

Investor Presentation


June 2010

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First, A Word from Our Attorneys

Certain statements in this release, including, but not limited to, those preceded by or predicated upon the words "anticipates," "appears," "believes," "can," "considering," "expects," "hopes," "plans," "pursuing," "should," "would," or similar words constitute "forward-looking statements." Such forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of the Company, or industry results, to differ materially from any future results, performance or achievements expressed or implied herein. Such risks, uncertainties and factors include the factors discussed above and, among others: general economic and business conditions, changes in manufacturing technology, banking environment, including availability of adequate financing, monetary policy, raw material costs and availability, consumer acceptance of products, the ability to develop international markets for products and production and marketing costs. The Company assumes no obligation to update publicly such forward-looking statements, whether as a result of new information, future events or otherwise.



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About TSHO

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The Tradeshow Marketing Company

- A consumer focused direct sales company
- **Focus:** Revolutionary everyday quality products that improve the lives of consumers
- **Markets:** Direct response TV (DRTV), trade show demonstration, catalog, e-commerce and retail
- **Goal:** Turn-key solutions maximize the earning potential of each product across sales channels and into retail
- Trades on PinkSheets "Current Information" under TSHO



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Capital Structure

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- Founded: 2003
- Pink Sheets: TSHO
- Shares Outstanding: 24.2 million
- Market Cap: \$12.1 million
- Cash: \$1.2 million
- Debt: \$0.0
- Fiscal Year End: May 30

*TSHO is generating initial revenue in a high growth industry.
The company maintains low overhead and partners with
industry leaders to rapidly launch products at minimal cost.*

Financials and share statistics as of the company's Fiscal Third Quarter 2010 report, filed April 15, 2010



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Accomplishments Since January 2010

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- Launched first product, the Ultimate Squeegee™
- Raised \$1.2 million in equity capital
- Executed first DRTV test campaign, Rachael Ray show taped
- Acquired rights to second product, the g-Spout®
- Secured \$100,000 catalog order for g-Spout
- Launched second DRTV test campaign
- Advanced international patent and registration claims
- Discussions for additional products ongoing

*Revenue from products ramps in Fiscal 2011,
beginning June 1, 2010*

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The House of Brands Architecture

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- TSHO offers multiple products in multiple sales channels
- Targets multiple stages of a consumer product's lifecycle
- Provides access to:
 - Tradeshow
 - DRTV
 - Radio
 - Web
 - Catalog
 - Retail



House of Brands Architecture

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Partnered with DRTV Leaders

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- **Cesari Direct:** Top infomercial developer with numerous household name brands such as Juiceman Juicer, the George Foreman Grill, the Sonicare toothbrush, and OxiClean
- **Datapak:** Fulfillment, customer service and campaign analytics for DR, e-Commerce, retail and on-demand programs
- **Forward Information Technologies:** Credit card and payment processing
- **Net Media Group:** Online targeted advertising, search engine, affiliate programs

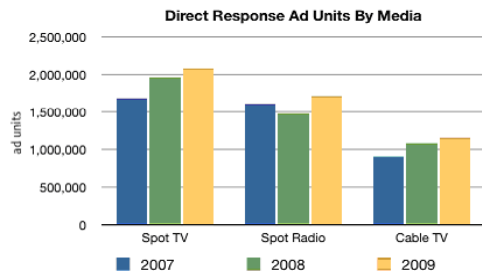
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Direct Response: A Growth Industry

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- Estimated \$400+ billion US market
- Additional global market opportunities
 - TSHO has direct and partnered access to international markets
- Direct response accounts for 14% of total US advertising
- Infomercial unit volume up 18% since 2007



Source: The Nielsen Company

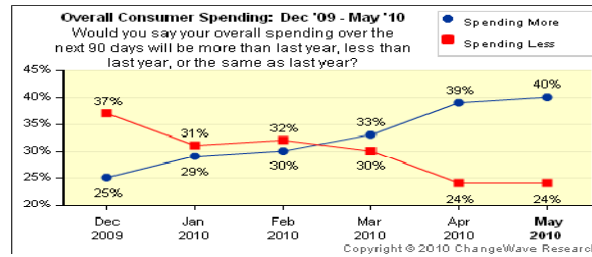
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Direct Response: Consumer Buying Improving

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- Recovery bringing back thrifty spending on unique items
- April 2010 retail commerce surveys show positive trends compared to April 2009 declines
- Lower price points (less than \$40) are first to grow and TSHO's focus



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Product Marketing Strategy

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Market Launch Model:

- Acquire designs or rights to select consumer products
- Produce overseas at attractive cost
- Market test in trade show, TV, catalog or blended campaigns
- Refine program based on test results
- Enter full marketing
- Advance product to additional channels

Benefits:

- Low capital, low risk test phase for each product
- Target marketing spend to highest return channels
- Limited overhead and cost on typical sales
- Ability to scale rapidly for "hit" products

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The Ideal Product

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- Unique, consumer focused product, used regularly
- Modest price points = low barrier to purchase
- Readily accessible production capacity, on demand option
- Suited to short-form infomercial campaigns
 - Price <\$40
 - Direct customer benefits
 - Easy demonstration capability
- Capacity to sell across multiple sales channels to maximize product lifecycle
- Opportunity for up-sell on the order



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Anatomy of a Hit

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- A DRTV “hit product” generates an estimated \$20 - \$70 million in sales
- Requires confluence of a solid product, excellent pitch, right targeted market
- Hit products are targeted for retail; TV ad spending continues to support retail sales
- In 2010, most top products are in the short-form medium and typically \$20 price points



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As Seen on TV in Retail

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- High visibility makes attractive shelf item
- Easy to promote – the customer has seen it on TV
- Increasing retail shelf space for As Seen on TV products



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The Ultimate Squeegee

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- TSHO's first DRTV product
- Internally owned
- Window cleaning tool combining window washing cloth and squeegee into a single, fast, effective, and convenient tool.
- Completed initial product and market tests
- Adjusted DRTV infomercial schedule to focus advertising on select channels
- Positioning for specialty retail launch to both consumer and commercial outlets
- Rachael Ray Show review taped for September 2010



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The g-Spout

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- US and international patent pending
- Inventor licensed
- Straining, pouring and preparing food by easily attaching to a skillet, double boiler or bowl.
- Initially designed to promote healthy eating and environmentally friendly grease disposal
- Launched with an initial \$100,000 initial order from a leading catalog company
- Launched DRTV test campaign June 7
- \$19.95 price with bonus g-Spout and Square Meal Maker utensil



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Additional Products

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TSHO is positioned to acquire/launch additional products at planned intervals:

- Broad market appeal
- Improves the lives of average consumers
- Solves a universal problem
- Affordable with an easily explained value proposition
- Suitable for multiple sales channels; first channel will not always be DRTV
- Adding product categories, i.e. children's and home office products



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Financials

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Revenue	Q1 2010 8/30/09	Q2 2010 11/30/09	Q3 2010 2/28/10	Notes
Revenue	\$4,460	\$9,073	\$5,626	\$100,000 catalog order in fiscal Q1/Q2 2011, plus DRTV sales
Cost of Sales	\$7,369	\$9,611	\$18,637	Variable to product sales volume
SG&A	\$43,368	\$69,759	\$160,538	Q3 reflects \$90k in media buys and inventory for DRTV launch
Net	-\$46,277	-\$70,297	-\$173,549	Reflects prepaid campaign expenses in SG&A
Cash	\$9,102	\$5,211	\$4,540	\$1.2 million in added capital
Shares Out.	23.2 million	23.3 million	23.3 million	24.4 million with capital raise

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Target DRTV Operating Model

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For a "hit" product with profitable broad market sales

Revenue	100%
COGS	10% - 20%
Gross Margin	80% - 90%
Media Buys	40% - 50%
SG&A	10%
Op. Income	20% - 30%

TSHO incorporates low overhead and a highly scalable model as product marketing is the largest variable operating cost.

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Summary

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- Raised \$1.2 million in equity capital
- Launched Ultimate Squeegee DRTV test campaign, Rachael Ray show taped, advancing to specialty retail sales
- Secured worldwide distribution rights for the g-Spout® now on DRTV plus \$100,000 catalog order
- Maintaining low overhead as sales efforts expand
- Advancing international patent and registration claims
- Discussions for additional products ongoing for DRTV, online, direct marketing and specialty retail sales

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Thank You

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