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Our Mission

The mission of Cambridge Who's Who is to help professionals achieve their goals by providing them with an exclusive and comprehensive set of corporate image and branding platforms, networking opportunities and career development resources.



You now hold the missing piece

BUILDING YOUR PERSONAL BRAND

Today, developing and marketing your personal brand are important parts of being successful. Your personal brand defines who you are, what you stand for and what you have to offer. It conveys your personality and highlights the qualities that distinguish you from other professionals in your line of work.

With a strong personal brand, you can expand your career and business opportunities, and outshine your competition. Moreover, when you take control of your branding, you determine how your target audience perceives you instead of the other way around. Not only will people pay special attention to you, but your brand will assist you in building a solid reputation and becoming an expert in your field.

Cambridge Who's Who is deeply committed to discovering, promoting and maintaining your personal brand, and we strongly encourage you to become an active part of the process. Our full suite of member benefits is designed to help you develop a powerful brand. Each product and service can be classified into one of three categories: **recognition and credibility**, **professional networking**, and **visibility and exposure**.

GAINING RECOGNITION AND CREDIBILITY

Spread the Word about Your Skills and Talents

In today's competitive business world, it is challenging to break away from the crowd and stay ahead. While knowledge and experience are crucial, it is equally important to strengthen your image by gaining recognition. As a Cambridge Who's Who member, your voice is amplified. When you are recognized by an authentic source, the proper attention is directed towards you and your work, and your credibility is raised.



The Cambridge Who's Who Hardcover Registry: Your Biography Prominently Displayed

In our beautiful, hardcover registry, you will find the biographies of talented professionals across all major industries. Perfect for display in a prominent place, you can show friends, family and colleagues the section of the book commemorating your endeavors and accomplishments.

The Cambridge Who's Who Hardcover Registry is more than a great conversation piece; it is a career-enhancing tool that delivers a competitive edge. Share your feature with prospective employers, educational institutions to which you are applying and committees that are evaluating you for an award. The Registry is also a valuable reference for research and networking. Use the included contact information for business growth, career enhancement and recruitment.

Full-Page Listing: Key placement at the front of the Registry is the greatest amount of exposure available in the hardcover publication. Members handpicked for this section are distinguished by Cambridge Who's Who as Executives, Professionals and Entrepreneurs (EPEs) of the Year. The special feature includes a full-page profile with a color photo, company logo, contact information and additional biographical fields exclusive to the EPE of the Year distinction.

Half-Page Listing: The VIP section follows the full-page EPE listings in the Registry and contains members who have demonstrated a high level of achievement in their fields. It features half-page profiles, which include the member's photo, company logo, contact information and additional biographical fields exclusive to VIP membership.

Press Release Creation: Recognizing Your Accomplishments

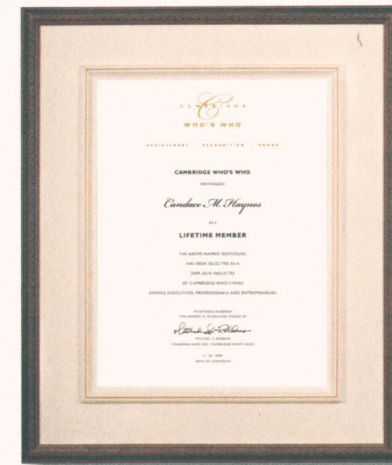
The news release is a great way to showcase your inclusion in Cambridge Who's Who. Created by our editorial department, the release highlights your areas of expertise, educational background, work history, professional affiliations, awards and anything else you would like to promote. We will work hand-in-hand with you to ensure that your information is accurate and current. You may submit your news release to the local media and any associations to which you belong.

Newsletter Spotlights: Elevating Your Status within Cambridge

Who's News is the official Cambridge Who's Who e-newsletter. Every issue is packed with member spotlights and information about our organization. The newsletter addresses popular themes concerning today's business world by presenting useful articles, polls, hints and tips, announcements, special offers, and upcoming events — valuable information to help you get the most out of membership. You can be recognized in the newsletter by participating in an interview, submitting an article on a relevant topic, offering a discount on your products and services, or sharing a success story.

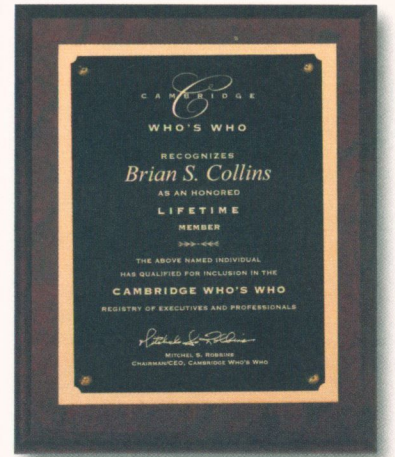
Attractive Displays: Visualizing Your Achievements

Certificate: The certificate of recognition is an elegant document that is specially designed for display in your home or office. Featuring the prestigious Cambridge gold seal of authenticity, the certificate



can be matted and framed to enhance your décor while commemorating this highlight in your career.

Wall Plaque: The laser-engraved beveled glass or solid wood wall plaque of achievement is an official acknowledgement of your involvement and status within Cambridge Who's Who. This attractive emblem is a tribute to your success and, when displayed, the perfect way to add credibility to your organization.



Desk Tribute: For the beveled glass or cherry wood desk tribute, we take the text from your customized press release and engrave it in gold. This replica of your release will look great on your desk in full view of your clients and colleagues.

Proclamation: The beveled glass or cherry wood proclamation is a decorative wall piece available only to our EPEs of the Year. The proclamation identifies you as a member of this prestigious membership program and highlights the reasons why you were selected to receive this honor.

Calendar: The industry-specific calendar is printed in full color and highlights one member per month with a photograph, contact information and comprehensive biography. Filled with upcoming events, interesting facts and inspirational quotes, this special opportunity to be recognized with other accomplished individuals in your profession is not to be missed.

To learn more about the products listed above, call 516-535-1515 x1203 or send an email to memberbenefits@cambridgewhoswho.com with your name, member number and telephone number.



BUILDING YOUR PERSONAL BRAND

NETWORKING FOR SUCCESS

What Networking Does for You

Cambridge Who's Who has developed several online platforms where you can communicate with other members. Forming relationships with individuals in and outside of your industry can help you to grow your business, discover new career opportunities and locate prospective clients, employees, investors and vendors.

CambridgeWhosWho.com:

A Platform for Sharing Information

Your Cambridge Who's Who membership provides you with access to an exclusive group of professionals from around the world. In particular, www.cambridgewhoswho.com is a place where you can share information, knowledge and services to stay one step ahead in your career and business.

There are several functions on the website that enhance your networking abilities, including *My Cambridge*, a customizable landing page that gathers important announcements, member profiles and postings for you to review each time you log in. You can also update your *Profile* with your current information and photograph; use the *Advanced Search* to find new contacts; advertise items for sale, services and job opportunities in the *Marketplace*; highlight your company and offer promotional discounts in *CamBiz™*; post conferences, meetings and other special occurrences in *Events*; and use *Business Resources* for career enhancement.

Cambridge Connect:

A Community for Building Relationships

In addition to utilizing the main website, you may create a profile on *Cambridge Connect*, our new online networking community. At www.cwwconnect.com, you can easily exchange information with other members and participate in conversations that are beneficial for your professional growth and development.

Cambridge Connect features your *Profile* that can be personalized with photos, videos, RSS feeds and widgets; a *Forum* where you can discuss pertinent issues with members and ask employees for assistance; a *Photo and Video Gallery* where you can upload additional images and videos; an *Events* section with an online invitation system; a *Groups* section that allows you to connect with members with similar interests; and a personal *Blog* where you can share your thoughts, ideas and advice.



CWW Email:

A Personalized Communication Tool

Cambridge Who's Who now offers email accounts with certain membership levels through the *CWW Email* service. CWW Email accounts include a contact organizer, calendar and task list in addition to email forwarding, spam filtering and search functionality. Best of all, they enable users to send and receive emails without having to disclose their personal or business email addresses.

YourName@cwwemail.com is a great way to keep fellow Cambridge members and other contacts updated on recent accomplishments, upcoming events and exciting business opportunities. Activate your CWW Email account by emailing networking@cambridgewhoswho.com.

E-Release Program:

An Effective Way to Reach Your Target Audience

The *E-Release Program* enables you to contact thousands of Cambridge members at once through our bulk email marketing system. We distribute a customized email to a targeted list of professionals, which identifies you as a valuable resource in your field and includes a direct link to your Cambridge Who's Who news release. Individuals who are interested in learning more about you may complete a simple online contact form that we relay to you while keeping your email address confidential. This protects your privacy while opening up the lines of communication with potential business contacts.

Designed for our most proactive networkers, the E-Release Program is a great opportunity for you to increase your visibility and broaden your network, as it carries a third-party endorsement from our organization. For more information or to enroll, call 516-535-1515 x1203 or email networking@cambridgewhoswho.com today.

Start Networking Now!

With the Cambridge Who's Who website, *Cambridge Connect* and *CWW Email*, you have access to a powerful set of tools to make your networking experience an enjoyable and productive one. Should you have any trouble utilizing any of these benefits, please email techsupport@cambridgewhoswho.com.

BECOMING AN EXPERT

Realize Your Potential by Positioning Yourself as an Expert

Becoming an expert in your field is crucial to taking your career to the next level and landing your dream job. Cambridge Who's Who provides various outlets for you to raise your status in your industry by sharing your expertise with other professionals. Through these platforms, we can publicly endorse your skills, talents, products and/or services.

Multi-Media Distribution Program: Circulate Your Cambridge Press Release Online

The *Multi-Media Program* is designed to improve your online visibility on a global level. Written by our editorial staff and distributed by our public relations department, the Cambridge news release is a perfect tool for expanding your networking opportunities, becoming more well-known within and outside of your industry, and increasing your potential for print exposure. The online version can include up to four images and a two-minute video, and is submitted to various search engines (including Google, Yahoo! and Ask.com) once you have approved its content. We provide you with a direct link to your e-release that you can post on your website and include in your email correspondence. You will also receive a hard copy to share with the local media, clients, associates, professional organizations, family and friends.

By participating in the Multi-Media Distribution Program and building a strong web presence, you will be in a position where someone can type your name into a major search engine and find information about you on one of the first result pages. This will dramatically improve your visibility and credibility.

Top 101 Industry Experts:

Appear in Print with Your Own Book Chapter

Published by Cambridge Who's Who, the *Top 101 Industry Experts* paperback comprises the impressive biographies of and exclusive interviews with prominent Cambridge members. Handpicked from more than 300,000 professionals, these exemplary leaders have demonstrated high levels of performance and achievement within their respective fields.

The book explores the fundamental characteristics of top industry experts and reveals the paths that a select group of members have taken to gain success. It begins with a foreword by Mike Litman, the best-selling author of *Conversations with Millionaires*. Featured experts are then presented with their own chapter, which includes a photo or company logo, contact information, a biographical narrative and an engaging conversation with a Cambridge Who's Who representative.

As part of publication, members can receive multiple copies of *Top 101 Industry Experts* to distribute as promotional material to clients, professional associations, review committees, friends and family members. Their expert profiles are also available for viewing online at www.101industryexperts.com.

Resource Center Contributing Author Program: Stand on Your Professional Soapbox

The Resource Center is a great place for you to share your knowledge with others. When you submit articles for publication on the site via the *Contributing Author Program*, they are viewable by both Cambridge members and the general public — increasing the visibility and exposure you need to be considered an expert.

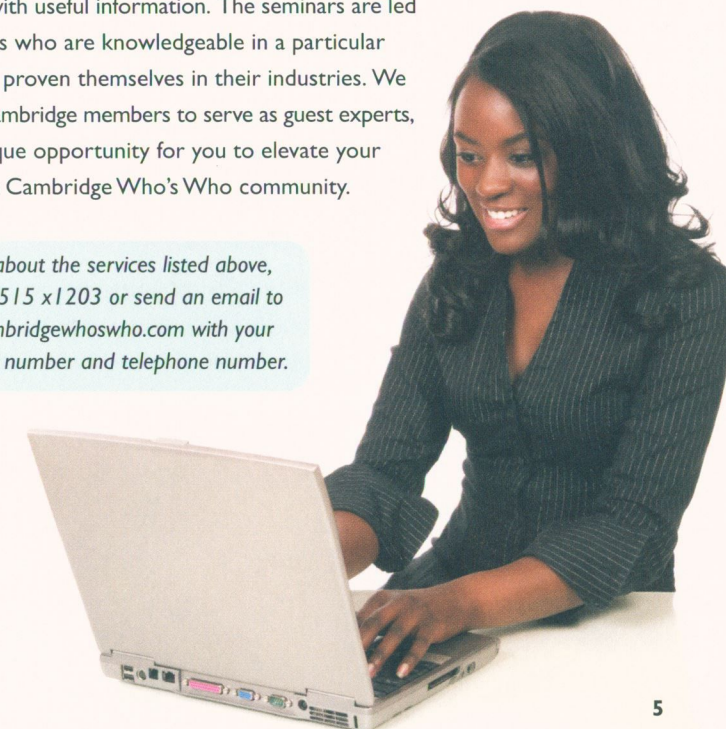
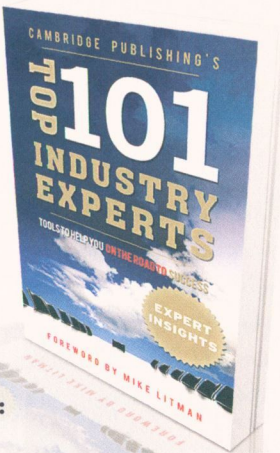
As a contributing author, you receive complimentary editing services; a personalized webpage highlighting your expertise, educational background, professional experience and links to every article you contribute; and online announcements about your recent accomplishments. We also consider your articles for a possible feature in *Who's News*, the Cambridge Who's Who e-newsletter. We strongly encourage you to take advantage of this opportunity to establish yourself as a valuable resource in your industry and profession.

Teleseminar/Webinar Series:

Educate Others and Broaden Your Reach

The *Teleseminar/Webinar Series* helps members to achieve success in their personal and professional endeavors by providing them with useful information. The seminars are led by guest speakers who are knowledgeable in a particular subject and have proven themselves in their industries. We now welcome Cambridge members to serve as guest experts, presenting a unique opportunity for you to elevate your status within the Cambridge Who's Who community.

To learn more about the services listed above, call 516-535-1515 x1203 or send an email to exposure@cambridgewhoswho.com with your name, member number and telephone number.



CAMBRIDGE WHO'S WHO (CWW) ON THE WEB

CWW on the Web is a comprehensive group of online resources available to Cambridge Who's Who members. These content-rich websites provide extensive information about our benefits and services, showcasing opportunities for you to gain exposure and advance in your field. They also include platforms for networking, sharing your expertise and keeping you up-to-date on the latest member news.

HOME

www.cambridgewhoswho.com

Visit www.cambridgewhoswho.com to learn more about our company, member benefits, products and services. Log in to gain private access to the biographies of more than 300,000 professionals. Keep your information current on the site to open yourself up to new contacts, business ventures and career opportunities.

CHARITIES

www.cambridgewhoswho.org

Here you will find the worthwhile causes that our company, employees and members have supported — financially and otherwise. We strongly encourage you to inform us about the charities that you have founded, work for, volunteer with or donate to, so that we can highlight them in the Member Charities section.

CONNECT

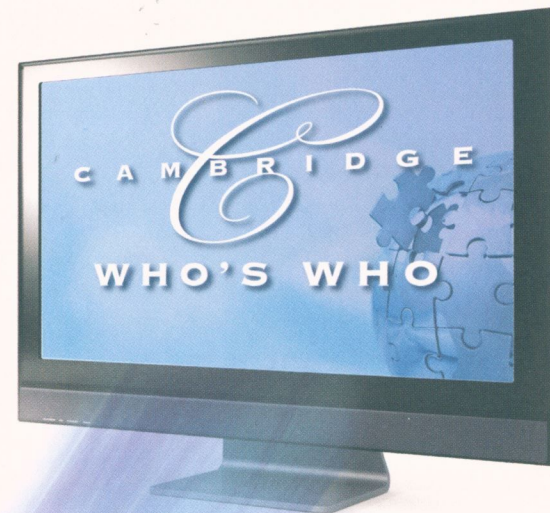
www.cwwconnect.com

This online networking site was designed to strengthen your ties to other Cambridge members while helping you to establish and maintain your personal brand. On www.cwwconnect.com, you can easily exchange information, cultivate relationships and participate in discussions that are beneficial for your professional growth and development.

HALL OF FAME

<http://halloffame.cambridgewhoswho.com>

Comprised of former Executives, Professionals and Entrepreneurs (EPEs) of the Year, the Hall of Fame celebrates Cambridge members who have demonstrated outstanding leadership abilities and dedication to their industries. Hall of Famers are featured indefinitely on this site, providing them with added exposure.



INDUSTRY EXPERTS

www.101industryexperts.com

Visit www.101industryexperts.com to learn more about the *Top 101 Industry Experts* book and featured Cambridge members. You can also read a selection of sample chapters from the book. Remember to browse the Resources section for articles, blogs and podcasts with helpful information on how to elevate your status in your field.

LEARNING CENTER

www.cambridgewhoswhoguide.com

Discover how to unleash the power of membership. Visit the Learning Center for tutorials on how to use our products and services to brand yourself, network with other members, increase your online exposure and more! New benefits, service upgrades and website updates are announced here in addition to answers to frequently asked questions.

NEWS

www.cambridgewhoswhonews.com

The News blog provides an outlet for you to share information about yourself, your company and its products and services with the Cambridge community and beyond. Here you can make an important announcement, promote a special event or highlight a news article or press release written about you. Check back frequently to keep informed about recent member news.

NOTABLES

www.cambridgewhoshowiki.com

This site showcases members who have displayed excellence or innovation in their industries. Read the notable member biographies to discover how they have influenced and continue to impact the course of events in their fields. Also, find out which celebrities happen to be Cambridge Who's Who members.

PRESS RELEASES

<http://pressreleases.cambridgewhoswho.com>

Go here to learn more about our online Multi-Media Distribution Program and how Cambridge can shine the spotlight on you. If you would like to gain credibility within your industry and profession, locate new clients and career opportunities, increase traffic to your website and/or secure a third party endorsement of your credentials, then the Multi-Media Program is right for you.

RESOURCE CENTER

www.cambridgewhoswhoauthors.com

Find information and advice on popular topics such as networking, building your personal brand, becoming an expert and starting a company. Participate in our Contributing Author Program to be published online and establish yourself as a leader in your industry.

SUCCESS STORIES

<http://successstories.cambridgewhoswho.com>

Read about the positive experiences our members have had with Cambridge Who's Who, including their interactions with staff members and new business contacts. Tell us your story and we will publish it here alongside your photo or company logo.

VIDEOS

www.cambridgewhoswhovideos.com

On the Cambridge Who's Who video channel, you will find a brief introduction to our organization and a tour of membership. You can also browse through our subscriptions to other channels and view our favorite videos concerning key business topics. Subscribe to the Cambridge Who's Who channel today to receive alerts when a new video is posted!



online resources

AFFILIATE BENEFITS

Cambridge Who's Who offers several affiliate benefits to thank members for their participation. These include:

Cambridge Travel & Leisure Concierge (TLC)

While Cambridge Who's Who fosters professional development, its sister company, Cambridge TLC, promotes rest and relaxation by providing participating Cambridge members with unlimited access to deeply-discounted travel packages. We are able to offer these competitively-priced vacations to you through our special partnership with Lifestyle Vacation Incentives/ Thomas Cook, a leading international travel company that serves 19 million vacationers annually. Dollar for dollar, no other company can offer you options of such great value as Cambridge TLC. And if you think that you have located a better package elsewhere, let us know and our representatives will search our extensive database to find you a better deal.

www.cambridgetlc.com is a place where you can plan getaways without the headaches. We believe that the more time you have to complete important tasks, the less you will have to worry about while on vacation. From Caribbean cruises to ski adventures, you will find a variety of deals and destinations to pique your interest. Many of the listed travel packages include airfare, hotel, car rentals, and complimentary meals and drinks. The best part about this service is that an experienced travel consultant will walk you through the process of booking your dream vacation(s).

Even if you need to plan travel for business purposes, Cambridge TLC can help you. Your representative will be available from the moment you request a quote until you arrive back home. We look forward to making Cambridge TLC your #1 travel resource to plan a lifetime of fun-filled, cost-effective vacations for you and your family.



Free Companion Airline Ticket (FCAT)

Cambridge Who's Who is pleased to offer the FCAT program, an exclusive service that is available as a premium with specific membership programs. With an FCAT in your hands, once you purchase an airline ticket to an included destination, you will also receive a free* companion ticket to the same location.

This is a great way to save money while traveling roundtrip in the U.S. with a friend, family member or loved one.

This special offer is made possible through a partnership with Lifestyle Vacation Incentives, a division of the Thomas Cook Group that uses major airlines and destinations for its travel offers. The FCAT program is available between 104 cities throughout the Continental United States, including: New York, NY; Washington, DC; Atlanta, GA; New Orleans, LA; Detroit, MI; Las Vegas, NV; Houston, TX; Los Angeles, CA; and Miami, FL. After redeeming your voucher, pack your bags and get ready to travel with the companion of your choice!

Note: If a Companion Voucher Claim Ticket is not enclosed in your welcome package, the promotion is not included in your membership program. However, there are several ways that you can participate in the FCAT program. To learn more about these opportunities, call 516-535-1515 or send an email to premierservices@cambridgewhoswho.com with your name, member number and telephone number.

*Base fare only. Taxes, security fees and handling charges extra.
**Promotion may be discontinued at any time.



Hertz® Member Savings Card

This year-round member discount card allows you to take advantage of one of the following offers each time you rent a car from Hertz:

- One car class upgrade in the U.S. and Canada (Class C, D, F);
- \$10 off a weekly rental (Class C, D, F, G, L);
- Up to \$15 off a weekend rental (Class C, D, F, G, L, R); or
- Free child seat on a weekly rental.

Note: Offers are subject to blackout and availability. Promotion may be discontinued at any time.



Macy's® East Shopping Pass

This special offer includes a shopping pass that you can use to receive a 15% discount at Macy's East stores for an entire day. You can even select the "sale day" of your choice, so long as it does not fall on a pre-scheduled, one-day sale event.

Note: Current Macy's employees are not eligible for this promotion. Promotion may be discontinued at any time.



Nationwide Insurance® Discount

Cambridge Who's Who has teamed up with Nationwide Insurance®, one of the largest and most reputable insurance companies in the United States, to save you as much as \$500* per year on auto insurance!



On Your Side®



For more details about this "members only" discount, contact a Nationwide® insurance agent for a fast, free, no-obligation quote:

- NY, CT, PA: Grillo & Associates – (800) 772-0627 (Ask for Alyssa or Danielle)
- All Other U.S. States: (866) 556-7283

If you are already a Nationwide® customer, you may contact your local agent directly. Be sure to mention that you are a member of Cambridge Who's Who.

Nationwide® also offers homeowners', renters' and condominium insurance, identity theft protection, boat insurance, RV insurance, and motorcycle insurance. You may explore these policies while discussing your potential auto insurance savings with your Nationwide® representative.

*Average annual savings based on Nationwide® policyholder data collected nationally through July 2007.

**Products underwritten by Nationwide Mutual Insurance Company and Affiliated Companies. Home Office: Columbus, Ohio 43215. Products and discounts not available to all persons in all states.

***Promotion may be discontinued at any time.

To find out how you can take advantage of the affiliate benefits listed above, or how your company can participate in the Cambridge Who's Who Affiliate Member Benefits Program, call 516-535-1515 or email affiliateprograms@cambridgewhoswho.com today!

rewards

SUCCESS STORIES

The proof is in the pudding! Here are just a few examples of Cambridge Who's Who members who have experienced great success by utilizing our products and services.

“ As a new member to Cambridge Who's Who, I was immediately impressed with the caliber and range of people with whom I now had the opportunity to interact. The Cambridge staff could not be more polite, well-versed, dedicated and dependable; it's easy to see how a person could flourish and grow personally and professionally with them supporting you. When I started looking through the member directory, I was amazed at the expertise and diversity of this prestigious group. I am not only honored to be included, but as one who always welcomes a challenge, I find myself raising my own standards to maintain my place among this impressive group. What a phenomenal 'club' to belong to in order to share and grow together! ”

Jo DeMarco
President, Chief Executive Officer
Contessa Knows
Chicago, IL

“ I am sincerely grateful for the support Cambridge Who's Who has shown towards Learning Prep School. We are honored to be a part of the Cambridge Who's Who network and would be thrilled to continue working with your team on future events. I will continue to be an active member of your community and look forward to utilizing Cambridge Connect. ”

Kristen Banks-Odiwo
Event Coordinator
Learning Prep School
West Newton, MA

“ Being a member of Cambridge Who's Who has opened many doors for networking opportunities and the sharing of ideas with other members in a variety of professions. I have recently made contact with a few members who are seeking my services, and some of those have been from the press releases that Cambridge has taken the time to share with the business world. Cambridge is a great place to share events, read about other members and their interests, and to learn about opportunities for growth. I have truly enjoyed exploring the many assets that Cambridge members have access to and look forward to sharing the growth of my business with members for years to come. Thank you Cambridge, for recognizing my accomplishments and providing this valuable networking opportunity! ”

Lisa Parker
Certified Professional Resume Writer
Parker-CPRW
Richmond Hill, GA

“ You shared exciting and wonderful news with me! I still cannot believe it. Receiving this recognition is going to further intensify my drive towards pursuing my goals because I know that I am going to inspire others in my field. Thank you so much to the Cambridge Who's Who organization. ”

Tarawa Groves
Principal
Houston Gardens Elementary School
Houston, TX

“ It's a pleasure to be a member of Cambridge Who's Who. I have had a completely positive experience with this association. You all have been informative, helpful and professional, and maintain a friendly approach to communication. It's evident that all involved maintain customer service as the number one goal; a goal that has been met one hundred percent. I am a very satisfied customer. ”

Cynthia B. Ainsworthe
Registered Nurse
Bayfront Medical Center
St. Petersburg, FL

“ My friends and colleagues who have seen Top 101 Industry Experts have enjoyed reading the stories in the book, including mine. Through reading my chapter, they have acknowledged my work and have taken into consideration my ideas about reducing tuition costs for students. ”

Shirish Shah, Ph.D.
Lecturer, Professor of Chemistry
Towson University
Towson, MD

“ Cambridge Who's Who is an exceptional organization that is extremely instrumental in helping its members enhance their professional goals. I recently published a book and was able to use my resources and connections with CWW to promote the book through the website, newsletter and blog. The blog has provided a lot of positive business exposure, improved my credibility and promoted the sales of my book. The response has been overwhelming in my favor and has catapulted my business to the next level. ”

Chinonyerem (Chi Chi) Okezie
Owner, Founder
SIMPLEnetworking LLC
Jonesboro, GA

How do I get my success story published?

If you have a positive experience that you would like to share with current and prospective members, please email it to success@cambridgewhoswho.com along with a professional photograph or company logo.



testimonials

FUTURE OPPORTUNITIES

Discover how to take your Cambridge membership to the next level. These future opportunities expand the benefits available to you and bring you closer to attaining your goals. In particular, you will receive additional recognition and exposure, both online and offline. Find out what possibilities await you now that you have joined our network.

Top Industry Expert

A great way to gain expert status is to publish a book on your area(s) of expertise. Even better is when you are identified by a third party as an expert in your field. Cambridge Who's Who provides that valuable endorsement for you when it features you in its *Top 101 Industry Experts* publication. This means that you have been selected from more than 300,000 professionals to represent your field. It gives you the opportunity to document your personal success story and share your insight with others. Your *expert chapter* includes a biographical narrative and detailed interview with a Cambridge representative, touching on everything from how you began your career to your greatest achievement to date. You are also highlighted on www.101industryexperts.com with a *robust online profile*, giving you added exposure.

If you are a business owner or public speaker, you can use the industry expert book to win new clients. When others see your accomplishments in print, they are more likely to conduct business with you and recommend you to their contacts. If you are not well-known, a feature in *Top 101 Industry Experts* will distinguish you as an industry leader and get you the attention you deserve.

EPE of the Year

A select number of Cambridge Who's Who members are chosen as our Executives, Professionals and Entrepreneurs (EPEs) of the Year based on their outstanding level of achievement within their professions, leadership skills and/or commitment to altruistic endeavors. These honorees are recognized with a full-page *expanded biographical profile*, color photo and company logo at the front of our hardcover registry. Their expanded profiles are also highlighted in online member searches and appear in a special section of www.cambridgewhoswho.com, which is easily accessible from the homepage and viewable by anyone, anywhere.

EPEs may receive a *personalized news release* showcasing their inclusion in Cambridge Who's Who, their career achievements and any business ventures that they would like to promote. The news release can be submitted to societies, professional groups, newspapers and industry-related publications. It can also be posted on websites, included in press kits and engraved by Cambridge on a *desk tribute* for clients and colleagues to see. EPEs are also eligible to receive a beautiful 9" x 12" *proclamation*, a decorative wall piece that identifies them as members of the prestigious EPE

program and commemorates their success in their respective industries.

All former EPEs are profiled indefinitely online in the *Cambridge Who's Who Hall of Fame*. Their accomplishments, educational background and career history are memorialized on this site and put on view to inspire future generations of leaders.

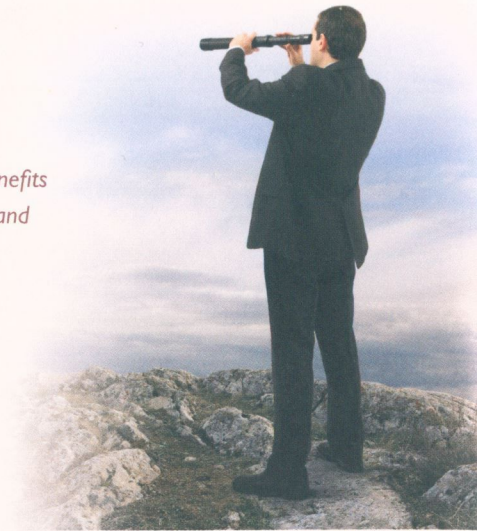
VIP

Members invited to the VIP level of recognition are leaders who are dedicated to professional development and seek to make lasting contributions in their fields. They are published in a special section of the hardcover registry with a half-page listing, including an *expanded biographical profile*, photo or company logo. Their profiles also appear in the VIP section of www.cambridgewhoswho.com and are highlighted in online member searches. VIP exposure on the website means that everyone who visits the site — not just Cambridge members — can view your VIP profile.

VIPs may use our *personalized news release* services to announce this prominent distinction to local newspapers, magazines and other media outlets. This accolade can be further commemorated with a *desk tribute* engraved in gold with the news release. Honorees are also eligible to receive a laser-engraved wall plaque as a testament to their accomplishments and status as VIP members. The *VIP wall plaque of achievement* can be prominently displayed in the home or office.

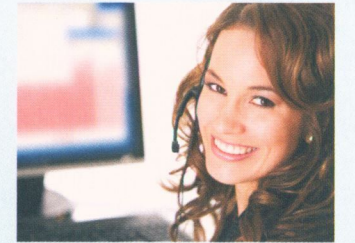
Do you have what it takes?

To find out if you are eligible for the Top Industry Expert, EPE of the Year or VIP distinction, call 516-535-1515 x1203 or send an email to premierservices@cambridgewhoswho.com with your name, member number and telephone number.



CONTACT INFORMATION

At Cambridge Who's Who, we pride ourselves on our ability to provide top-quality customer service to our members. We are eager to address any questions or concerns you might have. Assistance from our well-trained representatives is just an email or phone call away.



GENERAL CONTACT INFORMATION

Cambridge Who's Who Publishing, Inc.
498 RXR Plaza
West Tower
Uniondale, NY 11556
(t) 516-535-1515
(f) 516-535-1514
info@cambridgewhoswho.com
www.cambridgewhoswho.com

ABRIDGED EMAIL DIRECTORY
CUSTOMER SERVICE
customerservice@cambridgewhoswho.com

EDITING AND PROOFREADING
edits@cambridgewhoswho.com
images@cambridgewhoswho.com

GENERAL INQUIRIES
info@cambridgewhoswho.com

MEMBERSHIP BENEFITS
memberbenefits@cambridgewhoswho.com

TECHNICAL SUPPORT
techsupport@cambridgewhoswho.com



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C A M B R I D G E
Cambridge
W H O ' S W H O

Cambridge Who's Who Publishing, Inc.

498 RXR Plaza

West Tower

Uniondale, NY 11556

(t) 516-535-1515

(f) 516-535-1514

info@cambridgewhoswho.com

www.cambridgewhoswho.com