

# BERYL WOLK

Beryl J. Wolk is a graduate of the University of Pennsylvania, Wharton School of Business. Mr. Wolk is a retired Commander in the Naval Reserve.

Beryl spent his entire civilian life working in a family-founded and owned business which presently is comprised of 21 autonomous companies, 1250 employees, and major facilities in four states. The business was founded in 1929. While Beryl's corporate complex is involved in a variety of marketing fields and endeavors, his own emphasis has been on developing unique targeted media which evolve into a series of integrated, multimedia marketing modules.

Mr. Wolk has been an innovator in the use of newspapers for the distribution of advertising inserts. He provides clients, including 175 ongoing national corporations, with complete marketing programs based upon the distribution of his "Targeted Free Fall" style magazine-styled newspaper insert. These inserts contain various consumer incentives and involvement devices. Two billion copies have been published for Ford, Chrysler, GM, McDonalds, Burger King, and Franklin Mint. We are the largest sweepstakes in the USA and operate 55 clubs with 21 million members.

Beryl has also been a leader in the cable industry, being a co-founder of the Cable Advertising Bureau. He was co-founder and co-owner of cable television's largest circulation magazine with 6 million copies distributed monthly, which was recently merged with TV Guide.

Mr. Wolk conceived and founded the first company that produced 30-minute infomercials. Since that time, this company has broadened its original marketing thrust of "merchandise" to include business opportunities, self-improvement and break-through product marketing. We have produced over 1600 infomercials.

In addition to all of these accomplishments, Beryl is a co-owner of Sales Dynamics, Inc. This company markets products and services by way of carts or "stores without doors" that provide a shopping mail, kiosk presence for his clients. CartCade is useful for qualified lead generation, surveys, literature distribution, various forms of recruitment and sale of products.

Mr. Wolk has also acquired Dial-A-Fax, Inc., publisher of the world's most complete fax telephone directory. Dial-A-Fax contains more than 1,400,000 listings, substantially more than any competitive product. We are responsible for the marketing for the Association of Weekly Newspapers in America with 40million readers weekly.

Mr. Wolk has a Joint Venture with the co-founder of the Internet and has numerous ventures using state of the art technology on the Internet.

Because of his entrepreneurial disposition, Beryl has implemented 200 Joint Ventures for marketing and media with persons and situations of like nature. Many of his 21 companies were begun within an entrepreneurial atmosphere.

## **Cable/Print/Network Marketing Inc.**

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