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**Corporate Profiles are similar to biographies except they are written about companies rather than about one individual. Typically, they are used as part of a press kit or as collateral materials: brochures or website text.**

### **Example 1: Construction Firm Profile: Zieba Builders**

Zieba Builders is full service general contracting firm that provides expertise in reconstruction consulting, custom design planning, historic renovations, luxury remodels and premium finishes. Skilled in architectural drafting and civil engineering, Zieba Builders offers their clients a higher level of expertise than most other general contracting firms, resulting in speedy approval of permits and the ability to keep construction work on schedule and within the budget.

Over the past 16 years, Zieba Builders' has earned a reputation for excellence in customer relations and as the builder that clients trust with their most important construction projects. While other construction firms focus only on the end results, Zieba Builders helps their clients through each phase of the construction/remodeling project, explaining what is involved, how long it will take, and providing ongoing progress reports right up to the final walk-through. Taking into account their clients' lifestyle, budget, and their home's architectural design integrity, Zieba Builders brings their clients' dreams to life building homes that showcase quality, lasting beauty and that reflect excellence every step of the way.

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## **Example 2: Law Firm Profile**

### **LIM, RUGER & KIM, LLP**

Known for their successful representation of high profile, multi-national corporations and in representing class action suits, Los Angeles law firm Lim, Ruger & Kim, LLP provides the expertise and support of a large firm, but without the high costs and excess expenses. Since their inception in 1986, the firm distinguished itself from other law firms their size by taking on large, powerful clients and challenging and winning cases against larger, more established law firms. Earning the law profession's highest ratings from national, law publisher Martindale-Hubbell, Lim, Ruger & Kim, LLP has established a reputation for many firsts including its status as the largest, Asian -American, minority-owned law firm in the mainland, United States.

Lim, Ruger & Kim, LLP was founded in 1986 by John S.C. Lim, Richard Ruger, and Christopher Kim, all attorneys with major law firm experience, whose goal was to provide Asian-owned clients with the best legal representation but at affordable prices. Since that time, this firm has evolved into a still small, but powerful entity providing a fortified team of multi-linguistic, multi-cultural attorneys who specialize in class action suits and business-related litigation such as: purchase and sales disputes, fraud, unfair business practices, real estate litigation, trademark, and other intellectual property matters. In addition to their business acumen, Lim, Ruger and Kim, LLP is a socially and politically conscious firm that is committed to helping others. Each year, the firm invests thousands of man-hours, pro-bono, to fight for the underprivileged.

Famous for their challenges to and reversals of existing law in the Court of Appeals, the lawyers of Lim, Ruger and Kim, LLP have generated new, published opinions on the books in the course of fighting for their clients' rights. While other lawyers are content to interpret the law, this firm has made history in challenging and changing the law to serve their clients' needs.

Building a reputation for trust, respect, and legal expertise is never easy, yet Lim, Ruger and Kim, LLP have done so by providing more than other law firms and charging less for their time. By making a decision to keep the firm small, with five partners and 18 attorneys, the firm is able to provide a more collaborative attorney-client relationship, earning their clients' long-standing loyalty and appreciation for their hard work.

Combining a youthful vitality with the wisdom that comes with experience, the firm has created a momentum of wins, time and time again. Operating from their headquarters in downtown Los Angeles, the firm is conveniently located near all the major courts, ensuring prompt action whenever it is needed.

The following demonstrates the range of experience the firm, Kim, Ruger and Kim, LLP has offered in serving its client base:

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- Successfully defended the Republic of Korea in a civil case for alleged fraud and conversion with damages of over one Billion dollars.
- Represented victims in a sex slavery operation operating in America successfully winning damages against an international firm.
- Successfully represented Korean-American victims in a forced labor civil suit that went back to World War II, winning them a settlement.
- Represented a world-leading American beverage manufacturer in a high profile, multi-national civil lawsuit.
- Represented a major American steel mill in the formation of a venture capital fund for biotechnology.
- Represented \$100 million dollar real estate development project resulting in the largest shopping center in inner-city history. Guided the client through a lengthy, 12-year process, from beginning to end.
- Represented a prominent real estate developer's \$100 million project resulting in largest, commercial condominium project in the apparel industry. This project was groundbreaking on many fronts and represented a five-year, legal process.
- Successfully represented the State of New Jersey in a securities class action lawsuit.
- Won a seven-figure settlement for four plaintiffs in a high-profile sexual harassment, racial discrimination, and wrong discharge suit against a worldwide manufacturing company.
- Represented national defense contractor/weapons manufacture in lawsuit against a weapons components manufacturer leading to a very favorable settlement.
- Represented a Southern California business investor in his suit against a strip mall owner, resulting in over \$1 Million return of investment and damages.
- Won a large settlement for a Japanese client who sued a prominent jewelry store for cultural discrimination in his employment.
- Defended high profile American retailer in a major class action suit for wage and racial discrimination, settling on extremely favorable terms.
- Provided cutting-edge litigation for an international bank in a dispute over payment of international letters of credit.
- Won a \$15 million settlement for a national corporation suing an individual for fraud and civil theft.

LRK LLP's Mission Statement is: "To deliver the highest quality legal services for clients, in the most cost effective manner, and to take pride and joy in so delivering it."

The aforementioned cases demonstrate some of the high-profile lawsuits the firm has been working in keeping with its mission for controlled growth and specialized representation in the practice of international law.

**- Lim, Ruger & Kim, LLP, Phone: (213) 955-9500, www.lrklawyers.com -**

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### **Example 3: Non Profit Corp.**

#### **Kathleen McCarthy/The Leavey Foundation**

As the steward of The Thomas and Dorothy Leavey Foundation, Mrs. Kathleen McCarthy donated \$2 million to Disney Hall last June, furthering a legacy of giving which began with her parents, the late Thomas E. and Dorothy Leavey. Mr. Leavey was co-founder of Farmers Group, Inc., one of the nation's largest insurance companies. In 1952, he and his wife established the Foundation to provide college scholarship to the needy. Since that time, the scope of the Foundation has expanded to include more than \$100 million in grants to educational, medical, charitable and religious institutions and organizations, primarily in Southern California.

Mrs. McCarthy, the wife of the late J. Thomas McCarthy, now heads the Thomas and Dorothy Leavey Foundation where through her efforts, the legacy of giving continues. Noting the importance of her role Mrs. McCarthy states, "My parents were always supportive of the community and basically Southern California. I, too, am interested in the arts and whatever Los Angeles can produce; I think it's only to the benefit of everybody here. But I am truly the steward of my parents' foundation so that is the role that I feel is really important right now."

Through the years, the Foundation has been a major benefactor to the University of Southern California and Georgetown University, the former serving as alma mater to the McCarthy's while the later was where Thomas Leavey received his law degree. Other recipients include Loyola Marymount University, Mount St. Mary's College, Marymount High School and Santa Clara University.

Recently, the Foundation provided one of two lead gifts to the Los Angeles Archdiocese, to build Our Lady of Angels Cathedral, which replaced long time city landmark St. Vibiana's. Other recipients of the Foundation include Children's Hospital, the Weingart Center, the United Negro College Fund, Camp Ronald McDonald and St. John's Hospital.

Noting her role as head of the Foundation, Mrs. McCarthy states, "I've been trying to carry on the things that they would be interested in and wanting to do. We've always tried to do what we can when the opportunity has presented itself."

In addition to heading The Leavey Foundation, Mrs. McCarthy serves on the Board of Trustees for Loyola Marymount, USC and St. John's Health Center Foundation and is active in over a dozen service and educational organizations including the L.A. County Museum Board, USC's Doheny Library, and the Archdiocese of L.A.'s Board of Education Foundation.



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## Example 4: Entertainment Company

### HIGHWAY ONE MEDIA ENTERTAINMENT

Driven by an image of superior quality sound brought to life by vivid, interactive visuals, HIGHWAY ONE was born in 1993 with its focus to revolutionize products released by the recording industry. Fueled by the talents of Grammy Award winning producer Ken Caillat (Fleetwood Mac, Stevie Nicks) and his associate, Fleetwood Mac road manager turned software developer Leo Rossi, Highway One is now a leader in the rapidly growing multimedia entertainment industry bringing an innovative approach to the development and production of interactive music-based products. Utilizing a variety of entertainment platforms, including Rossi's own proprietary MIDI software, Highway One creates customized products for their clients including enhanced CDs, CD-ROMs, DVDs, DVD-ROMs and interactive Web Sites. In addition, Highway One is known for its interactive kiosks and catalogs incorporating the best in leading edge technology, backed by the duo's music production, marketing and management expertise.

While their initial project was, simply, to breathe new life into the liner notes for "Talk," the latest release by legendary rock band YES, Highway One unknowingly formulated their winning approach to interactive product releases. With "YES ACTIVE," Highway One combined the finest elements of digital sound with exciting interactive images of the band. Providing wider access to fans - but at a safe distance - this format dramatically increased the band's marketability.

Similar efforts followed in a wide range of musical genres yielding enhanced CDs (playable in both multimedia computers and standard CD players) and CD-ROMs for Bush ("Little Things," "Razorblade Suitcase"), Missy Elliott ("Sock It 2 Me/The Rain (Supa Dupa Fly)," No Doubt ("Just A Girl," "Behind the Orange Curtain"), Jackson Browne ("Looking East"), Bonnie Raitt ("Burning Down The House"), Blind Melon ("Nico"), The Doors ("Greatest Hits"), Tracy Chapman ("New Beginning") and Keiko Matsui ("Dreamwalk," "Full Moon and the Shrine").

However, it was their 1996 CD-ROM, the critically-acclaimed "VIRTUAL GRACELAND," which vaulted them to worldwide status providing the first (and only) authorized CD-ROM to give viewers an up close, interactive view of The King's longtime estate. Co-produced with Crunch Media, Virtual Graceland took the concept of multimedia entertainment packaging to a whole new height featuring a wholly-interactive self-guided tour of Elvis's longtime estate with over 500 interactive links, 350 interviews with The King's friends and associates, snippets of home movies and an intricate tour of his home and possessions. Widely panned by worldwide media, this product catapulted Highway One to the forefront of the multimedia development industry where they currently reign supreme.

Spurred by accolades from the media, Highway One earned its stellar reputation by staying one step ahead of changes in technology while maintaining close ties to the music industry. In

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addition to maintaining a strong focus on interactive recording projects, the company next began expanding their original concept to include interactive music catalogs, both on-line and on CD-ROM. Angel/EMI Classics' "Classics For Dummies" showcased their talents in a 36-disc CD collection of the great classical composers featuring specially-added capabilities like interactive imagery and Rossi's proprietary Midi Music Workshop software which allowed viewers to isolate individual elements of the musical score.

Meanwhile, for Unity Records, Highway One built a comprehensive web site complete with audio sampling, artist bios and discographies, merchandising opportunities, on-line purchasing, contests and concert dates. Similarly, Highway One's own Web site: [www.highway1media.com](http://www.highway1media.com), provides access to a fast-growing catalog of music-based interactive products, which can be updated and downloaded at the touch of a button.

With their latest music compilation, Highway One's "HIT MUSIC" series, fans of dance music, heavy metal, adult contemporary, SKA and Swing can both see and hear the releases of these artists. In addition to the musical tracks, each compilation is complete with many, exciting interactive features, again demonstrating Highway One's artistry at work in the development of technologically superior entertainment-based products.

Other projects Highway One has successfully road-tested include a new line of music-enhanced products that have won notice for their originality and colorful presentation. The award-winning "SUPERMODELS IN THE RAINFOREST" CD-ROM, winner of "Best Documentary" in the Film and Video category at Worldfest Houston International Film Festival provides an exquisite blend of natural and human beauty as eight super models lead a guided tour into Costa Rica's lush rainforests, enhanced by the equally lush vocals of "Enigma," "Durban Duran" and "Soul to Soul."

Fanning out in other directions, Highway One has used the same cutting-edge technology to create several inspiring MPEG presentations (which run on multimedia computers) including "SPORTS ILLUSTRATED PRESENTS WARREN MILLER'S 'ON THE EDGE'" and "CLASSIC ANIMATION." While the former features spectacular feats of strength and endurance in extreme sports, the latter provides viewers with an animated history of eight classic works.

Launching their talents into the outer space arena, Highway One developed "STEPHEN W. HAWKING, A BRIEF HISTORY OF TIME," a prized CD-ROM presentation that takes viewers on a whirlwind trip into distant galaxies with Professor Stephen Hawking, best-selling author of "A Brief History of Time."

With each new project, Highway One continues to advance the standard for entertainment products with their mixed mode enhanced CDs bringing a new level of sophistication to entertainment-based products. As consumers become more savvy about technological advances in all the products they purchase, Highway One continues to modify its tact, providing its clients with newer and better services to retain an edge over the competition. As such, Highway One continues to expand its media services business offering multimedia

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consulting and interface design for existing and new platforms (CD-ROM, Internet, MPEG, DVD, kiosks, etc.), non-linear video editing, graphic design and Internet Web site development.

Looking to the future, Highway One is building its product franchise, established with VIRTUAL GRACELAND, with continued interactive tour releases, artist releases (both new and established talent) and record industry catalogs. With their strong ties to established national entertainment distribution companies, they will also maintain and deliver a strong presence in all the major markets: video, audio, book, software and mass merchant as well as bundling opportunities and direct mail, when appropriate.

Backed by aggressive marketing efforts through retail, point of purchase displays, co-op advertising and public relations, interactive advertising and distribution, and through strategic and creative marketing alliances, Highway One's products are now generating consumer awareness on many levels. This, in turn, is yielding further opportunities in product placement, sponsorship and inclusion in high profile promotions.

With more and more households now computer-oriented and wired for the Internet, Highway One now drives the standard of excellence for the entertainment industry and is well positioned for growth. As they continue their ongoing quest to create stimulating products which far exceed the competition, Highway One continues to pave the way to the future offering technologically enhanced products that are, truly, the next best thing to being there!



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## **Example 5: Film Services Company**

### ***VIVI-Q TELEPROMPTING SERVICES***

Specializing in state-of-the-art set ups for live and taped events, Vivi-Q Teleprompting Services offers the highest degree of quality in teleprompting services complete with technical set ups that offer clients premium quality. Founded in 1989 by broadcast professional Robin W. Sloan, Vivi-Q brings a fresh new approach to a long complacent industry by meeting and surpassing clients' expectations for service. While other companies merely get the job done, Vivi-Q goes above and beyond the call of duty.

Running the show at Vivi-Q is founder/president Robin Sloan, a broadcast professional with a wealth of expertise behind the scenes in production work. After earning a Bachelor's Degree in broadcast communications from Pepperdine University, she spent a decade learning virtually every aspect of production work serving as screenwriter, production coordinator, talent booker, equipment booker, assistant lighting technician and postproduction work.

Through the years, Robin observed that most teleprompting companies lacked professionalism in their manner, attire and communication skills. There was a large void in technical knowledge and customer service. Further, clients often had to settle for poorly maintained equipment that was often outdated and did not serve the client or the talent well.

With her goal to establish a professional teleprompting services company providing premium service on sophisticated equipment, Ms. Sloan founded Vivi-Q. Acknowledging that teleprompting technicians serve as the essential link between production executives, talent and crew, Robin handpicked her production savvy team. Whether the client is an entertainment company presenting a live awards show, a corporate or industrial client making a promotional video or a broadcast or multi-media company seeking communications materials, Vivi-Q's professionals provide a vital link between all the parties involved: producers, writers talent and technical crew, ensuring that productions run as smoothly as possible.

Vivi-Q's success in business is evident from the company's rapid growth over the last seven years, evolving from a start-up service to its present status as the "preferred" teleprompter services company. This success is a reflection of Vivi-Q's "can-do" attitude toward resolving any technically challenging matters on the set. Rather than viewing unique situations as "problems," Vivi-Q's professionals are well versed in finding innovative uses for existing technology leading to consistently high-quality results.

Setting the stage for change and improvement in the field of teleprompting, Vivi-Q Teleprompting Services is making a difference in what clients can hope for and further, can expect from the teleprompting industry today.

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