

**EXHIBIT B**

**Background and Experience of Management**

## **Management Background**

### **Jim Holmquist**

Jim is a direct marketing specialist with over twenty eight years of experience in business management, telecommunications and tele-fundraising. He graduated from the University of Minnesota with a BS in Business Management.

He possesses extensive business development credentials including the co-founding of a highly successful Midwestern telecommunications provider company and assisting with the development of an Internet advertising provider.

Jim is the President of CoreMark, a marketing consulting firm offering quality control for local and long distance phone companies. He is also the founder of Politel, one of the nation's largest political tele-fundraising companies with call centers located throughout the Midwest. He currently also owns several long distance companies in the US, founded and sold one in Switzerland and started and sold a local phone company in the US. He helped start a software company serving the direct response marketplace as well as serving on the boards of NewTel Holdings and Broad Education. He has started several other companies over the past few years in the Medical Billing and text message coupon areas.

He spends his free time primarily with his wife and three boys. Golf and basketball are his other passions.