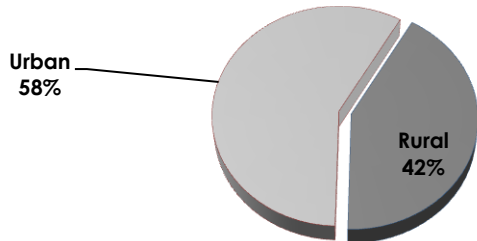


MarketLink at a Glance, 2009

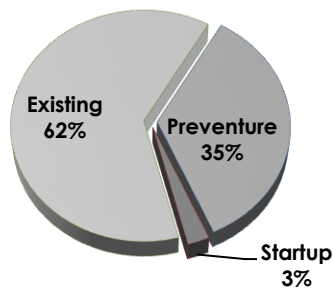


OMEN's MarketLink program is dedicated to providing market research and effective marketing ideas that promote successful business development. In 2009, we grew the number of agencies we serve and now offer expanded primary and secondary research services. Our focus remains on providing Oregon entrepreneurs with high quality, and actionable, business information that aids in strategic decision making.

Geographic Location of MarketLink Clients



Stages of Businesses Receiving MarketLink Services



MarketLink User Demographics

In 2009, MarketLink served 194 separate requests from entrepreneurs of whom:

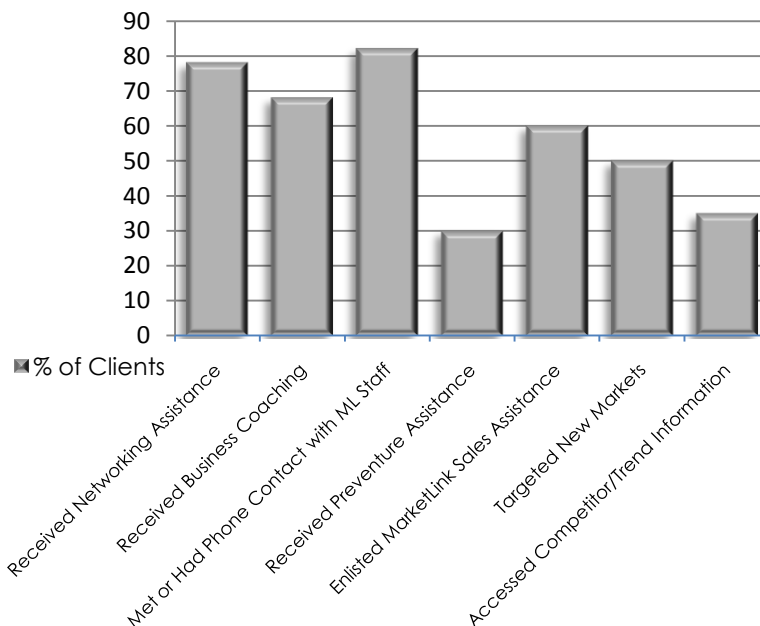
- 59% are Women
- 28% are Minorities
- 87% are classified as either Low or Very Low Income*
- 92% are First Time Business Owners

MarketLink satisfied 219 total requests for assistance in 2009, of which:

- 11% or 25 requests, were from Non-Profits

*By HUD Income Classification

MarketLink Client Services



Outcomes and Measures of Success

- After receiving MarketLink assistance, 49% of entrepreneurs developed from either "Preventure" or "Startup" to "Startup" or "Existing".
- 20% entered new geographic markets after receiving MarketLink services.
- Of 219 total requests for assistance, 64, or 29% were repeat requests.
- Information regarding client sales performance and job creation will be available in 2010.