



EXECUTIVE SUMMARY

“Where Idea Meets Innovation”

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ABOUT

Alliance Creative Group is committed to utilizing a unique blend of products, services, and relationships to increase value for both clients and shareholders. Creating quality results, forging long-term partnerships, and exceeding expectations are the core business principles of ACG.

The company is comprised of five key components:

- 1. Creative & Design**
- 2. Printing & Packaging**
- 3. Product Development**
- 4. Event Marketing**
- 5. Business Consulting & Strategic Marketing**

These core business units allow for supply chain synergy and a one-stop-shop approach for clients to achieve their strategic marketing objectives. Vertical integration and cross promotion between company sectors allows ACG to share resources, maximize efficiencies, and utilize economies of scale. These components improve buying power for the corporation and increase value for both clients and shareholders.

We maintain and operate six company websites, including: alliancecreativegroup.com, stlouispackaging.com, stlgraphics.com, snapgraphics.com, IMAGEchicago.com and TicketHotLink.com. These websites correlate with the different brands that we manage, and the websites show updates and keep clients posted on important information.

CREATIVE & DESIGN

We offer quality graphic design services that bring brands to life! Strict attention to detail and a thorough understanding of client needs is the recipe for our success. The creative team and resources available at ACG can help clients develop their brand from start to finish. We specialize in print and web design solutions that help companies get recognized and stand out against the competition. From logos to websites we help make lasting impressions.

Services:

- Advertising campaigns
- Brand identity
- Brochures
- Business cards
- Catalogs
- Direct Mail
- Flyers
- Logos
- Manuals/Media Kit
- Marketing Materials
- Package design
- POP display
- Postcards
- PowerPoint template design
- Sales kit
- Stationary
- Websites



PRINTING & PACKAGING

Printing

Exceeding expectations is the motto of our printing division, STL Graphics Group. The goal is to make clients look good and limit their headaches. We take care of all the details, to get the best result in the most timely and cost effective manner. From design to delivery, we offer a full-service approach to printing. We can match any job, budget, and schedule no matter how big or small the project. We are committed to producing the highest quality products and delivering exceptional services.

STL Graphics Group is the total package. We have the latest technology in the pre-press, pressroom, and bindery areas. Our printing division sets us apart from the competition by offering full accountability to each and every project. We reach a high level of accountability by bringing structural design, retail, assembly, packing speeds, and eye catching graphic design into a one-stop experience for our customers. There is no figure pointing, as we can manage every phase of project.

Snap Graphics is a commercial printing company specializing in off-set, large format, silk screen, and digital printing. Snap provides customers with an unbeatable print experience by offering consistently high quality products at the lowest possible prices and with lightning fast turnaround times. Many companies claim similar results, but Snap integrates the latest in technology, industry trends, and experience to ensure 100% client satisfaction, 100% of the time.

Customers can visit the user-friendly website at www.snapgraphics.com or call toll free at 855-OHH-SNAP (644-7627). Website capabilities include 24 hour online printing, live online customer support, real time pricing calculator, order status updates, and email alerts when jobs have shipped or are ready for pick up.

Snap Graphics is proud to offer innovative printing, packaging, and promotional solutions that help businesses achieve their marketing objectives:

Printing:

- Design Support
- Digital Printing
- Direct Mail
- Inventory Management
- Mailing Services
- Media
- Packaging
- Sheet-Fed
- Web



Bindery:

- Collating
- Drilling
- Folding
- GBC Binding
- Padding
- Saddle Stitching
- Tabbing

Logistics:

- Local, regional, and national warehousing
- Inventory control and analysis
- Multi carrier freight
- Auto replenishment
- Automated and manual pick and pack
- 24/7 distribution
- Order tracking
- Assembly and kit building
- Order consolidation
- Direct field requisition



Packaging

The Packaging division at ACG (St. Louis Packaging) provides a variety of solutions to fit any client's packaging needs. We offer custom options catered to individual needs as well as over 10,000 stock supplies for everyday use. We even have eco-friendly alternatives that use soy based inks and recycled raw materials. Our mission is to be the single source solution for all of our customers' packaging needs.

Custom:

Every business is unique and custom packaging solutions are a must for maximizing efficiency, minimizing damage, controlling expenses, and overall integration of the distribution chain. Our packaging team has the capability to be both consultants and partners that create custom solutions to meet any business's needs. We perform comprehensive audits to help clients with automation, inventory management, package handling, procurement, and forecasting.

Stock:

Sometimes traditional packaging is the best option. We offer a wide range of standard supplies used in everyday packing and shipping at very competitive rates. From corrugated boxes to fasteners and adhesive, we are your partner for all your packaging needs. Offering customers the best product selection with fast delivery, and we do it all at great prices! We are proud to offer over 10,000 quality products from well known and trusted brands like 3M, Sealed Air, Intertape, Rubbermaid, Ivex and many more. We have made it easier than ever to view our catalog and place orders online by visiting www.stlouisstockpackaging.com. We use our buying power to save customers money!

Stock Options (Over 10,000 items available!):

- Bin and storage containers
- Bubble and foam
- Chipboard cartons and pads
- Corrugated boxes
- Corrugated mailers
- Edge protectors
- Janitorial supplies
- Kraft paper
- Labels
- Loose fill
- Mailing bags and envelopes
- Mailing tubes
- Newsprint
- Packing list envelopes
- Paper, wraps, and tissue
- Poly bags



Safety and industrial supplies
Shipping room supplies
Shrink film
Staples and staplers
Strapping
Stretch film
Tags
Tape
Ties, fasteners, and adhesives

Sustainable options:

St. Louis Packaging is dedicated to packaging solutions that protect more than just your product! We offer eco-friendly alternatives to traditional packaging supplies and strive to educate consumers, employees and suppliers on reducing their carbon footprint. St. Louis Packaging offers a wide variety of eco-conscious products including recycled cartons, recycled stuffing and wrapping papers and recycled polyethylene. In addition, the company has secured partnerships with other organizations that share the same passion for preservation, including suppliers who utilize wind and solar power in production. Our progressive approach to the packaging business helps reduce waste, reduce greenhouse gases, divert materials from landfills and reduce our overall impact on our planet.

PRODUCT DEVELOPMENT

Alliance Creative Group created a product development division focused on getting products to retail and building brand equity for clients. The blend of retail and marketing experience makes this division a strong resource for both existing and start up products looking to enter the marketplace or increase market share. ACG utilizes a combination of media, marketing, and management resources to help clients improve visibility, identity, and infrastructure. ACG can help in virtually every phase of the product life cycle including creation, marketing, placement, distribution, and management. We utilize our network of shared resources to provide a lower cost of entry into the marketplace for existing products and easier start up capabilities for new products, services, and clients.

Product Creation:

Creative and design services
Printing and Packaging

Product Marketing:

Website
Marketing materials, brochures, and sell sheets
Product Launches
Media and PR
Advertising
Event marketing



Product Placement:

Retail
TV
Online

Product Distribution:

Fulfillment
Logistics
Project management

Brand Management:

Continued marketing and branding services

EVENT MARKETING

Helping clients showcase and market their image. Our event marketing division has experience in strategy, creative, production, promotion, execution, and evaluation of events ranging from 20 – 4000 attendees. ACG helps integrate each phase to ensure clients are achieving their objectives and reaching their target market. Whether the strategy calls for full production assistance or simply getting the right people in the door, ACG is there.

Services:

Creative design
Entertainment
Email blasts
Event planning & marketing
Event strategy
Food & drinks
Mobile marketing
Partnerships
Site selection & venue contacting
Survey and evaluation
Theme development
Ticket Brokering



Events:

Boat Parties
Celebrity Appearances
Charity Events
Client Appreciation
Concerts
Fashion Shows

Grand Openings
Nightlife Events
Private & Corporate Events
Product Launches

BUSINESS CONSULTING & STRATEGIC MARKETING

Alliance Creative Group (ACG) announces the addition of a new consulting division. The division offers business advisory, consulting and marketing services for the diverse needs of small to medium size companies. We bring a tremendous amount of hands-on experience to our clients, advising and helping to implement effective, practical solutions for a variety of business challenges.

Most businesses get bogged down with the overwhelming challenges they face every day to maintain their day to day business and don't have the required time or expertise to unbiasedly evaluate many of their missing business and marketing plans. They also almost never get a chance to analyze their current systems, processes and organizational challenges. ACG offers practical advice, while also thinking outside the box, which brings real results.

ACG helps keep businesses focused on their unique purpose and improve their overall efficiencies while evaluating business and marketing plans and budgets. We provide experienced and knowledgeable advisors along with a sounding board to listen to and brainstorm with to build on your ideas and go over options with you.

What ACG can do for you:

- Articulate and document business, marketing and strategic plans
- Market your products and services
- Build a plan that focuses on the best marketing tactics to be leveraged in your industry
- Develop video promo/messaging and create viral marketing
- Set up social media platforms, manage activity and content grow viewership and manage metrics
- Clarify roles and responsibilities
- Create measurable goals and objectives



- Identify areas for cost reduction
- Help find investors, raise money, or facilitate taking your company public with a team of very experienced professionals
- Assist in finding and evaluating potential mergers or acquisitions targets, joint ventures, partnership or buy-out opportunities

Why ACG?

ACG offers more than other marketing firms or general consults because we can help develop business and marketing plans, draft press releases, create and maintain social media campaigns, provide funding, make introductions to investment bankers or other funding and take companies public. ACG helps with Business Development, Strategic Planning, Marketing and Product Development. We serve the needs of both Private and Public companies. We'll evaluate a company's current position and match its needs to the appropriate resources. Let ACG review and evaluation of your current business and assistance you with improving your overall business & marketing plans, budgets and work-flows.

Contact ACG today to creative custom program that works best for your specific needs and within your budget.

KEY MANAGEMENT BIOS

PAUL SORKIN

C.E.O., President, General Counsel

Mr. Sorkin has been the C.E.O and General Counsel for the Alliance Creative Group/Invicta Group since June 2008. From 2005 to 2008, Mr. Sorkin served as CEO and General Counsel at Image Worldwide/Nationwide, from 1996 to 2004, Mr. Sorkin served as Chief Operating Officer and General Counsel at S & B Collectibles. Mr. Sorkin holds a B.A. degree from the University of Illinois and a J.D. degree from Chicago Kent College of Law.

STEVEN ST. LOUIS

President of St Louis Packaging

Mr. St. Louis began his career in 1990 as a Navy Corpsman in the United States Marine Corps infantry. He was part of an elite amphibious recon unit and served in Operation Desert Storm/ Desert Shield. Mr. St. Louis received the Kuwait Freedom Medal, a Combat Action Ribbon, and 12 Accommodations for his service. Following his career in the United States military, Mr. St. Louis attended Illinois State University from 1994-1997. He started St. Louis Packaging in 1997 and is currently President of St. Louis Packaging, Inc. and STL Graphics Group.

KEVIN PIEMONTE

Vice President of St Louis Packaging

Mr. Piemonte has more than 14 years of successful outside sales experience. He worked for one of the largest packaging master distributors in North America, producing over \$5 million in

sales in Illinois alone. He leveraged his industry experience and proven account management skills to open and expand the distributor's base of national accounts. In 2002, he joined St. Louis Packaging, Inc., and his expertise has helped more than double sales. He is currently Vice President of Sales.

GREG KARDASZ

Vice President of STL Graphics Group

Mr. Kardasz got his start in the printing business in 1982 working as a feeder on a 40" six color press. He has worked in virtually every facet of printing and in 2002 he came to STL Graphics Group with more than 20 years of prepress, pressroom, bindery, and sales experience. His broad range of printing experience has helped STL improve overall operations and has made him a valuable resource for all our clients. Mr. Kardasz is currently Vice President of STL Graphics Group.

BRADLEY D. WEISMAN

Marketing Manager

Mr. Weisman is a retail/marketing strategist with an entrepreneurial streak, delivering innovative solutions for ACG clientele. Over his 15 year career, he has held strategic and tactical marketing positions at leading B2C companies Walgreens, Scriptsave, American Greetings and PetSmart. Brad also founded, launched and marketed Shwalla, a line of high-end performance apparel, placing it successfully in dozens of boutique retailers nationwide along with his business partner Lee. Most notably, Brad has been consulting on new business development for MLX (Mario Lemieux) Skates which is new to the hockey world and has helped change the game.

Mr. Weisman received his undergraduate degree from The Ohio State University and holds an MBA from Lake Forest Graduate School of Management.

PARTIAL CLIENT LIST

We're proud to have worked with a list of world class companies.



BMW



PANASONIC



COORS LIGHT



PAUL MITCHELL



10 CANE RUM



GENERAL ELECTRIC



HARD ROCK HOTEL



RED BULL



LA TAN



URBAN MINISTRIES



WALGREENS



CLEARWIRE



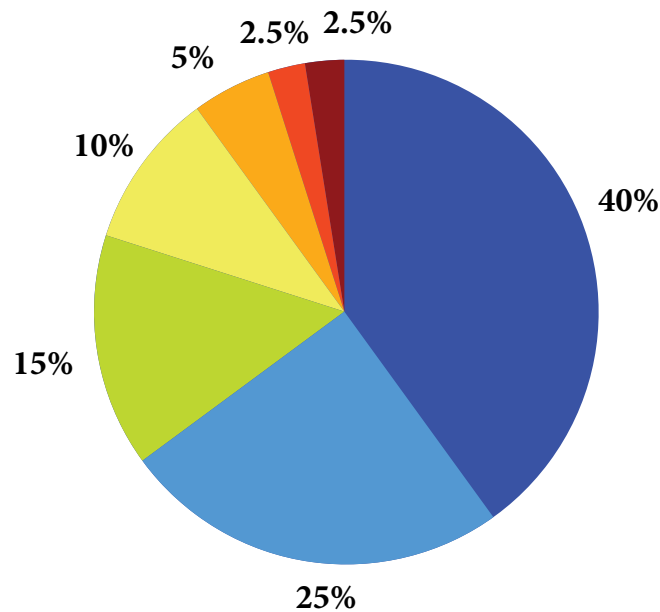
HERBTHYME



ZARBEES

USE OF PROCEEDS

Based on \$5,000,000 over the next 36 months.



- 40%** Acquisitions - \$2,000,000
- 25%** Expanding current products and services - \$1,250,000
- 15%** PR & Marketing - \$750,000
- 10%** Additional Quality Staff - \$500,000
- 5%** Improved technology/IT Solutions - \$250,000
- 2.5%** Travel for conventions, trade shows & special events - \$125,000
- 2.5%** Legal & Accounting - \$125,000

CONTACT INFO

Chicago

Phone: 312-324-0433

Fax: 773-496-6671

Email: info@alliancecreativegroup.com

214 W. Ohio, Chicago, IL 60654

Schaumburg

Phone: 847-885-1800

Fax: 847-885-1881

Email: sales@stlouispackaging.com

1000 E State Parkway, Suite A, Schaumburg, IL 60173