



THE SHARPER IMAGE®



sharperimage.com

Unique and Exclusive Products

Branded



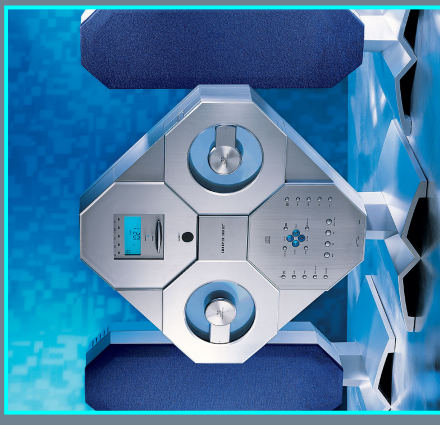
Motorola
Sony
Bose

JVC
Panasonic
Aiwa

S H A R P E R I M A G E D E S I G N™

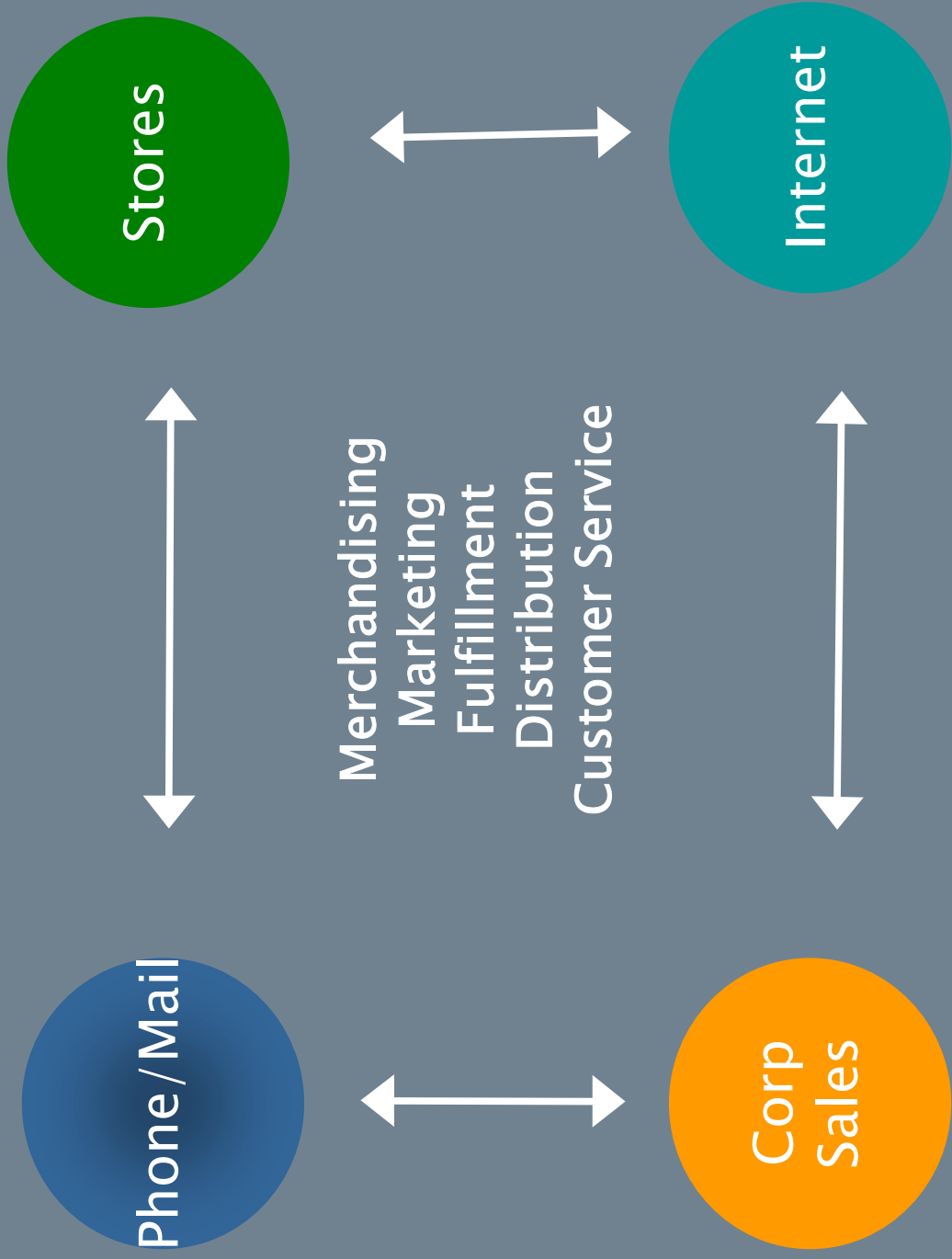


Sharper Image
private label



- Unique assortment of products across categories such as electronics, health and fitness, recreation, personal care, toys, and home products
- 75% + of revenues are from Sharper Image Exclusive Products
- Merchandising philosophy promotes pricing integrity across all channels

Sharper Image Channels



Our Customer Base

- **36 to 55 year-olds are the largest growing income and spending segment in the U.S.**
- **Traditionally annual income \$100,000+, broadening population segments in the \$50,000 to \$100,000 range**
- **Approximately 50:50 ratio of male to female shoppers**

Alternative Media Measurability in All Channels

THE SHARPER IMAGE®



FREE \$39.95 GIFT!

Ionic Breeze® Car Air Purifier

Our \$39.95 Ionic Breeze® Dashboard Ionizer plugs into a car's DC power socket to clear the air of lingering odors. It's yours FREE with any purchase of \$75 or more.*

*Offer is for a free Ionic Breeze Dashboard Ionizer (\$1629) with any purchase of \$75 or more. Purchase total is for merchandise only, and excludes taxes, shipping and gift cards/certificates. May not be combined with other offers or applied to prior purchases. Limit is one per customer. Offer good while supplies last through March 30, 2004.

3 WAYS TO GET YOUR GIFT

PHONE 1-800-344-4444 (code 00000)

ONLINE www.sharperimage.com/offers/000

STORE Present this ad with any \$75 purchase! (POS 00000)

More than 150 Sharper Image stores nationwide.
Call or go online for locations and telephone numbers.
©2004 Sharper Image Corporation (NASDAQ: SHRP)


Alternative Media

ROI Formula

$\text{Sales} * .775 * \text{Margin} - \text{Sales} * .885 * .08 / \text{Ad Cost}$

- Sales - Total \$ Demand incl. tax and shipping
- .775 - Sales net of returns, tax and shipping
- Margin – Retail price minus cost of goods
- .885 - Subtracts tax and shipping
- .08 - Cost to fulfill order, variable cost
- Ad Cost – Insertion plus production costs

Online Advertising Search Engines


 **Web** [Images](#) [Groups](#) [News](#) [Froogle](#) [New!](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Web Results **1 - 10** of about **41,100** for [ionic breeze quadra](#). (0.22 s)

Ionic Breeze Quadra
www.sharperimage.com Air Purifiers from Sharper Image. Free Shipping and Free \$69 Gift.

Product search results for [ionic breeze quadra](#)

 Sharper Image [Ionic Breeze Quadra Silent Air Purifier \(one Black ... - \\$349.95 - Amazon.com](#)
[Purificador de aire silencioso Ionic Breeze Quadra - \\$349.95 - The Sharper Image](#)
[Sharper Image Ionic Breeze Quadra Silent Air Purifier - \\$349.99 - Circuit City](#)

As Seen on TV, CORTISLIM, CORTISOL, AB SCISSOR, Ultimate HGH ...
... ULTIMATE CHOPPER, CYBERSONIC2®, TRIKKE 8, **IONIC BREEZE QUADRA AIR PURIFIER**, TOTAL SUCCESS - STOP SMOKING IN 7 DAYS! JACK LALANNE'S POWER JUICER - 1 PAYMENT. ...
www.tvproductsguide.com/ - 42k - Apr 26, 2004 - [Cached](#) - [Similar pages](#)

Ionic Breeze Quadra Silent Air Purifier
... **Ionic Breeze Quadra** Silent Air Purifier #SI637SNX. Purchase One For: \$349.95. Purchase a Second For: \$174.98. **Ionic Breeze** air purifier circulates in silence! ...
www.sharperimage.com/us/en/catalog/productview.jhtml?pid=175000&pcatid=1&catid=101
- 76k - Apr 26, 2004 - [Cached](#) - [Similar pages](#)

Compare Prices and Read Reviews on Sharper Image Ionic Breeze ...
Epinions has the best comparison shopping information on Sharper Image **Ionic Breeze Quadra** SI637 Silent Air Purifier. ... **Ionic Breeze Quadra** \$175 As Seen on TV! ...
www.epinions.com/content_126216474244 - 59k - Apr 27, 2004 - [Cached](#) - [Similar pages](#)

Compare Prices and Read Reviews on Sharper Image Ionic Breeze ...
Epinions has the best comparison shopping information on Sharper Image **Ionic Breeze**

Sponsored Links

Ionic Breeze @ Reviewed
Is it worth the price? Find out. Free buyer's guide & helpful tips.
www.freshairmachine.com

Ionic Breeze - 50% off
As Seen on TV! **Quadra** Air Purifier Buy One, Get One 50% off - www.linksynergy.com

Ionic Breeze Outlet
Save \$140 or more Today. 5-Year Warranty.
IonicBreeze.Good-Shopper.com

Compare to Ionic Breeze
How \$79 Surround Air compares to Ionic Breeze in 7 categories.
SurroundAir.com

4.0 Ionic Breeze cleaner
cleanses silently, rid odors, irritants and particles, as seen on tv. www.needto.net

Search Engines

- Paid Search
 - Advertiser sets cost per click
 - High visibility
 - Target specific keywords/phrases
- Paid Inclusion
 - Guaranteed inclusion in search engine index
 - Flat cost per click
- Natural Search Optimization
 - Broad coverage for product/category pages
 - Up-front investment to optimize site, but long term payoffs

Shopping Comparison Engines

Shopping.compare™ home & garden

Home | Clothing | Computers | Electronics | Home & Garden | Jewelry | Kids & Family | More... | in

What are you shopping for?

Back to: [Large Appliances](#)

You found 8 products in [Air Purifiers](#) > "[ionic breeze](#)"

[Not looking for Air Purifiers? See other matches for "ionic breeze":](#)

Find by Price Range
[Below \\$70](#) (2) | [Above \\$190](#) (4)



Find by Brand
[Sharper Image](#) (7) | [Surround Air](#) (1)

Or find by

Compare Products | Check to compare

Check to compare


Sort by: **Best matches** | [Product rating](#)

	Sharper Image Ionic Breeze GP SI730 Silent with Ultraviolet Germicidal Protection Air Purifier	\$200-\$230
<input type="checkbox"/>	Product Rating: ★★★★★ Read 9 Opinions reviews	Compare Price from 2 Store
	Sharper Image Ionic Breeze Quadra SI637 Silent Air Purifier	\$250-\$350
<input type="checkbox"/>	Product Rating: ★★★★★ Read 60 Opinions reviews	Compare Price from 4 Store

Shopping Comparison Engines

- Bizrate, Shopping.com, Nextag, Pricegrabber, MySimon
 - Cost per click
 - Submit individual products or entire product catalog
 - Ranking of products based on search relevancy, cpc price or both

Affiliate Partnerships


 Welcome, **Guest**.
 [Join Free](#)
[Login](#)
[Help](#)

[My Account](#)
[How It Works](#)
[Family & Friends](#)
[Grocery & Drug](#)
[Stores & Services](#)
[Dining](#)
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[Student Loans](#)

[All Online Shopping](#)
[Shop by Category](#)
[Special Offers](#)
[Mother's Day Gift Guide](#)

Computers & Electronics - Shop Online Thru Upromise



Get FREE shipping on select HP products.



SONY



Dell | Home



BOSE Wave® radio/CD

Free media pedestal




Build your family Web site, today!



Save 2% for college

Save 2% for college

Save 2% for college

Save 3% for college

Save 15% for college

Remember: Always start shopping at Upromise to get your college savings. [Why?](#)

Company % Company Information



5%

Bestsellers at The Sharper Image. *Please note, contributions are not available on purchases made at The Sharper Image Auction or any of the Sharper Image International sites.



2%

Get everything you need in electronics, from wireless phones to digital cameras. *You must complete your purchase with a credit card registered with Upromise to receive contributions.



6%

Ofoto is an online photography service that gives photographers a new and easier way to store and share their pictures with family and friends.

SHOP ONLINE

- All Online Shopping
- Shop By Category
- Special Offers
- Mother's Day Gift Guide
- Apparel - Women
- Apparel - Maternity
- Apparel - Babies & Kids
- Apparel - Plus Size
- Apparel - Men
- Books, Music & Movies
- Computers & Electronics**
- Department Stores
- Flowers & Gifts
- Food & Entertaining
- Gift Certificates

Affiliate Partnerships

- **Reach many different audiences**
 - **Loyalty sites: Airlines, Retirement Savings, Education Savings, Charity/School Support**
 - **Deal/Coupon Sites**
 - **Virtual shopping malls**
 - **Search engine marketers**
- **Drive customer acquisition and retention**
- **Revenue Share = Low Risk, High ROI**

Portals

- Shopping Channels
 - Product search
 - Banners
- Network Advertising
 - ROS banners
 - Category-specific banners
 - Behaviorally-targeted banners

Catalog/Product Market Places

amazon.com. [VIEW CART](#) | [WISH LIST](#) | [YOUR ACCOUNT](#) | [HELP](#)

SHARPER IMAGE®

Shop in Jewelry & Watches

WELCOME | [YOUR STORE](#) | [BOOKS](#) | [APPAREL & ACCESSORIES](#) | [ELECTRONICS](#) | [TOYS & GAMES](#) | [HOME & GARDEN](#) | [SEE MORE STORES](#)

[GIFT GUIDES](#) | [NEW PRODUCTS](#) | [BEST SELLERS](#) | [PERSONAL CARE](#) | [ELECTRONICS & GADGETS](#) | [OFFICE & TRAVEL](#) | [HOME & CLEAN AIR](#)

SEARCH

Sharper Image


BROWSE


[Ionic Breeze Air Purifiers](#)
[Gift Guides](#)
[New Products](#)
[Best Sellers](#)
[Personal Care](#)
[Office & Travel](#)
[Electronics & Gadgets](#)
[Home & Clean Air](#)
[Power Supply](#)


WELCOME TO SHARPER IMAGE®


SHARPER IMAGE®

Ionic Breeze® Quadra® Silent Air Purifier
 Asthma and Allergy Foundation of America®
 Consumer Product Seal awarded to the
 Ionic Breeze® Quadra® and GP air purifiers.

 Ionic Breeze Quadra Air Purifier

 Ultrasonic Jewelry Cleaner



 Sharper Image
Breeze GP Desk
Silent Air Purifier
Black with Purple

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[Browse](#) | [Search](#) | [Sell](#) | [My eBay](#) | [Community](#)

Powered By **eBay**

[Add to cart](#)

Home > [eBay Stores](#) > The Sharper Image > [About the seller](#)

THE SHARPER IMAGE® AUCTION

The Sharper Image

Maintained by: [the sharper image \(66165\)](#)  **Power Seller**

Discover exclusives like the Ionic Breeze Air Purifier, Sound Soothers, massage chairs, C...
 scooters, clocks, shower radios, mini fridges, and all kinds of toys, gadgets and gifts.

[Back to previous page](#)


THE SHARPER IMAGE® AUCTION


Keyword Search Enter Keywords


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[Clean Air](#) | [Stereos](#) | [Electronics](#) | [Toys & Hobbies](#) | [Personal Care](#) | [Home Yard & Auto](#) | [Clocks & Watches](#) | [Office & Travel](#)


68% OFF
Electric X2 Scooter
ONLY \$65!
 Like-New Reconditioned





 Stereos

 Clean Air

 Toys & Hobbies

 Electronics

 Clocks & Watches

 Office & Travel

Catalog/Product Marketplaces

- Amazon, eBay, Catalog City
- Customer transacts on partner site
 - Merchant ships order and collects payment
 - Partner site maintains relationship with customer
- Tap into new audience that is loyal to the “one-stop-shop” experience

Other Online Media Buys

- Select publishers based on audience, content or both
 - WebMD – health content
 - Evite – holiday/birthday invitations
 - Citysearch – store listings
 - Homestore.com – new home buyers
- CPM, CPC or hybrid deals
- Banners, text links, content sponsorships

Email Campaigns

THE SHARPER IMAGE®

START SHOPPING NOW

Gift Guides

New Products

Best Sellers

Personal Care

Electronics & Toys

Office & Travel

Home & Clean Air

SEND THIS
EMAIL TO
EMAIL TO
A FRIEND



See our newest products.

ENJOY FREE SHIPPING on any order

Limited-time offer is good to 4/28/04

Dear Valued Customer,

Your sneak preview of the newest Sharper Image catalog includes an offer of FREE SHIPPING* on any order, of any size, placed between now and next Wednesday, April 28.

Free shipping applies to Standard Delivery* items going to U.S. destinations. To redeem, please [click through](#) this email to shop our Website, www.sharperimage.com or telephone (800) 344-4444 (mention code 21912).

Remember, Mother's Day is Sunday, May 9. Take advantage of this free-shipping offer - there's still time for your gifts to arrive on time! Our [Mother's Day Gift Guide](#) is a great place to begin your shopping.

Exciting products highlighted here include the "Bright As Day!" [Daylight Spectrum Lamp](#), the [Smartie Duster](#), [Turbo-Croomer](#), [Cleaner](#) that cover



NEW! It's easy to see why "Bright As Day!" is the best reading lamp!

50%
OFF
MONTHLY SPECIAL



Turbo-Croomer 5.0
50% off with any other

Print — Newspaper & Magazine

Clean air 24-7, silently!

Ionic Breeze® air purifier isn't quiet. It's silent!



Most trusted brand. Ionic Breeze® America's most trusted brand of room air purifiers.

Top in customer satisfaction. Ionic Breeze has earned America's highest customer-satisfaction ratings among America's leading air-cleaner brands and here are the reasons why:

- 1. It's silent!** There isn't any other air cleaner that has been able to keep you so comfortable. That's because Ionic Breeze's patented Zorion Effect™ technology to circulate air electronically — actually it's kind of silent.
- 2. It works!** Tests at prominent research universities show the Ionic Breeze electronic collection system works at trapping airborne particles of common or large — the size of the most common allergens and contaminants like pollen, cat dander and tobacco smoke.
- 3. No filters!** You'll never buy or change a filter again! There's no other quality air purifier with collection blades that are so remarkably easy to slide out and wipe clean. Save the hassle, the mess and the cost of money by not having to find, buy, tote and replace any filters.
- 4. Clean 24-7!** All room air cleaners should be run continuously but with noisy power-hungry HEPA machines. It's not practical. In contrast, Ionic Breeze is designed to operate 24 hours, every day — in every room in your home. Why? Because it's silent and it's powered by just 10 watts, like a nightlight.
- 5. Save money!** The total purchase price of an Ionic Breeze air purifier and a top-quality HEPA may seem comparable but when the cost of electricity and replacement filters are considered, Ionic Breeze pays for itself very quickly — saving you hundreds of dollars in the first few years.

Activia and Alteryx Foundation of America®
www.aktif.org

Helps Breeze to provide to many children with ADHD and autism with a safe, natural, and effective way to improve their behavior and cognitive skills.

24/7
anytime
10
watts

Best value for the money. Ionic Breeze® America's top-rated air purifier in some of the most popular, high-end brands to be purchased in the second year in the home.

Highly recommended. Ionic Breeze® America's most popular air purifier.

Most trusted brand. Ionic Breeze® America's most trusted brand of room air purifiers.

Top in customer satisfaction. Ionic Breeze has earned America's highest customer-satisfaction ratings among America's leading air-cleaner brands and here are the reasons why:

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Top in customer satisfaction. Ionic Breeze has earned America's highest customer-satisfaction ratings among America's leading air-cleaner brands and here are the reasons why:

"Robotic Massage" feels real.



Ask Joy™ for a back rub and it always says, "Yes!" Sharper Image's sensuous new chair looks like the cockpit of a fantasy-sports car and feels like the hands of a skilled — and tireless — masseuse. Press "Auto" on futuristic control panel and Joy applies "Human Touch" rolling, kneading, tapping and compression "Robotic Massage" all up and down — from your shoulders to your lower back.

Measures 41" x 42" x 34" (upright) and reclines to practically flat, weighs 85 lbs. One-year warranty. Select suede-like upholstery in black, eggplant, royal or lime. In-home delivery is \$99.95. Style #HW650.

Joy™ Robotic Massage® Chair
\$499.95 Only \$369.95
Buzzle readers save \$50 through December 31, 2003.

SHARPER IMAGE™
3 WAYS TO SAVE

To purchase today call 1-800-344-4444 (Code 1950)
To purchase today call 1-800-344-4444 (Code 1950)
Online at www.sharperimage.com/offer/buzzr
Stores: Bring this ad for your \$50 savings! (nos1950) Online at www.sharperimage.com/offer/buzzr
Shop more than 140 stores nationwide and bring this ad with you to enjoy your \$50 savings. Call or go online for locations. (POS 1950)

Print – Newspaper & Magazine

- National Newspapers (2-4)
 - USA Today, NY Times, Washington Post
- Regional Newspapers (35-40)
 - Chicago Tribune, LA Times, Denver Post
- Magazines (4-8)
 - New Yorker, Sunset, Southern Living, Maxim

SkyMall

**Sky
Mall**

www.skymall.com

Your Free Copy
Holiday 2003

**THE PERSONAL
ENTERTAINMENT
CENTER WITH DVD**
From The Sharper Image®
See page 33



**ENTER TO WIN
A 4.6" PLASMA TV**
From TigerDirect
See page 128 for details

Continental
Airlines

Solo Mailers

Ready for Your Massage?

FREE GIFT!
\$100
 Merchandise
 Certificate with
 each purchase
 of an LJoy™
 Robotic Massage*
 Chair!
Through December 31, 2005.

Save
50% OFF
 Shipping

THE SHARPER IMAGE™



Clean air,
 kill germs
 silently...

World's best germicidal
 air purifiers — for your room
 and now for your
 "personal space"™, too!

**SPECIAL
 50% OFF
 OFFER**
FREE \$69 GIFT!
FREE SHIPPING.
50% OFF 2nd Unit!

THE SHARPER IMAGE™

Novel Ionic Breeze GP*
 Desktop

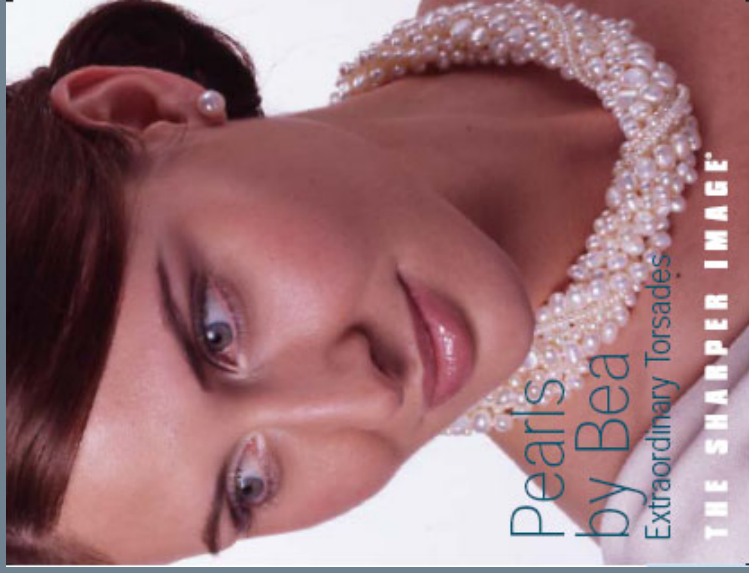
Address and Ability
 www.addressandability.com

Ionic Breeze GP*
 Silent Air Purifier with
 Germicidal Protection



Pearls
 by Bea
 Extraordinary Torsades

THE SHARPER IMAGE™



Credit Card Statement Inserts

Chase Manhattan
Citibank
Capital One
American Express
Household Bank



Clean air 24-7, silently!

Ionic Breeze® air purifier isn't quiet. It's silent!

FREE SHIPPING!

FREE \$69.95 GIFT!

SAVE \$20 TODAY!

THE SHARPER IMAGE®

AAFA's Medical-Scientific Council reviews independent research and only awards the AAFA Seal to products with claims they deem are truthful.

Asthma and Allergy Foundation of America®
www.aafa.org

Ionic Breeze is proven to reduce airborne allergens and irritants including dust, mold, pollen, pet dander, and cigarette smoke.



Other Insert Programs

- Retailer Package Inserts (30+)
 - 1800-flowers, Chef's Catalog, Home Trends
- Free Standing Inserts (FSIs)
 - Front cover, non-remnant markets
- Solo Inserts
 - As part of FSIs

Television Direct Response

- **Infomercials**
 - Long form (28 min)
 - Short Form (2 min)
 - National Broadcast, Cable & Satellite
 - Regional Broadcast
- **Spending decisions based on tracked response through phone and web plus retail sales assumptions**

Radio Advertising

- Network spots – Charles Osgood, Sean Hannity
- Endorsement spots – local talk show hosts
- Pre-recorded rotator spots – in-trade areas
- Remnant buys – in and out of trade areas
- Direct Response - TBD

Corporate Marketing – Incremental Dollars and New Customers



THE SHARPER IMAGE®
CORPORATE SALES

**Play your
best
card.**

**CORPORATE INCENTIVES
& REWARDS**

- UNIQUELY IMPRESSIVE PRODUCTS
- DEDICATED ACCOUNT MANAGEMENT
- MERCHANDISE CERTIFICATES
- REWARD CARDS
- FLEXIBLE REDEMPTION
- LOGO IMPRINTING
- VOLUME PRICING

"We offer exciting programs for businesses and other organizations. I think you'll be very impressed with our level of service and by the enthusiasm expressed by your associates, clients and customers for The Sharper Image!"

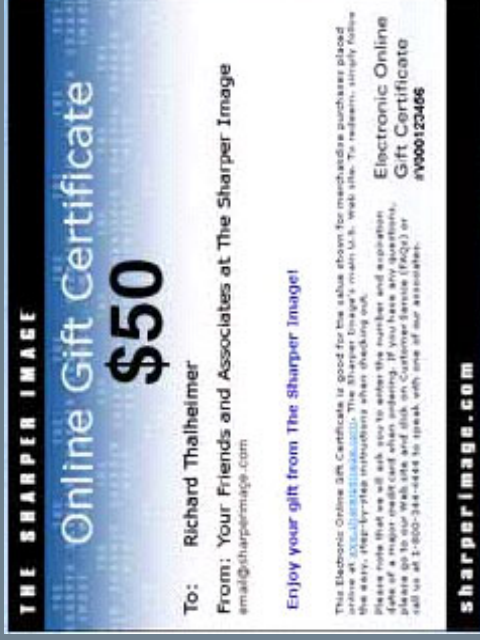
*Richard Thalheimer
Founder, Chairman & CEO*

MOTIVATED? CALL 1-800-344-9919

Email: corporate@sharperimage.com Website: www.sharperimage.com/corporate

Gift Cards/Certificates – Feeding All B2C Channels

- Provide flexibility in denomination and tender types
- Gift Card should be redeemable in all selling channels
- Be willing to sell to resellers and end-users



Incentive Agencies

- Carlson Marketing
- Maritz
- BI Performance Company
- Hinda Incentives
- Marketing Innovators

Gift Card Retail Resellers

- Safeway, Tom Thumb, Randalls, Genuardis & Dominicks grocery stores

- Walgreens Drugstores



Consumer Loyalty Programs

— Credit Card

- American Express Membership Rewards
- Discover Platinum Cash Back Rewards
- Diners Club Rewards
- Chase Ultimate Rewards
- Bank One Rewards

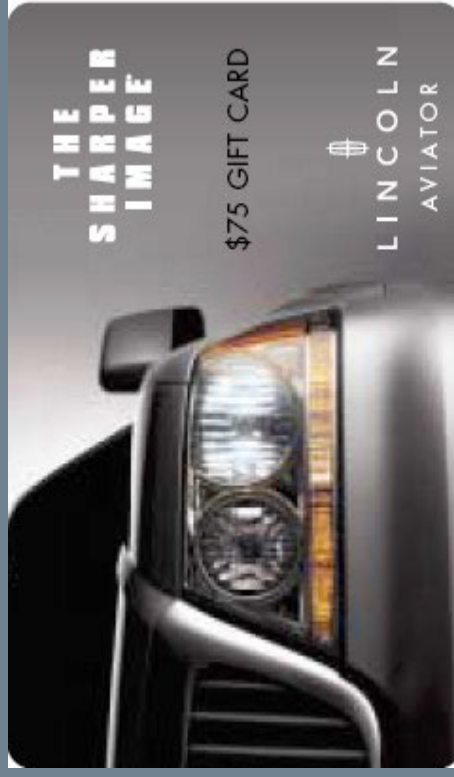
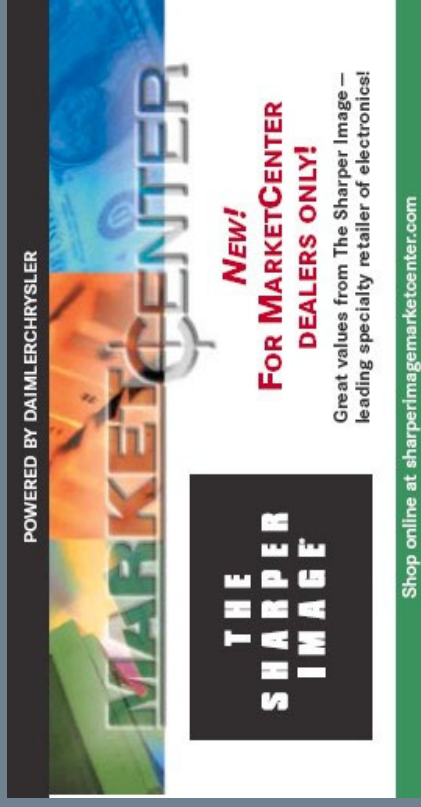


Consumer Loyalty Programs – Hospitality, Travel & Gaming

- **Marriott Rewards**
- **Hilton Honors**
- **InterContinental Priority Club**
- **Starwood**
- **American AAdvantage**
- **Delta SkyMiles**
- **Nevada, Atlantic City & Indian Casinos**

Corporate (End-user) Programs

- Dealer/Distributor Sales incentives
- Employee incentives & Awards
- Automotive test drive/purchase promotions



Corporate (End-user) Programs

- “Surprise & Delight” mailings & giveaways
- Banks, telecom, insurance, hospitality, entertainment, retail



Non-Profit Programs

- **Scrip for schools**
 - National Scrip Center
 - Great Lakes Scrip
 - New England Scrip
- **Fundraising events**
 - NMDS, JDF, American Lung, American Heart

Domestic Wholesale Partners

Presence in 3,000+ Doors, Catalogs & On-Line

