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Porcellanato Strategy:

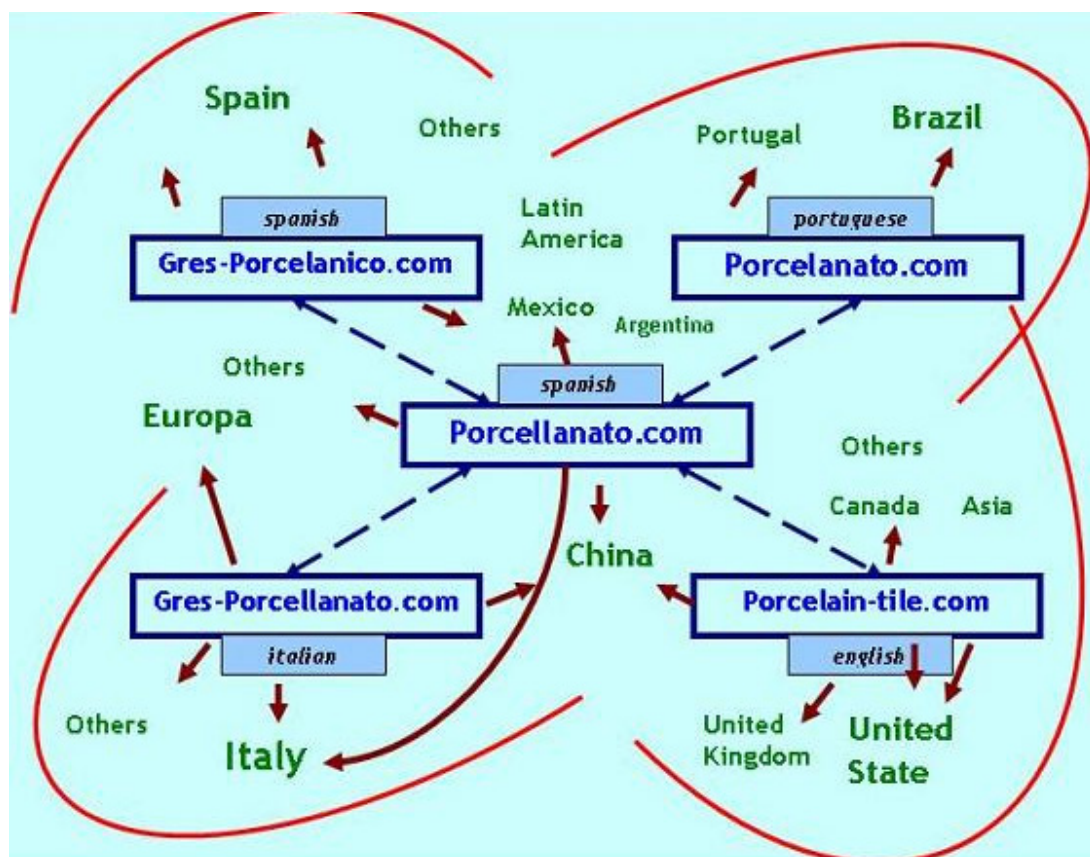


**Uniqueness and Intuitive Domain Name:** The ordinary way for asking for porcelain tile is different from country to country. Each of our sites provides Authority, Focus and Segmentation.

**Where to buy:** Consumer most valuable information. People do not waste time.

**Sites focus regionally:** Local language.

**Synergy:** Web sites connected each others with banners will contribute the mutual growth and positioning.





## Market Vision

Porcelain-tile is a worldly fast growing ceramics.

Market volume does not justify mass media marketing.

Too many brands: Mannington, Iris, Graniti Fiandre, Crossville, Porcellanosa, naturgress, caesar, rakceram, keope, anticaceramica, mirage, ariostea, imolagres, floorgres, floornature, eliane, Cecrisa, itagres, Marazzi, Pamesa, Edil, atlas concorde, Ilva, Italgraniti, Diago, Portobello, Alcalagres, Azteca, Zirconio, Aparici, Azuvi, Pamesa, Saloni, Chiarelli, Gytoky, Orion, Atlas, Antica, Cedir, Coop de Imola, etc. etc.

There are four major producers: China, Italy, Spain and Brazil.

## Opportunities

Increasing the amount of Wide Band Internet connected consumers, and the access of new devices will revolution the Web.

The porcelain tile is a product consulted on Internet before purchasing.

Each day, more porcelain tile will be sold through Internet.

It represents a low inversion compared to other massive means.

Website	Launched	Home language	Core Region/Countries
<a href="http://Porcelain-tile.com">Porcelain-tile.com</a>	January 2006	english	USA, Canada, UK, Asia
<a href="http://Porcellanato.com">Porcellanato.com</a>	January 2006	spanish	Latin America, Asia
<a href="http://Porcelanato.com">Porcelanato.com</a>	July 2006	portuguese	Brazil, Portugal
<a href="http://Gres-Porcelanico.com">Gres-Porcelanico.com</a>	October 2006	spanish	Spain, Europe
<a href="http://Gres-Porcellanato.com">Gres-Porcellanato.com</a>	October 2006	italian	Italia, Europe, Asia

**Julio Sol**