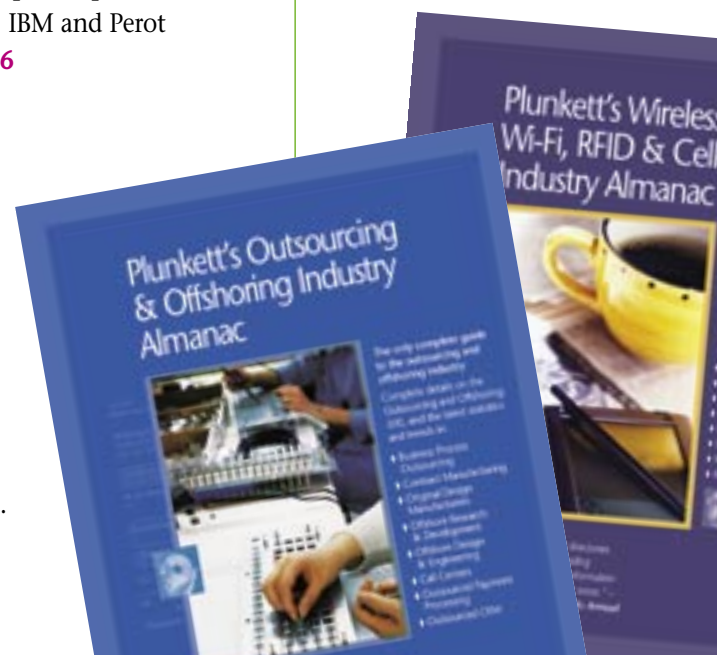
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New industry titles you won't want to miss – from Alternative Energy to the Investment Industry

We're listening to the needs of our readers. As a result, we're adding several exciting industries to our coverage and extending the reach of our proprietary databases as we write our industry data, both in print and electronic form.

More good news: 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 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 upcoming new titles include:

- * Plunkett's Sports Industry Almanac
- * Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac
- * Plunkett's Chemicals, Coatings & Plastics Industry Almanac
- * Plunkett's Outsourcing & Offshoring Industry Almanac
- * Plunkett's Almanac of Middle Market Companies



New features & services for Plunkett Research Online subscribers

New Search Tools

We've added terrific new tools to help you find exactly the data you're are looking for.

Our new "Search All Center" enables you to search across all industries at once. Within "Search All" you can select corporate profiles from our entire database, filterby revenues, employee count, NAIC code and more.

For geographic searches, use our unique "Metro Area" screen to get search results from an entire metro area, not just from specific city limits. For example, a search within the Dallas, Texas metro area will include results from important surrounding cities such as Plano and Irving.

New Plunkett Archives Center within our online service

Historical research has never been easier. Now qualified Plunkett Online subscribers can access dozens of previous editions of Plunkett reference books in our new Archives Center.



Sign up for a **FREE** online trial.
713-932-0000 or email
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Trial access periods are available to libraries, qualified companies and government agencies.

Search

Company Name:

HQ City:

HQ State:

HQ Country: ALL

NAIC Sector:

Metro Area:

2003 Sales in Thousands: Greater than and Less than

2002 Sales in Thousands: Greater than and Less than

Employees in Whole Number: Greater than and Less than

Operates in These Regions:

West Southwest

Southeast International

Northeast

Find It!



Plunkett's search capacity expands how our rich online industry data can be used.

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

note

Status of Plunkett Research reference titles in aggregated databases

- * **As the usage of our own Plunkett Research Online increases, we are winding down our relationships with aggregated databases.** You may find data from a limited number of Plunkett Research industry reference books included in some aggregated databases. This data is static-loaded only once, when a book was first published. (The data in our Plunkett Research Online service is dynamic-updated weekly.)
- * **Generally, effective August 18, 2004, most aggregated databases** will contain only data from previous Plunkett editions (those published before August 2004). However, LexisNexis will receive a limited number of new Plunkett titles through the 2005 editions.
- * **The newest Plunkett books and industry titles**, such as our new Alternative, Renewable & Hydrogen Energy Industry Almanac; Banking, Mortgages & Credit Industry Almanac; and Insurance Industry Almanac, are not included in any aggregated databases.
- * **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, PlunkettResearch 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 the least effort.

note

Status of Plunkett Research reference titles in net.Library

Effective Fall 2004, only previous editions of Plunkett titles are available for sale in net.Library and consortia sales are not allowed.

Order Today! 2005 Industry Reference & Job Seeker Titles

Quantity

Advertising, Branding & Marketing

Plunkett's Advertising & Branding Industry Almanac
ISBN 1-59392-005-9 June 2004 \$249.99 420 pages

Airlines, Hotel & Travel

Plunkett's Airline, Hotel & Travel Industry Almanac 2005
ISBN 1-59392-009-1 July 2004 \$249.99 450 pages

Apparel & Textiles

Plunkett's Apparel & Textiles Industry Almanac
ISBN 1-59392-006-7 July 2004 \$249.99 420 pages

Automobile

Plunkett's Automobile Industry Almanac 2005
ISBN 1-59392-001-6 October 2004 \$249.99 412 pages

Chemicals, Coatings & Plastics

Plunkett's Chemicals, Coatings & Plastics Industry Almanac
ISBN 1-59392-030-X August 2005 \$249.99 450 pages

Computers, E-Commerce & Internet

Plunkett's E-Commerce & Internet Industry Almanac 2005
ISBN 1-59392-022-9 March 2005 \$249.99 500 pages

Plunkett's InfoTech Industry Almanac 2005
ISBN 1-59392-024-5 May 2005 \$249.99 663 pages

Consulting, Outsourcing & Offshoring

Plunkett's Consulting Industry Almanac 2005
ISBN 1-59392-026-1 June 2005 \$249.99 330 pages

Plunkett's Outsourcing & Offshoring Industry Almanac
ISBN 1-59392-020-2 February 2005 \$249.99 400 pages

Financial Services, Banking, Insurance, Investments & Mortgages

Plunkett's Insurance Industry Almanac 2005
ISBN 1-59392-014-8 December 2004 \$249.99 400 pages

Plunkett's Banking, Mortgages & Credit Industry Almanac 2005
ISBN 1-59392-015-6 December 2004 \$249.99 400 pages

Plunkett's Investment & Securities Industry Almanac 2005
ISBN 1-59392-016-4 December 2004 \$249.99 400 pages

Food & Beverage

Plunkett's Food Industry Almanac 2005
ISBN 1-59392-021-0 March 2005 \$249.99 466 pages

Health Care & Biotech

Plunkett's Biotech & Genetics Industry Almanac 2005
ISBN 1-59392-000-8 September 2004 \$249.99 522 pages

Plunkett's Health Care Industry Almanac 2005
ISBN 1-59392-018-0 January 2005 \$249.99 716 pages

Engineering, Research & Nanotechnology

Plunkett's Engineering & Research Industry Almanac 2005
ISBN 1-59392-025-3 May 2005 \$249.99 636 pages

Plunkett's Nanotechnology & MEMS Industry Almanac
ISBN 1-59392-004-0 May 2004 \$249.99 330 pages

Energy

Plunkett's Energy Industry Almanac 2005
ISBN 1-59392-012-1 November 2004 \$249.99 610 pages

Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac
ISBN 1-59392-013-X November 2004 \$249.99 350 pages

Entertainment & Media

Plunkett's Entertainment & Media Industry Almanac 2005
ISBN 1-59392-023-7 April 2005 \$249.99 550 pages

Quantity

Middle Market Companies

Plunkett's Almanac of Middle Market Companies
ISBN 1-59392-031-8 August 2005 \$249.99 600 pages

Real Estate & Construction

Plunkett's Real Estate & Construction Industry Almanac 2005
ISBN 1-59392-027-X June 2005 \$249.99 528 pages

Retail

Plunkett's Retail Industry Almanac 2005
ISBN 1-59392-019-9 February 2005 \$249.99 633 pages

Sports

Plunkett's Sports Industry Almanac
ISBN 1-59392-028-8 July 2005 \$249.99 440 pages

Telecommunications

Plunkett's Telecommunications Industry Almanac 2005
ISBN 1-59392-008-3 October 2004 \$249.99 533 pages

Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac
ISBN 1-59392-029-6 July 2005 \$249.99 450 pages

Transportation, Supply Chain & Logistics

Plunkett's Transportation, Supply Chain & Logistics Industry Almanac
ISBN 1-59392-007-5 August 2004 \$249.99 412 pages

Quantity

Job Seeker & Careers

The Almanac of American Employers 2005
ISBN 1-59392-017-2 December 2004 \$199.99 745 pages

Plunkett's Companion to The Almanac of American Employers 2004-2005
ISBN 1-891775-81-2 March 2004 \$199.99 722 pages

Plunkett's Employers' Internet Sites with Careers Information 2004-2005
ISBN 1-891775-82-0 May 2004 \$229.99 681 pages

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www.plunkettresearch.com



Outsourcing, offshoring creating sweeping changes in the world of business / continued from page 1

Other companies outsource their shipping, warehousing and/or distribution. Still others outsource the manufacture of their products to "contract manufacturers." Another common outsourced task is the handling of inbound or outbound telephone calls with customers and business prospects, at facilities known as "call centers." Companies engaging in outsourcing not only hope to streamline their core oper-

ations, they also typically hope to save at least 15% on costs of the outsourced services.

In recent years, outsourcing and contract manufacturing have been moving to such nations as India, The Philippines, Ireland and certain nations in Eastern Europe. This practice of sending outsourced work overseas is known as "offshoring." The goal of offshoring

is typically to reduce costs as much as possible while maintaining reasonable quality. The combination of offshoring and outsourcing will revolutionize business and manufacturing process in a major way. **Plunkett's Outsourcing & Offshoring Industry Almanac** analyzes this movement in depth, and provides the first comprehensive guide to the trends, statistics and companies leading this revolution. ■

Wireless Industry leads the field in innovation and consumer electronic sales / continued from page 1

More MP3 player-equipped cell phones are sold than standalone MP3 music players. Mobility and connectivity are paramount in the mind of today's consumers, and the wireless connectivity of cell phones makes them an ideal platform that may eventually evolve into the ultimate personal device.

In nations such as South Korea and Japan, cell phones are used as wireless credit cards, payment devices and financial services account managers.

In Japan, they are used as readers for downloadable full-length books. Evolution of advanced features and purposes is moving at a rapid pace.

Meanwhile, the wireless sector is evolving further with the advent of RFID (radio frequency identification), which will radically change the way manufacturers and retailers keep track of inventory, transportation, logistics and sales.

At the same time, wireless Internet connectivity, in the form of Wi-Fi and the newer WiMax networks, will dramatically alter the way we access the Internet with laptops, desktops and PDAs. Dramatic changes in the marketplace will occur as we begin to use intelligent transportation systems (ITS) via moving automobiles for traffic, routing and road conditions data, as well as for Internet access on the move. Be sure to see our new **Plunkett's Wireless, Wi-Fi, RFID & Cellular Telephone Industry Almanac**. ■

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Plunkett Research, Ltd.
www.plunkettresearch.com

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

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