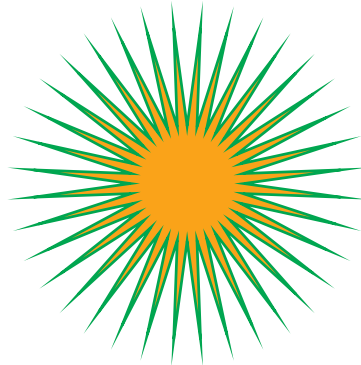


The Kit Company, Inc.



Executive Biographies



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EDWARD SHAW (President & CEO) earned his Bachelor's degree in biology and chemistry from Antioch College (Yellow Springs, OH), and his Master's degree in English and Creative Writing from Wayne State University (Detroit). In between, he served a six-month, full-tuition fellowship at Syracuse University's Newhouse School of Communications, where he served as Senior Staff Writer in the University's News Bureau.

During a professional life spanning more than three decades, Ed has pursued a dual consulting career, splitting his time almost equally between the fields of advertising, marketing, and public relations, on the one side, and training and organizational development on the other. His clients have included many **Fortune 500** companies (among them, all the major automakers and several Tier I and Tier II suppliers, Procter & Gamble, EDS, Freuhauf Corporation, Unysis, and GMAC), as well as many leading training companies, public relations firms, advertising agencies, and marketing firms.

He's also the author of several papers and professional articles on training, organizational development, and corporate communications. His ground-breaking book, *"The Six Pillars of Reality-Based Training"*, was published in the Spring of 1996 jointly by HRD Press and Lakewood Publications; and his newest book, *"Typology For Everyone: The Secrets of Your 'Core' Personality"* was published in 2000 by Polymorph Publications.

Ed has been involved, either as a principal or consulting specialist, in a number of business start-ups, including the Center for Chiropractic Communications (1982); 2nd Chance, Inc. (1988); Action Puzzles, Inc. (1992); Reality-Based Training. Inc. (1995); and Productivity Technologies, Inc. (2001). He lives in the Detroit suburb of West Bloomfield, Michigan, with his cat, Liebchen, and is the proud grandfather of two baby boys.

MELIH (“MAY-lee”) **OZTALAY** (COO/CIO) is a graduate of Central Michigan University, where he earned a Bachelor of Science degree in science. He’s had more than a quarter century’s experience in the area of computer science and information technology, serving for nearly 10 years as President and CEO of SpeedLink Internet Solutions and its associated subsidiaries. This highly successful Internet Services Provider (ISP) in Pontiac, Michigan, listed among its clients the Palace of Auburn Hills, the Oakland Press, CART, and Wayne County Community College, as well as several local and regional religious and communal agencies to whom SpeedLink’s service were provided *pro bono*.

Prior to this first entrepreneurial venture, Melih served for seven years as Vice President for Logistics Management with American Distribution Systems in Keego Harbor, Michigan, a turnkey logistics-management and transportation company. Here, he gained a comprehensive overview of the fulfillment, logistics, and transportation industries, experience which has been invaluable in setting up The Kit Company’s operational and IT systems.

Since selling his interest in SpeedLink, Melih has pursued a number of entrepreneurial ventures in the IT and Internet arenas, including (as an officer of Productivity Technologies) a unique “client-side” email management system for large corporations; a computer-based family medical-records system for home use; and a client-referral documentation and tracking system for both doctors and lawyers.

A much-sought-after consultant in the IT and web-design fields, Melih currently serves as Chairman of the Board Committee on Technology for the Roeper Country & Day School in Bloomfield Hills, Michigan. He lives in the Detroit suburb of Auburn Hills, and is a “single dad” caring for two teen-aged boys.