

# B I A L L A

<b>CLIENT</b>	<b>TITLE</b>
23ANDME	Chief Operating Officer
ACADEMIXDIRECT	Chief Marketing Officer
ADiFY	Vice President Marketing
ADPORTAL (acquired by Glam Media)	Senior Vice President Product
ALTA VISTA	Chief Executive Officer Vice President General Manager Vice President Content & Editorial
AMAZON	Senior Vice President Marketing Vice President International
AMERICA ONLINE	Senior Vice President East Senior Vice President West Senior Vice President / Advertising Director Account Manager Interactive Advertising
APPLE COMPUTER	Vice President Intercontinental
AUTODESK, INC.	Vice President Corporate Communications Senior Director Strategy & Business Development
AVENUE A – RAZORFISH	Vice President / General Manager, Chicago Vice President / General Manager, Seattle Vice President / Managing Director, Los Angeles Vice President / Managing Director, San Francisco
BANCBOSTON RSCO	Chief Marketing Officer Vice President Advertising
BARTERTRUST.COM	Vice President Marketing
BELLA PICTURES	Chief Executive Officer Vice President Sales
BERKELEY SYSTEMS INC.	Director Chief Technology Officer
BESTBUY, INC.	Senior Director Marketing Appliances Senior Director Marketing Computers

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BETHESDA SOFTWARES/ZENIMAX	Chief Operating Officer
BLUENILE.COM	Vice President Marketing
BOLTHOUSE FARMS	Manager / Director Human Resources Controller
BUTLER, SHINE & STERN	Chief Financial Officer
CAFEPRESS	Chief Marketing Officer
CALIFORNIA CLOSETS	President, Northern California
CAPCOM USA, INC	Senior Vice President Sales & Marketing
CARESOFTE.COM	Vice President Marketing Marketing Director
CELLOTAPE, INC.- HUNT PRIVATE EQUITY GROUP	Chief Executive Officer
CHALLENGE DAIRY PRODUCTS, INC.	Vice President Marketing
CHAMPIONSHIP GAMING SERIES	Vice President Global Marketing
CHARLES SCHWAB	President Schwab Technology
CHASE H&Q	Vice President Marketing
CHEGG, INC	Chief Marketing Officer / Vice President Marketing
CHEVRON TEXACO CORPORATION	Head of Trade Marketing Head of Marketing Consumer Business Head of Public Relations Consumer Lubricants
COLEMAN COMPANY	Vice President Global Marketing
COLLEGECLUB.COM	Chief Revenue Officer Vice President Marketing Vice President E-Commerce Executive Vice President
COMMTOUCH	Senior Vice President Business Development Vice President Marketing
COMPAQ COMPUTER	Vice President Content & Editorial
COMPUTER MOTION, INC.	Executive Vice President

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DATAMONITOR	Senior Vice President Sales
DEVICESCAPE	Vice President Marketing
DISCOVER BROKERAGE DIRECT	Senior Vice President Marketing
DOGSWELL, LLC	Vice President Sales
DOWN SYNDROME RESEARCH & TREATMENT FOUNDATION	Executive Director
E & J GALLO	Director Human Resources
E*TRADE	Vice President Sales / Business Development Vice President Sales Vice President US Marketing
E-BAY	Vice President Marketing Vice President Product Marketing
ECAST	Chief Executive Officer
E-LOAN	Chief Marketing Officer
E-MYTH	President / Chief Executive Officer
ELECTRONIC ARTS	President President EA Sports Chief Operating Officer Senior Vice President Marketing Vice President Marketing General Manager Vice President Marketing Communications Senior Vice President Marketing
ENCORE SOFTWARE	Chief Financial Officer Outside Director
ENDEAVOR TALENT AGENCY	Vice President Entertainment Marketing
EXCITE!	Chief Operating Officer Vice President Marketing Senior Vice President Consumer Services Senior Vice President Marketing

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EXPEDIA, INC.	Director Email & Database Marketing Director Search Marketing Director Online Advertising
FLOCK.COM	Chief Executive Officer Chief Marketing Officer Vice President Business Development
FLYCAST.COM	President & Chief Executive Officer Vice President Sales Vice President Marketing
FOTOCHATTER	Chief Operations Officer
FREE411	Chief Financial Officer Senior Vice President Sales
GAMESTOP	Head of Digital Retail & Experience
GO2 MEDIA	Vice President Marketing and User Experience
GLOBALVR	Chief Executive Officer
GROCKIT	Chief Marketing Officer
GROXIS	Vice President Marketing
GYMBOREE	Chief Marketing Officer
HAGGAR	Chief Executive Officer Chief Marketing Officer Chief Information Officer
HARRY & DAVID	Senior Vice President / General Manager Stores
HEALTHLINE	Chief Executive Officer Vice President Product Management Senior Vice President Marketing Vice President Sales
HEDGESTREET	Chief Executive Officer Chief Marketing Officer
HIGHWIRED.NET	Chief Executive Officer
HYTHIAM	Vice President Consumer Marketing

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IMAGINOVA	Vice President / General Manager Multichannel Commerce & President of Optronic Technologies
INTERNET ADVERTISING BUREAU	Chief Executive Officer
INTERNET BROADCASTING SYSTEM	Chief Executive Officer Senior Vice President Sales & Marketing Chief Operating Officer
INTERWOVEN	Senior Vice President Customer Services Operations Senior Vice President Marketing
JARDEN CORPORATION	President & Chief Executive Officer Outdoor Solutions Division
KEY PRINCIPAL PARTNERS	Chief Executive Officer Chief Financial Officer
LET'S TALK.COM	Vice President Marketing Director of Merchandising
LEVI STRAUSS & CO	President The Americas Chief Operating Officer / Division President
LEXAR MEDIA	Vice President Retail Sales Vice President Marketing Chief Operating Officer
LIFECLIPS	Chief Executive Officer
LIFESOURCE NUTRITION SOLUTIONS/ DR.'S CHOICE	President & Chief Executive Officer Chief Marketing Officer
LIMELIFE	Vice President Marketing
LIGHTSPEED ONLINE RESEARCH	Chief Executive Officer
LSF INTERACTIVE	Head of Web Publishing Media Director Director of Client Services
LUCASARTS	President
MacANDREWS & FORBES HOLDING INC.	Chief Executive Officer
MARKETOOLS, INC.	President Executive Vice President Sales

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McCANN ERIKSON WORLDWIDE	Executive Vice President Strategic Planning M&A Business Development Team Member
MEDIASMITH	General Manager
MEDICALOGIC INC.	Vice President Consumer Marketing
MEEVEE	Chief Marketing Officer
MIDWAY GAMES	Vice President & General Manager E-Commerce
MILLIONS OF US	Senior Vice President Global Business Development
MILTON'S BAKERY	Chief Executive Officer Chief Revenue Officer
MINT (acquired by Intuit)	Chief Marketing Officer Email Marketing Leader
MO INDUSTRIES, INC.	President Chief Financial Officer
MOMENTUM WORLDWIDE	Chief Operating Officer / President
MT. SOBEK	Chief Executive Officer
MTV	Executive Vice President Interactive
MTV NETWORKS	Executive Vice President Online & Interactive Services
MV TRANSPORTATION, INC	Chief Financial Officer Group President Senior Vice President Human Resources
MYFAMILY	Vice President Marketing
MYPRIMETIME.COM	Chief Financial Officer Outside Director Chief Revenue Officer
MYTEAM	President & Chief Operating Officer Vice President E-Commerce & Sponsorship Vice President Marketing
NAVTEQ	Vice President Mobile Directory
NBCi	President Chief Operating Officer

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NETWORK SOLUTIONS	Senior Vice President Business Development
NOKIA USA	Laboratory Director Nokia Research Center— Hollywood
NOMINUM, INC.	Director of Product Marketing Advanced Carrier Products
NOVELL, INC.	Vice President Sales & Marketing Vice President / General Manager Commerce
OCTAGON SPORTS	Chief Executive Officer
OFOTO, INC.-A KODAK COMPANY	President Vice President Marketing
OLIVE MEDIA PRODUCTS	Senior Vice President Sales & Business Development
PABST BREWING COMPANY	Chief Executive Officer
PANAVISION	President / Chief Executive Officer
PANASAS	Vice President Worldwide Sales Vice President Marketing
PENSCO TRUST	Chief Executive Officer
PONY INTERNATIONAL	Chief Executive Officer Chief Financial Officer
POPCHIPS	Senior Vice President Marketing
PREVIEW TRAVEL/TRAVELOCITY	Vice President Database Marketing Vice President Direct Marketing
PUMA NORTH AMERICA	Vice President Retail Vice President Sales
PYRAMID BREWERIES	Chief Executive Officer Chief Financial Officer
QUICKHEALTH	Vice President Store Development Vice President Operations
RABOBANK, N.A.	Executive Vice President Marketing

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REACTRIX SYSTEMS	President Director National Media Sales Senior Director Marketing
RED ENVELOPE	Chief Executive Officer Chief Operating Officer Vice President Marketing Outside Director (2)
RED TRICYCLE	Chief Executive Officer
SHEET MUSIC PLUS	Chief Executive Officer
SCORE!	General Manager Vice President Marketing
SEARS HOLDINGS	Chief Science Officer Chief Technology Officer Senior Vice President Marketplace
SEGA OF AMERICA	Senior Vice President Marketing
SELECTQUOTE INSURANCE	Director of Online Marketing & User Experience
SHUTTERFLY	Vice President Consumer Marketing
SOCIALNET.COM	Chief Executive Officer
SONOS	Vice President Marketing
SPORTGENIC, INC	Senior Vice President Product Marketing
SPRINT	Senior Vice President Marketing
SPRINT PCS	Vice President Marketing
ST PAUL VENTURE CAPITAL	General Partner
SYNDICATEIQ	Chief Executive Officer
TABOOLA	Vice President Business Development
TAKE-TWO INTERACTIVE	Vice President Marketing—2K Sports
THE LOAN PAGE	Vice President Customer Acquisition
THE MONEY STORE	President Dynamark Senior Vice President
TIMBUK2	Chief Marketing Officer

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TORSON	Chief Executive Officer
TRION WORLD	Senior Vice President Publishing
TRUE NORTH	President International Outside Director Chief Financial Officer
TRUSTEDID	Senior Director Marketing Communications
UNITED STATES OLYMPIC COMMITTEE (USOC)	Chief Marketing Officer
VENDA VO CORPORATION	Vice President Marketing
VISA	Vice President Marketing Marcom
VIATOR	Chief Financial Officer
VISTO CORPORATION	Vice President Sales (2) Vice President Marketing
WALZ CERTIFIED MAIL SOLUTIONS	Director Government Solutions
WEB EXPRESS	Vice President Customer Service (2) Vice President Human Resources
WEBMD CORPORATION	General Manager Consumer Portal
WESTWAYNE, INC.	Media Director
WHOLETRAVEL.COM	Board of Directors (3)
WINE.COM	Chief Executive Officer Managing Director Chief Financial Officer Vice President Sales Outside Director
WORKING ASSETS	Vice President Marketing
ZACA MESA WINERY	Chief Executive Officer
ZENIMAX MEDIA	Chief Financial Officer Chief Operating Officer
ZOOT SPORTS INC.	Chief Executive Officer Chief Financial Officer Senior Vice President Sales Outside Director (5)