



# **CoActive Marketing Group, Inc. (Nasdaq: CMKG)**

*Charlie Tarzian, President and Chief Executive Officer  
LD MICRO Conference  
Los Angeles, California  
April 29, 2008*

# Safe Harbor Statement

*The statements contained in this presentation that are not purely historical are forward looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934. These including statements regarding CMKG's expectations, beliefs, hopes, intentions or strategies regarding the future.*

*All such forward-looking statements in this presentation are based upon information available to CMKG as of the date hereof, and CMKG disclaims any obligation to update or revise any such forward-looking statements based on changes in expectations or the circumstances or conditions on which such expectations may be based. CMKG results could differ materially from CMKG's current expectations.*

*Factors that could cause or contribute to such differences include, but are not limited to, the general spending environment for marketing programs and services in general and the specific services provided by CMKG in particular, quarterly fluctuations in our revenues and other operating results, retention and growth in current clients and the winning of new clients, our ability to successfully compete against current and future competitors, the impact of acquisitions on the company's financial and/or operating condition, general economic and geopolitical uncertainties and other risk factors that are discussed in CMKG's Securities and Exchange Commission filings, specifically CMKG's FY2007 Annual Report on Form 10-K and Quarterly Reports for Q1, Q2 and Q3 for FY 2008.*

# Compelling Business Assets

- *CoActive Marketing Group is a full-service marketing, alternative media, sales promotion and interactive services company.*
- Proprietary marketing networks
- Recurring programs for blue chip clients
- Proven ability to generate revenue & measurable results
- Strong, seasoned management team
- Profitable & improving financial results (EPS for 3 months and 6 months ended 12/31/07 \$.11 and \$.22 respectively)

# Alternative Media Spending is Up

- Spending on alternative media in the US jumped 22% from 2006 to \$73.5 billion in 2007
- Alternative media equaled 16% of total ad/marketing spending in 2007; up from only 8% in 2002
- Momentum expected to continue with 20% growth to \$88 billion in 2008
- Alternative media spending is predicted to grow at a compound annual rate of 17% from 2007-2012 reaching \$160 billion

*Source: Jack Morton Worldwide survey conducted in US, UK/Europe, China and Australia; PQ Media Alternative Media Forecast 2008-2012*

# Experiential Marketing Gains Respect

- Experiential marketing is one-to-one, face-to-face marketing where brands present themselves to consumers in theatrical and immersive ways that foster conversation and social networking
- In addition, we believe that the addition of data driven, direct marketing techniques increase the opportunity for brands to take the next step in a consumer dialogue by presenting next steps and capture meaningful data points
- 97% of respondents believe experiential marketing is important for their organization
- 58% increased experimental marketing spending in 2007
- Nearly 1/3 dedicated over 10% of their marketing budget on experimental marketing

*Source: Jack Morton Worldwide survey conducted in US, UK/Europe, China and Australia.*

# Seasoned Management Team

- Marc Particelli - Chairman of the Board
- Charlie Tarzian - President & CEO
- Fred Kaseff - CFO
- Frank Dudley - Chief Marketing Officer

# Business Profile

<b>Headquarters</b>	<b>New York, NY</b>
<b>Offices</b>	<b>New York, Cincinnati, San Francisco, Miami, Chicago, Dallas</b>
<b>Employees</b>	<b>270 full-time and 6,700 part-time employees in 50 top U.S. markets</b>

	<u>3 months ended</u>		<u>6 months ended</u>	
	<u>12/31/07</u>	<u>12/31/06</u>	<u>12/31/07</u>	<u>12/31/06</u>
(in \$ thousands except EPS)				
<b>Sales</b>	<b>\$24,145</b>	<b>\$23,939</b>	<b>\$41,976</b>	<b>\$49,589</b>
<b>Operating Revenue</b>	<b>9,586</b>	<b>8,577</b>	<b>18,116</b>	<b>19,196</b>
<b>Operating Income</b>	<b>1,285</b>	<b>84</b>	<b>2,634</b>	<b>1,859</b>
<b>EPS</b>	<b>\$0.11</b>	<b>\$0.01</b>	<b>\$0.22</b>	<b>\$0.13</b>

# Key Financial Statistics

<b>Fiscal Year</b>	<b>March 31</b>
<b>Current Stock Price</b>	<b>\$2.95 (as of 4/25/08)</b>
<b>52wk Range</b>	<b>\$1.97 - 3.19</b>
<b>Shares Outstanding</b>	<b>7.63M</b>
<b>Market Cap</b>	<b>22.5M</b>
<b>Enterprise Value</b>	<b>16.5M</b>
<b>EV/LTM Sales</b>	<b>0.2</b>
<b>EV/LTM Oper Rev</b>	<b>0.5</b>
<b>% Insider Ownership</b>	<b>12%</b>
<b>Balance Sheet</b>	<b>\$6M Cash, No Debt</b>



# Business Strategy

# Our Proven Strategy Revolves Around:

- **Designing, building and executing marketing programs through non-traditional networks**
- **Employing direct, one-to-one marketing networks:**
  - **Live events**
  - **In-store, shopper marketing**
  - **Digital**
- **Targeting and converting prospects to customers:**
  - **Integrated**
  - **Data driven**
  - **Measurable**

# Stellar Blue-Chip Partner Roster

DIAGEO

P&G

JOHNNIE WALKER

Captain Morgan

GUINNESS

SAP

Fresh  
EXPRESS

SMIRNOFF

Red Stripe

Tanqueray

Nintendo

KIKKOMAN

BAILEYS

Quervo

COTY  
COTY BEAUTY LANCASTER GROUP

PEPSICO

CÎROC

Crown Royal  
VILLAGE VINTAGE  
BOTTLED

# Last Night in America

- 50,000 live events, network of >250,000 restaurants, clubs, bars, retail establishments
  - Touching between 4-5M people per year
- Combine creative programming, cutting edge technology, sophisticated marketing staff training
- Result: Data-rich, intelligence filled database; *80-100K consumers yields understanding of what's going on in the lives of highly motivated, proactive consumers*
- Allows network optimization, sales and weekly evaluations

# Last Night in America

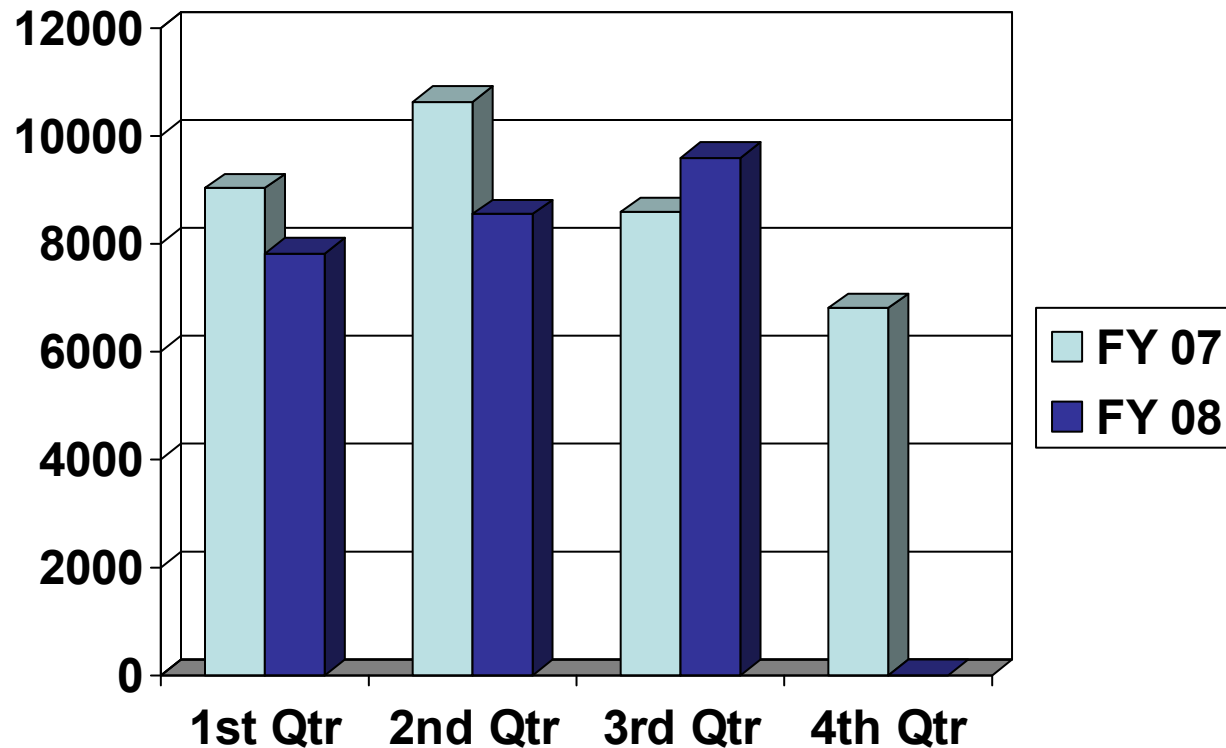


# Improving Financial Metrics

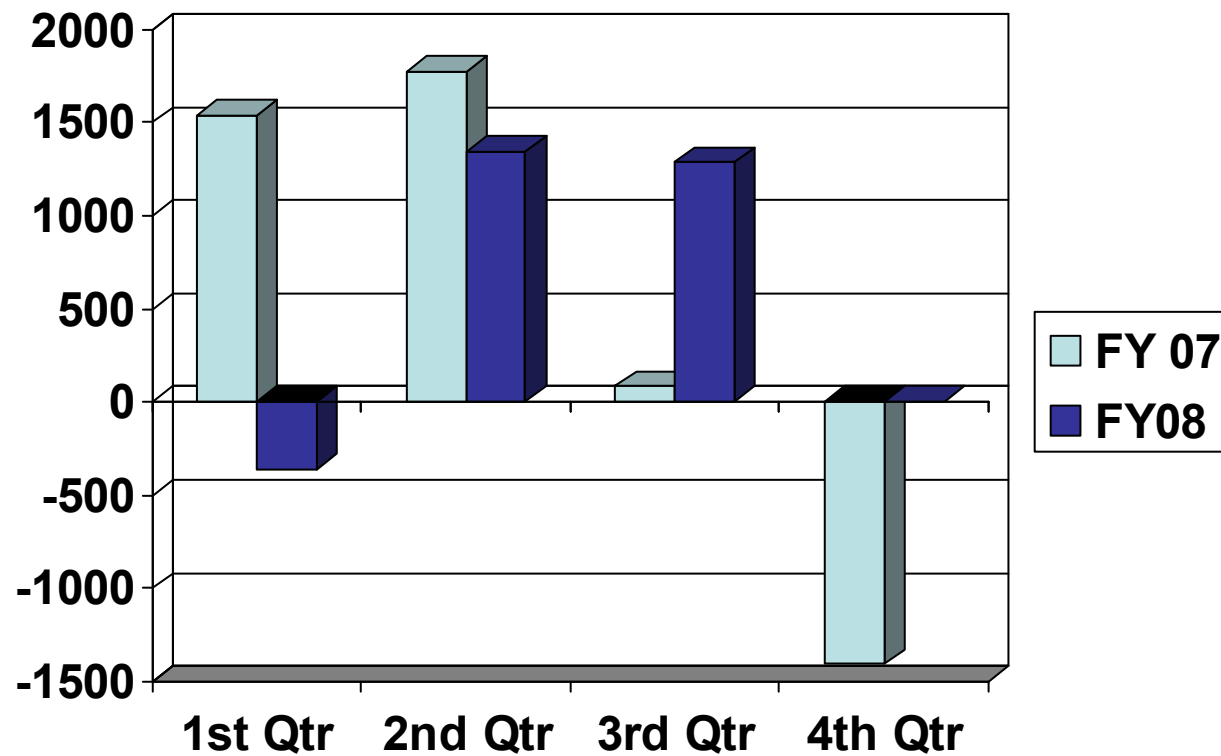
- Continued focus on shifting company's direction
- Realizing the results of this strategy
- Expanding services with existing clients
- Growth in revenue from core clients
- Adding new clients with significant growth potential
- Generating positive cash flow for last 2 quarters and expect to continue

# Steadily Increasing Operating Revenue

## Key Performance Indicator



# Financials – Operating Income



# CMKG Summary

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