

Change Has Been Good

We are pleased to share Newlogic's First Quarter Highlights, summarizing recent achievements of our consulting group. We appreciate your continued interest and support.

In these tough times our clients are looking for new ways to generate revenues, lower costs and focus their new product efforts for the best return. Now more than ever, Newlogic's big-hit-innovation, technology platform strategy and R&D portfolio management tools are being put to work. We combine consumer, marketing and technology insights to create business opportunities. We uncover new concepts to grow top-line revenues and opportunities to reduce costs.

We have achieved an extensive portfolio of breakthrough market successes because our team is comprised of only experienced and award-winning professionals. Based near Boston, we work with clients to address strategy, consumer insights, intellectual property, design, engineering and manufacturing.

We help clients rationally create, optimize, analyze and prioritize their new product opportunities. **We use proprietary methodology to rank R&D opportunities across a spectrum of values tailored for each client's strategic goals.** The most attractive opportunities are advanced, evaluated, compared & optimized against value criteria.

We focus on the structural packaging, consumer products and medical device industries.

NEWLOGIC EXPANDS SERVICE OFFERING

We are excited to announce a suite of enhanced premium **Strategic Marketing and Market Analytics** services that integrate with our other offerings to enable a complete market execution package. We welcome Raleigh Ormerod to Newlogic as a Principal for Marketing to leverage his expertise, insight, and strong record of sales and profit results. Raleigh brings 20 years of product management, marketing and product launch success in consumer, medical, and technology products to our client engagements. He was part of the Procter & Gamble team that developed Swiffer. At Colgate-Palmolive, Raleigh was Brand Manager for a portfolio of OTC, professional, and pharmaceutical products. Raleigh has served as a key business advisor to several mid-sized companies, including projects such as the repositioning and retail launch of BreathRx. He has also held senior management positions at Stanley Healthcare Solutions, SafeScience (BreathRx), and Venture Technologies. Raleigh can be contacted at raleigh@newlogicusa.com.

PACKAGING

Packaging Technology:

Conducted workshops with each of a client's strategic business units in order to identify future packaging 'wish-lists'. We worked with the client to integrate 'platform thinking' within their R&D structure to enable packaging performance leadership.

Packaging Design:

Transformed a client's commodity product into a semi-premium offering via a variety of innovative multi-pack designs that have independent function to the consumer.

HEALTHCARE

Healthcare Furniture Technology:

Newlogic conceptualized, designed, engineered and prototyped a new healthcare furniture concept for the leader in furniture innovation and design. This first-of-its-kind device will undergo in-clinic tests in Q2'09.

Hospital Productivity Tools:

For a client working to lower the cost of healthcare, created a suite of hospital productivity measurement and improvement tools. These wireless, low-cost, networked sensor modules relay quantitative patient flow data 24/7/365.

PRODUCT DESIGN

Ruggedized Geo-Tagging Video Recorder:

Designed a first-of-its kind outdoor sports product that records high-definition geo-tagged, video and audio. The system integrates with a Web2.0 strategy of community feedback to improve players' skills.

It would be a pleasure to talk with you again. Please feel free to give me a call at any time.

Best regards,
 Marc Drucker
 President
 Newlogic Design
 617-233-8449
www.newlogicusa.com