

Important News 2005

From Plunkett Research, Ltd.

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When you need accurate, timely, innovative information

Nanotechnology Poised to Revolutionize Many Industries Plunkett's new book is your key to this trend



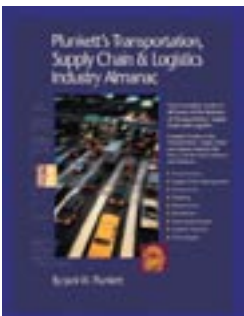
Nanotechnology will soon become a household word. It is a leading-edge technology that will revolutionize many sectors of manufacturing over the long-term. (The situation

is somewhat analogous to that of biotechnology and genetic engineering – a field that, 15 or 20 years ago, few people could define, but

today is vastly altering the healthcare business.) Our new **Plunkett's Nanotechnology & MEMS Industry Almanac** provides the key to understanding the nanotech industry and its leading companies.

Nanotechnology is generally defined as the science of designing, building or utilizing unique structures that are smaller than 100 nanometers in size (a nanometer is one billionth of a meter). This involves microscopic structures that are no larger than the width of some cell membranes. > [page 5](#)

Plunkett's Transportation, Supply Chain & Logistics Industry Almanac provides vital data as this industry grows at a booming rate



Transportation is one of America's largest industries. Its sectors range from automobiles and trucks to airplanes, trains, ships, barges, pipelines and warehouses. In total,

during 2004, the U.S. transportation industry will account for 10.4% of the nation's GDP, or about \$1.2 trillion. Transportation, in its many facets and sectors, employs about 21.7 million Americans or about 15.6% of all workers in the nation. **Plunkett's Transportation, Supply Chain & Logistics Industry Almanac** is > [page 5](#)

Our 2005 title list totals 30 vital reference books

We experimented with many different types of data and analysis in various formats as we launched new books through the years. We eventually evolved the research methods and presentation that we rely on today. As a result, we had an eager audience for the 20 titles that we published in 2004, expanding to 30 titles in 2005. In 2006, this will expand to 41 industry titles, and eventually about 150 titles by 2014. More than ever before,

we're investing heavily in our ability to provide up-to-the-minute industry analysis, statistics and corporate profiles. At the same time, we're listening to the needs of our readers.

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OUR 20TH ANNIVERSARY—
PROVIDING VITAL BUSINESS
DATA SINCE 1985

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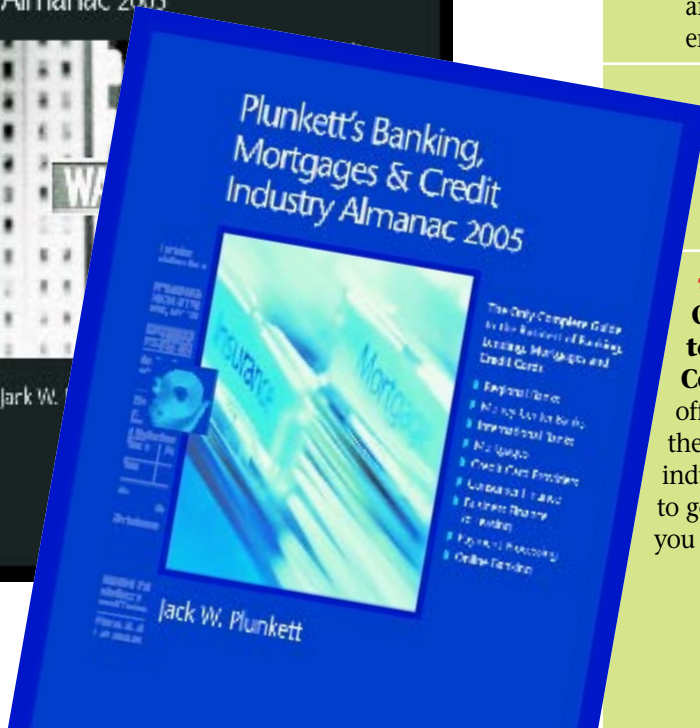
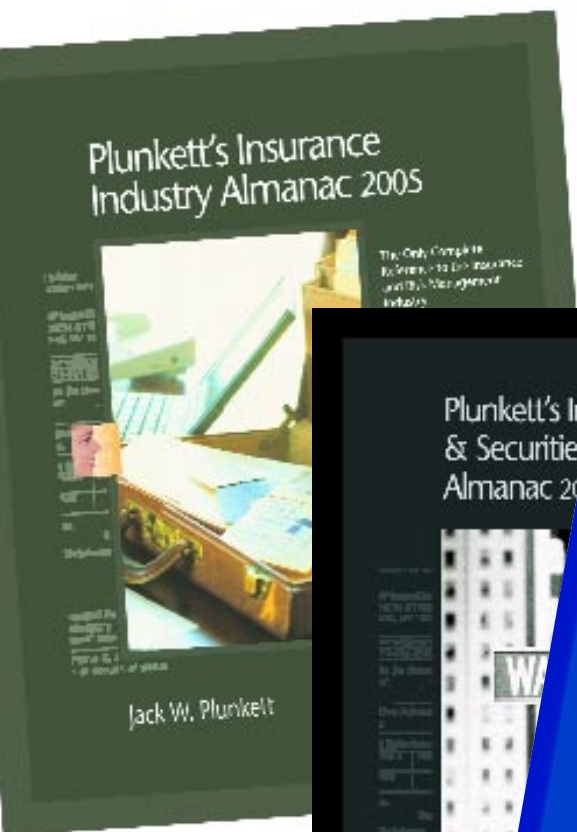
new

We're on target with three new financial industry titles

Plunkett's Financial Services Industry Almanac has been replaced with three expanded titles.

Due to many customer requests, we are targeting specific financial sectors with three terrific new books. These unique reference works will enable readers to dig deep into exacting areas within the rapidly expanding, increasingly global financial industry.

- 1 Plunkett's Investment & Securities Industry Almanac 2005
- 2 Plunkett's Insurance Industry Almanac 2005
- 3 Plunkett's Banking, Mortgages & Credit Industry Almanac 2005



new

Exciting new titles for 2005

Offshoring and alternative energy are among the hottest topics in the world of business today.

Over the next few months, we will be applying our formulas to many additional industry sectors for the first time. These are sectors that our customers tell us they are anxious to receive.

Upcoming new titles include:

- * Plunkett's Sports Industry Almanac
- * Plunkett's Wireless & Cellular Telephone Industry Almanac
- * Plunkett's Chemicals, Coatings & Plastics Industry Almanac
- * Plunkett's Outsourcing & Offshoring Industry Almanac
- * Plunkett's Renewable, Alternative & Hydrogen Energy Industry Almanac
- * Plunkett's Almanac of Middle Market Companies

new

Status of Plunkett 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 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** and **Insurance Industry Almanac**, are found only in Plunkett Research Online.
- * **Plunkett titles will be embargoed at least one year** before being released to netLibrary and consortia purchases will no longer be enabled through netLibrary.
- * **Plunkett Research Online features generous user licenses and user-friendly tools** that enable you to conduct extensive searches and export data.
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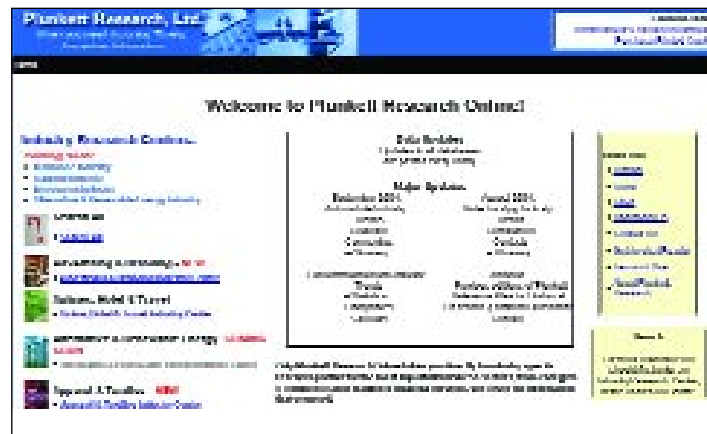
New features, new services for subscribers to Plunkett Research Online

Within Plunkett Research Online, we've added terrific new tools to help users find exactly the data they are looking for.

For example, 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, filtering by revenues, employee count, NAIC code and more.

For geographic searches, you can use our unique *Metro Area Search*. This will enable you to make certain you get results from an entire metro area, not just from specific city limits. Thus, a search within the Dallas, Texas metro area will include results from important surrounding cities such as Plano and Irving.

Also, we've launched a *Plunkett Archives Center* on our online service. Here, qualified subscribers may access dozens of previous editions of Plunkett reference books for historical research.



Plunkett Research Online provides 24/7 access to the vital data you need on dozens of industry sectors, including: industry statistics, trends analysis, contacts, glossaries and profiles of thousands of leading companies. You can search, view and export Plunkett data, which is updated continually.

7 The top seven uses for Plunkett Research Online

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Plunkett Research is the best possible industry information tool for use in the classroom – whether training new personnel or teaching in the university.

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For complete information, visit www.plunkettresearch.com or call 713.932.0000



Each Industry Center features 6 user-friendly research tools that provide access to extensive databases and content areas.

Plunkett’s search tools expand how our rich online industry data can be filtered, viewed and exported.

U.S. Automotive Industry Overview	
Automobiles Produced, 2004	4.6 million
Automobiles Produced, 2003	4.5 million
Light Trucks Produced, 2004	6.6 million
Light Trucks Produced, 2003	6.9 million
Total Number of New Car Dealerships, 2004	21,850
Unit Sales of New Cars and Light Trucks, 2004	16.4 million
Unit Sales of New Cars and Light Trucks, 2003	15.5 million
Heavy Trucks Sales, 2004	332.1 thousand
Total Revenue New-Car and New-Light Truck Dealers, 2003	\$600.2 billion
Average Sales per Dealership, 2003	\$32.3 million

The Market Research and Trends Tool opens an in-depth analysis of an industry, its trends and technologies. Explore sector-by-sector analysis. Go deeper for profiles of leading companies in each industry.

Nanotechnology poised to revolutionize many industries / continued from page 1

In particular, nanotech may involve the manipulation of materials on the atomic level so that they take on new characteristics, such as increased strength. The result will be new ways to solve problems and create products, based on the use of micro components.

Over the next few years, the fastest-growing commercialized uses of nanotechnology will most likely be

in coatings (including advanced paints used in demanding environments), specialty chemicals (with many different applications) and textiles (for example, new stain-free pants were introduced by Eddie Bauer and Lee Jeans in 2003, based on micro textile technology).

Much wider uses of nanotechnology will be commercialized at a steady rate.

Our new nanotechnology almanac is

the only complete reference resource that is written in lay language in order to serve researchers and students of all types. In addition, we have included profiles of the 250 leading companies involved in nanotech research and manufacturing.

As with all of our titles, the book comes with a CD-ROM database of these companies.

Plunkett's Transportation, Supply Chain & Logistics Industry Almanac provides vital data as this industry grows at a booming rate / continued from page 1

your key to understanding this industry.

In fact, thanks to increased use of advanced information systems and such strategies as intermodal use of containers (sending freight via containers that are easily transferred from ship to rail car to truck as needed, without repacking), the transportation industry's productivity level is excellent.

Meanwhile, transportation is growing rapidly. For example, the total value of freight shipments in the U.S. grew

by 45.3% from 1993-2002. Another example: the number of airline passengers boarding commercial flights increased from 285.3 million in 1981 to 641.8 million in 2003.

Meanwhile, the information age, with its introduction of sophisticated databases that can track inventory levels and shipments on a global basis via the Internet, has created vast efficiencies. As a result, supply chain technology has been one of the fastest growing segments in the information field.

Because we recognize the synergies between new logistics services and supply chain technologies with traditional transportation sectors, we have created the only complete reference source to assist researchers and students of all types in understanding this intricate field. Included in this terrific new book are profiles of 500 leading firms, as well as a CD-ROM database of these premier companies.

Our 2005 title list totals 30 vital reference books / continued from page 1

We're adding several exciting industries to our coverage and extending the reach of our proprietary databases as we write and edit our industry data. More good news: all of our 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.

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