

dream big

iZone Group mission

iZone Group is a consumer driven marketing and merchandising company. We aspire to be a world-class organization by delivering value through partnerships, focused brand marketing and an efficient delivery system. We believe in developing a profitable and sustainable business model by securing our position within the value stream.



Specialty Retail Innovators

A pioneer in the field, iZone Group has a proven track record in operating specialty retail kiosks in shopping malls. Backed by our phenomenally successful UV3 sunglass brand, we have also led the way in bringing highly focused specialty retailing to previously underdeveloped and unique real estate throughout North America – in airports, highway travel plazas and other transportation hubs.

iZone Group is a pre-eminent specialty retailer with best-in-class kiosk strategies for shopping centers and other real estate.



During our 25 years in business, iZone Group has often broken new ground as specialty retail innovators, superstore developers and experts in wholesale distribution.

As a high volume distributor of sunglasses and other accessory products, iZone Group is a valued partner to major shopping mall developers like Simon Properties and Westfield. We also provide significant revenue streams to companies that operate real estate in a wide range of travel venues such as McDonald's and HMS Host.

Operationally, our "specialty retail" division is unparalleled. Each year, our Human Resource department recruits and trains hundreds of retail employees, and our in-house fixture and graphics experts design and produce thousands of state-of-the art merchandising displays.

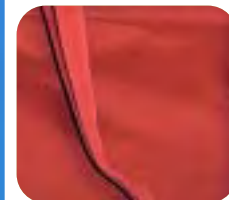




iZone Faceware Superstores

The **UV3** brand of sunglasses has enjoyed unmatched success, with over 10 million pairs sold. From Miami to Maine and from Seattle to San Diego, the UV3 promise of quality, value and selection has built a loyal customer base. A full service retail store that expanded on the UV3 brand promise was the next step in this relationship, and in 2004 iZone Group launched its first sunglass superstores.

These stores carry 1000 sunglass styles and colors, "In Focus" reading glasses and clip-ons, as well as a wide variety of vision related accessories. As such, our iZone Faceware superstores provide an assortment on a scale that has never before been presented in a retail environment, making them a destination site for anyone with non-prescription vision needs.



iZone Group's new superstores carry over 1,000 styles of sunglasses and provide consumers with a completely new experience in eyewear shopping.

iZone Faceware products are "Engineered for your face."
Our research and design team is dedicated to providing our customers with the latest benefits in sunglass product technology. And with prices that range from \$12 for the basic UV3 and In Focus lines, to approximately \$50 for premium products, iZone Faceware can meet virtually any non-prescription vision need — whether for reading, for driving, for sport or just for looking good.

iZone Faceware stores are designed by Ronnette Riley whose past projects include Apple (computer) Store, Coca Cola Brand Store and New Balance stores.

Wholesale and Distribution Experts

Today, **UV3** is the most well known brand of sunglasses in the popular priced (under \$30 per pair) market. In fact, through our thousands of distribution points in 20 states UV3 brand is seen by over 1 million people every day. As a result, last year alone we sold 3 million pairs of UV3 brand sunglasses; more than either Ray Ban, Oakley or Nike.

iZone Group brings retail intelligence from its retail division to help drive success for its re-seller partners.



Retail Intelligence

iZone Group leverages its expertise at retail to ensure the success of our reseller partners. Our know-how translates into brands and merchandising systems that perform.

Our innovative display systems are recognized in every industry within which iZone Group competes. Plus, our design and buying team produces a range of sunglasses and other accessories that lead the market in both design and quality.

iZone serves its wholesale customers by using the fashion trend data available from our quick response retail system. With regular point-of-sale data from our retail stores, supply chain logistics and regular air shipments, we are able to keep the very latest product assortments in stock at our various partner sites.

case study

iZone Group values

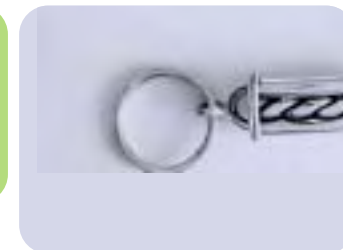
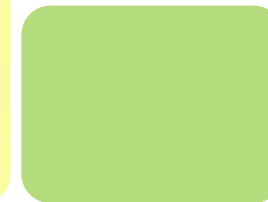
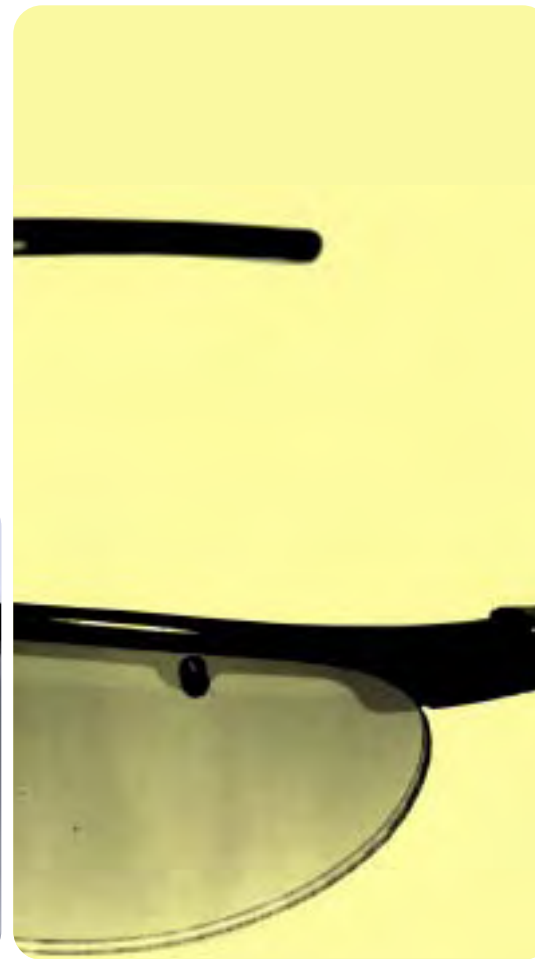
iZone Group values and seeks the mutual success of all our stakeholders — customers, employees, suppliers and shareholders.

UV3 eyewear is prominently featured in over 300 stores in major airports such as JFK, Los Angeles, Atlanta and Chicago, as well as in numerous other category-leading retailers.

"The implementation of the UV3 eyewear program has been a huge success for us... a fourfold increase in sunglass sales."
Senior Vice President of a leading Travel Retailer

"iZone Group has worked closely with us to develop a sound, successful sales strategy. They are knowledgeable, and easy to work with."
Senior Buyer, at leading Travel Plaza Retailer

- Living for the greater good
- Ownership
- Teamwork
- Dream big



Our core values motivate our culture, organization and structure. What this means to us is simple; iZone Group practices good corporate citizenship. We value and seek the mutual success of all those we interact with — customers, employees, suppliers and shareholders alike. At iZone Group, we value commitment and an attitude of ownership in our employees. In our business partners, we seek win-win relationships of mutual trust, respect and cooperation.

iZone Group practices good corporate citizenship.

In 2004, iZone Group made financial grants to all its employees in Florida who suffered losses due to the hurricane disaster there

In 2004 and 2005 we donated thousands of high quality sunglasses to U.S. Military personnel on active duty in the Middle East.

iZone Group

Your strategic business partner

iZone Group has been in business for 25 years, and is based in Rockleigh, in Northern New Jersey. We design, manufacture and distribute accessories such as sunglasses, personal leather goods and fashion jewelry. Our marketing strategy is to develop and build moderately priced quality brands in the fashion accessories category.

iZone Group has a complementary two-pronged distribution strategy - company-owned retail stores and distribution through other re-sellers. This allows us to learn first-hand the needs of consumers and then pass these insights along to our retail partners.

iZone Group's two-pronged distribution strategy gives it a strong competitive advantage — We learn first-hand the needs of consumers and pass these success-building insights along to our business partners.





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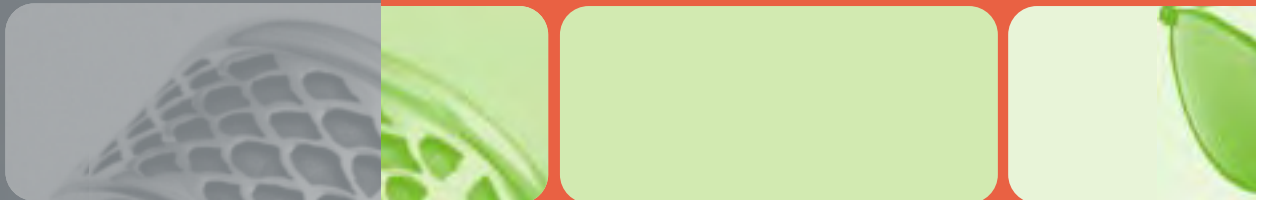
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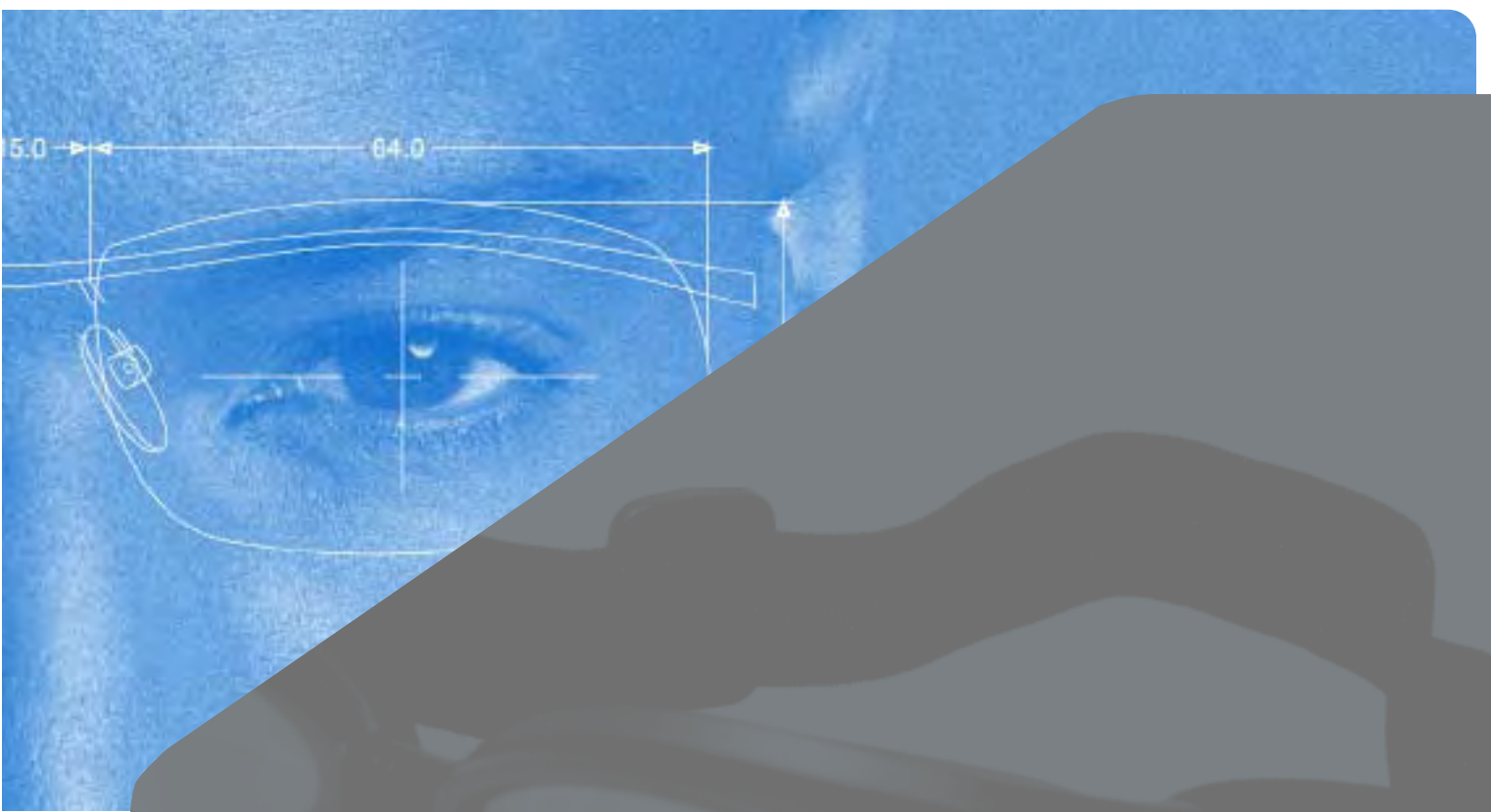


delivering our energy, conviction and results





delivering our e



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