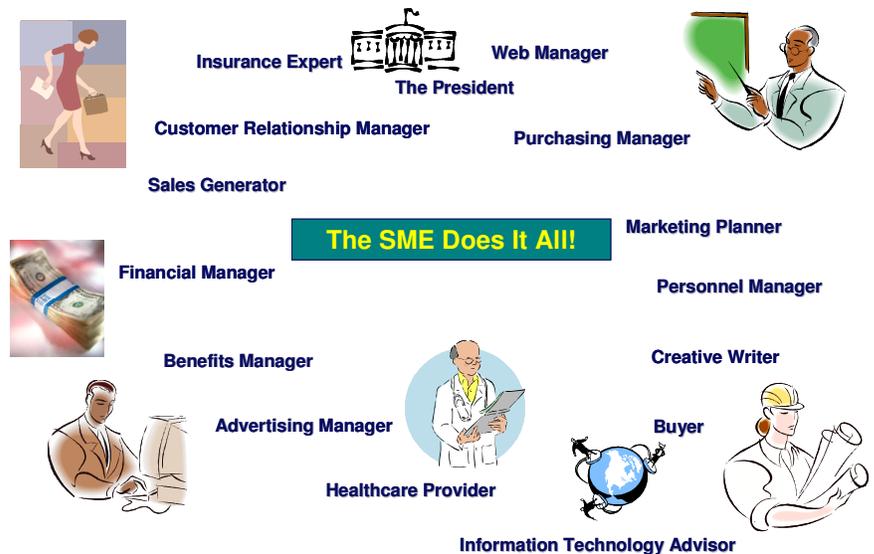


Welcome to The New Economy

The business world is changing. There are 49 million small and medium enterprises (SME) in the U.S. and at least 100 million more worldwide. Smaller enterprises are predominant in most economies and millions more are forming each year. While big business gets all the attention, small businesses create two out of every three new jobs in the U.S. and account for nearly half of America's overall employment. In the European Union, SMEs comprise approximately 99% of all firms and employ about 65 million people. The Asian SME market is large and growing fast in China, India, Indonesia, Japan and Korea. Clearly, there is a new economy emerging and it is driven by SMEs.

The challenges of being an SME.

There has never been an infrastructure in place for SMEs to get the information and services they need. SMEs have to be their own experts at everything. As an SME, you are not only responsible for sales, you are a financial manager, a benefits manager, an advertising manager, a purchasing manager, a copywriter, an IT expert, a website manager, and the list goes on. When you run a small business, you do it all.



So what does an SME do? The CEO of a big company has various departments to go to in order to get things done. If you are an SME, you do not. You look for help when you have the time to do so. You search the web a lot, which means you get millions of possible answers to your question, when you really only want one. You rely on seat of the pants judgments and hopefully make good decisions. Or you turn to ZANA Network.

ZANA Network is a business-to-business networking portal – a dynamic, online business community connecting small and medium enterprises worldwide. We provide sales opportunities, essential services, benefit programs and guidance, and enable SMEs and other business people to interact for mutual benefit. Our goal is to help SMEs make money, save money, and grow efficiently.



Business Opportunities: ZANA Network membership opens up a world of selling and buying opportunities. We can help you find a new business, develop new partnerships, or sell your products or services in more than 100 countries.



Member-to-Member Connections: ZANA is a business community. We connect business people with other people. We all learn from each other. We help each other. We use a profile-driven process to enable each member to meet their individual wants and needs by posting products or services for sale, providing their company overview and key facts and personnel, and requesting products and services needed.



Member Services: If you need financing, insurance, real estate, logistics, travel... ZANA Network can help. ZANA has partnered with the *best of the best* suppliers in each category, ensuring that our members have the support services they need. We offer buying discounts from member services partners which may result in savings greater than the cost of membership when buying health insurance and other services.



Guidance: ZANA meets the SME's need for reliable business guidance from experienced business people by providing a comprehensive Business Guide with real world material, current and relevant to the SME challenges of today, and compiled in sections for the extremely busy small business owner.

Broadcasts: ZANA Network will provide creative programs, news and events specific to SMEs on our web broadcasts from around the world. These videos will be archived in our library for viewing at any time.

All-inclusive SME Voice: ZANA provides a forum to explore, understand and express views on issues that impact SMEs. We are also the conduit to the free enterprise system for people, businesses, and nations seeking access to buyers, sellers, manufacturing, finance and other aspects of business, regardless of gender, race, national origin, sexual orientation, religion or disabilities. We level the playing field so anyone can follow their dreams. We want everyone to have the opportunity to succeed.

ZANA Network -- the worldwide business community where SMEs have all the resources they need to get together, work together and win together.

Founders

ZANA Network, LLC was founded from the collective vision of Howard Keating, company founder, The Honorable Donald T. Regan (former Secretary of Treasury, Chairman of Merrill Lynch and Chief of Staff for President Ronald Reagan), The Honorable Robert Keith Gray (former chairman of Hill and Knowlton, world's largest public relations firm, and Gray & Associates both of Washington D.C.), Reid Rundell, Founder and Executive Vice President of Saturn Corporation, and Gary Wetstein, former Chairman of BDO Seidman, fifth largest Certified Public Accounting firm in the world.

Howard Keating is the CEO of ZANA Network, LLC. Howard has started numerous companies and driven many turnarounds during his 27-year career -- from electronics to home building, from biotech to venture capital, from construction to energy conversion, from software to property management on a local, national and international scope. His specialty is launching fast growth opportunities and managing them to profitability. Howard was chosen as one of two national entrepreneurs as a participant with other national and international personalities whose duties were to resolve global business issues while reporting to the productivity committee in Washington, DC.

Advisory Board

Reid Rundell, Chairman

Former executive with General Motors and its Military Vehicles Division; Founder and former Executive Vice President of Saturn Corporation, a Division of General Motors; former President and CEO of Takata Corporation.

Richard P. Kughn, Vice Chairman

Chairman and President, Kughn Enterprises, an asset management company; former Chairman, Lionel, LLC; real estate entrepreneur and former president and chief operating officer of the Taubman Company

Kathleen Q. Abernathy

Partner in Washington, D.C. law firm Akin Gump, responsible for Communications and Information Technology, Public Law and Policy practices; former FCC Commissioner nominated by President George W. Bush on May 1, 2001; previously VP of Public Policy at Broadband Office Communications, Inc.; partner at the law firm of Wilkinson Barker Knauer; VP for Regulatory Affairs at U.S. West, Inc. and VP for Federal Regulatory at AirTouch Communications, Inc.

Lizabeth Ardisana

CEO of ASG Renaissance, an international professional services firm; former chairperson of the Michigan Hispanic Chamber of Commerce; serves on the Kettering University Board of Trustees, Citizens Bank Board of Directors, Ford Hispanic Supplier Council.

The Honorable Robert Keith Gray

President and Founder of Gray and Company, Retired Chairman of Hill and Knowlton, Chairman of President Reagan's Inaugural Committee, AdWeek's Marketer of the Year.

Pete Homer, Jr.

President/CEO and Founder of the National Indian Business Association in Washington, D.C., which represents 24,000 American Indian and Alaskan Native businesses; formerly with the U.S. Small Business Administration.

Patricia Paoletta

Partner in a law firm specializing in telecommunications and technology policy; formerly senior advisor to the International Bureau Chief and Office Director at the Federal Communications Commission; Director of Telecommunications Trade Policy in the Office of the U.S. Trade Representative, Executive Office of the President; Majority Counsel to the House Commerce Committee; VP, Government Relations of Level 3 Communications.

Gail Schultz

Chief Financial Officer, Kughn Enterprises, an asset management company; Managing Member of ISP, Technologies, LLC, a company developing state of the art audio technologies and innovative products for the electronics industry.

L. William Seidman

American economist and financial commentator for the CNBC network; economic advisor to U.S. Presidents Gerald Ford and Ronald Reagan; chairman of the Federal Deposit Insurance Corporation, working extensively during the American savings and loan crisis to restore solvency to the failing savings and loan sector of American banking; the first chairman of the Resolution Trust Corporation, which was created specifically to address issues arising from the savings and loan crisis.

Colonel William Stephens

Retired US Army Colonel; serves on the National Committee for the "No Child Left Behind" program; former Regent of Eastern Michigan University.

Gary Wetstein

Former Chairman of BDO Seidman, fifth largest Certified Public Accounting firm in the world; presently a Director of Walsh College.

The Honorable Clayton Yeutter

Former Secretary of Agriculture; former President and Chairman of the Chicago Mercantile Exchange; currently a Partner at Hogan & Hartson, an international law firm.

