



# fire dog<sup>sm</sup>

## Intangible Asset Sale

- **Brand Strength**

- Number 2 market position
- Multi-service offering under one brand
- National footprint with coverage of over 80% of the US population
- Market-leading customer satisfaction scores
- Generated over \$272 million of sales in F2008
- Achieved 28% revenue growth and more than doubled EBT in F2008 vs. F2007

- **Current Offerings**

- **PC Services** - PC repair services, new computer set-up, remote service plans, and networking support
- **Repair In Home/Depot** - In-home TV repair, warranty/OEM repair services, and service depot
- **Home Theater & Audio Services** - Flat Panel installation, surround sound/ home audio, TV Projector mounting, custom A/V solutions

- **Future Potential**

- Significant opportunity for growth within the \$26 billion consumer electronics services market
- Unlimited brand potential to go beyond consumer electronics

**All sales are subject to Bankruptcy Court approval.**





## Benefits to Buyer

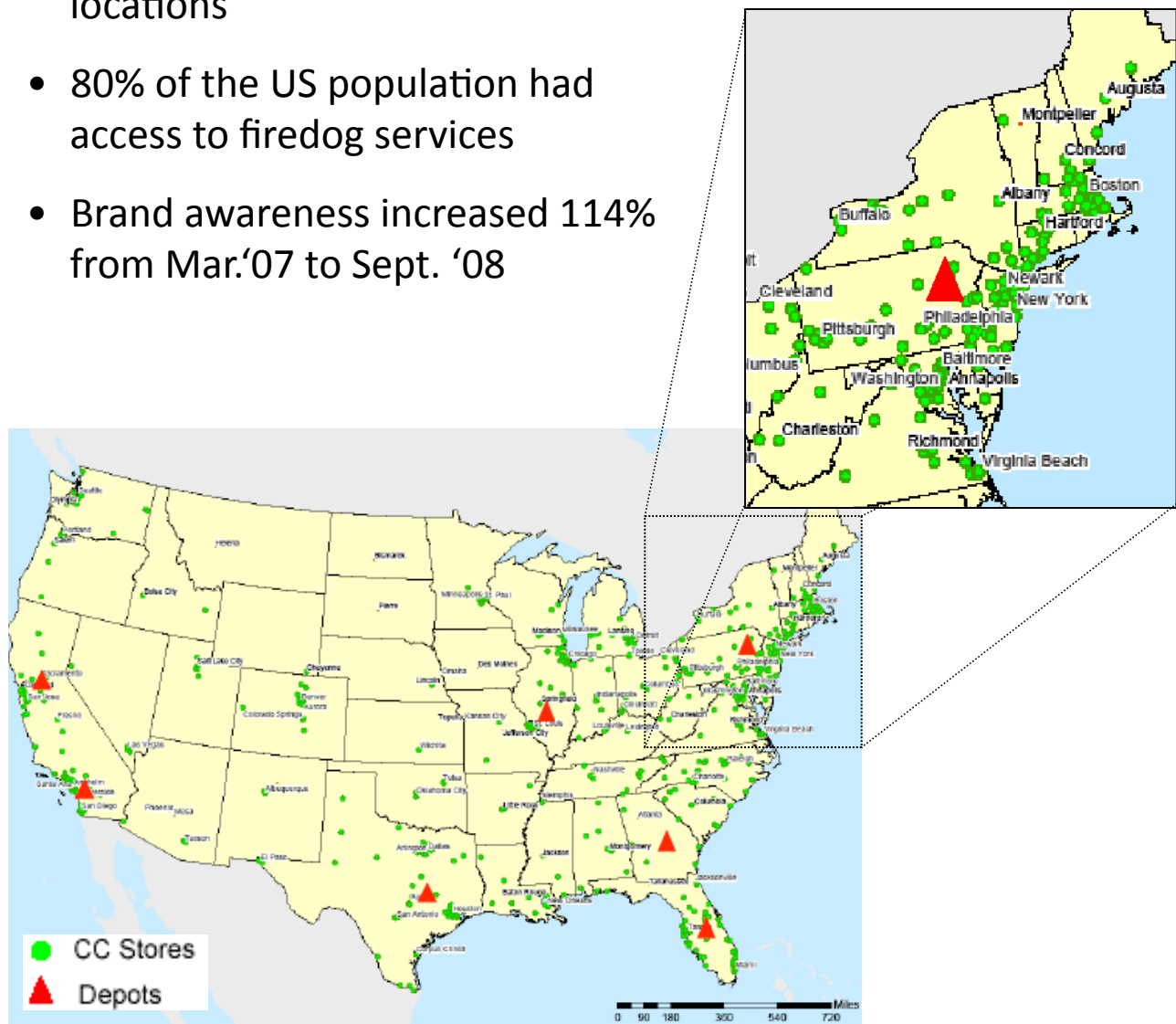
firedog<sup>TM</sup> offers a strategic advantage to:

- **Technology companies** looking to expand their customer service and support functionality
- **Manufacturers** developing infrastructure to some of the world's most powerful supercomputer installations
- **PC providers** targeting small- to medium-sized customers
- **Providers of outsource workplaces** creating technology allowing individuals and companies to work virtually anywhere
- **Retailers** offering consumers a wide range of digital and electronic lifestyle products
- **Office specialty companies** selling and maintaining technology products and business services



# Footprint

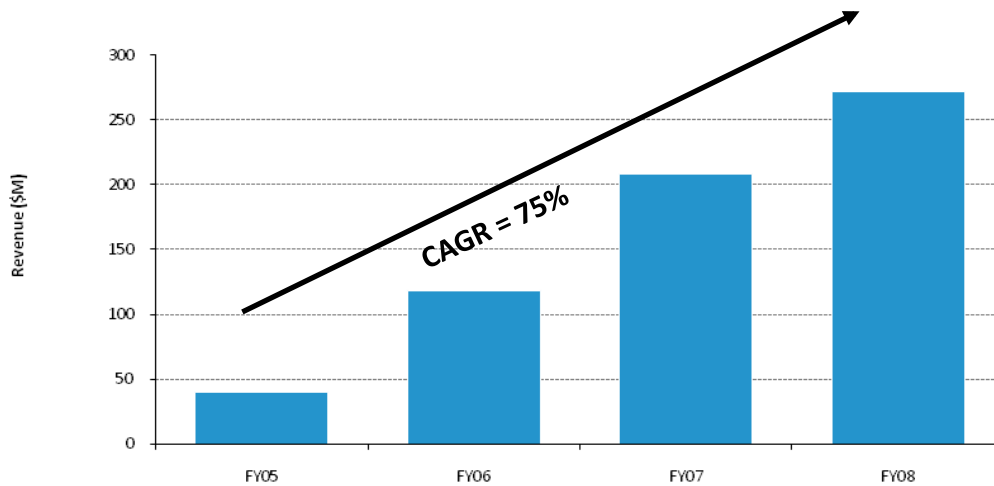
- By the end of 2008, firedog was available at 570 Circuit City locations
- 80% of the US population had access to firedog services
- Brand awareness increased 114% from Mar.'07 to Sept. '08





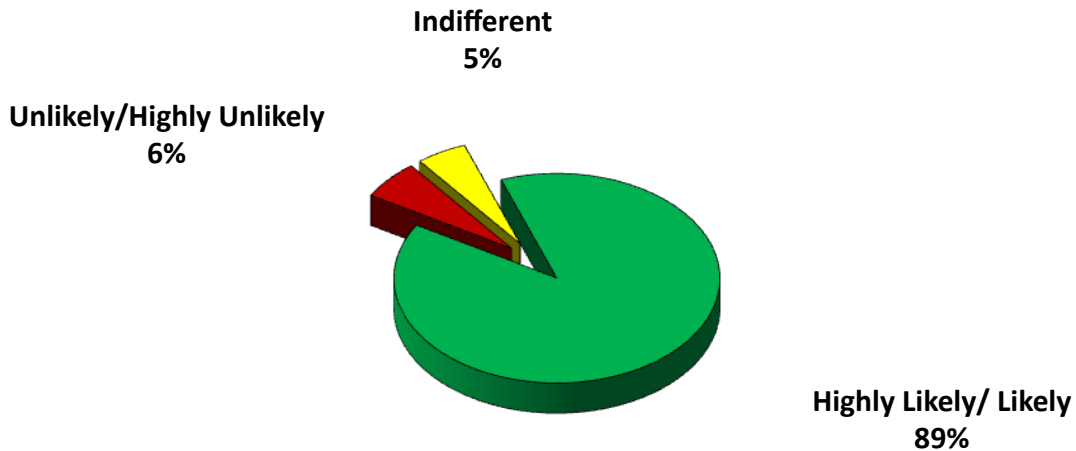
# Key Performance Indicators

## Revenue Growth (\$ M)



## High Customer Loyalty

89% would recommend firedog service to friends



# Contact Us

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