

# B I A L L A

<b>CLIENT</b>	<b>TITLE</b>
ADiFY	Vice President, Marketing
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
BETHESDA SOFTWARES/ZENIMAX	Chief Operating Officer
BIOMETRIC IMAGING	President / Chief Executive Officer
BLUENILE.COM	Vice President Marketing
BUTLER, SHINE & STERN	Chief Financial Officer
CAFEPRESS	Chief Marketing Officer

# B I A L L A

CALIFORNIA CLOSETS	President, Northern California
CARESOFT.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
CLASSMATES.COM	Chief Executive Officer
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
COOPER LABORATORIES	President Oral Health Group General Manager Diagnostics Treasurer
DEVICESCAPE	Vice President, Marketing
DISCOVER BROKERAGE DIRECT	Senior Vice President Marketing
DOWN SYNDROME RESEARCH & TREATMENT FOUNDATION	Executive Director

# B I A L L A

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
EXPEDIA, INC.	Director Email & Database Marketing Director Search Marketing Director Online Advertising
FISCHER IMAGING	President / Chief Executive Officer
FLOCK.COM	Chief Executive Officer Chief Marketing Officer Vice President Business Development

# B I A L L A

FLYCAST.COM	President & Chief Executive Officer Vice President Sales Vice President Marketing
FREE411	Chief Financial Officer Senior Vice President Sales
GO2 MEDIA	Vice President Marketing and User Experience
GLOBALVR	Chief Executive 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
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

# B I A L L A

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
MARKETOOLS, INC.	President Executive Vice President Sales
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

# B I A L L A

MINT.COM	Chief Marketing Officer
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	Chief Financial Officer
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
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

# B I A L L A

OSTEX INTERNATIONAL, INC.

President / Chief Executive Officer  
Vice President Finance / Chief Financial Officer  
Board of Directors (3)  
Vice President Marketing  
Vice President Sales

---

PANASAS

Vice President Worldwide Sales  
Vice President Marketing

---

PONY INTERNATIONAL

Chief Executive Officer  
Chief Financial Officer

---

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

---

PYXIS CORPORATION

Vice President Finance / Chief Financial Officer

---

QUICKHEALTH

Vice President Store Development  
Vice President Operations

---

REACTRIX SYSTEMS

President  
Director National Media Sales  
Senior Director Marketing

---

RED ENVELOPE

Chief Executive Officer  
Chief Operating Officer  
Vice President Marketing  
Outside Director (2)

---

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

# B I A L L A

SHUTTERFLY	Vice President Consumer Marketing
SOCIALNET.COM	Chief Executive Officer
SPRINT	Senior Vice President Marketing
SPRINT PCS	Vice President Marketing
STELLAR	President / Chief Executive Officer
ST PAUL VENTURE CAPITAL	General Partner
SYNDICATEIQ	Chief Executive Officer
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
TORSON	Chief Executive Officer
TRUE NORTH	President International Outside Director Chief Financial Officer
VENDA VO CORPORATION	Vice President Marketing
VISA	Vice President Marketing, Marcom
VISTO CORPORATION	Vice President Sales (2) Vice President Marketing
WEB EXPRESS	Vice President Customer Service (2) Vice President Human Resources
WEBMD CORPORATION	General Manager Consumer Portal
WESTWAYNE, INC.	Media Director
WINE.COM	Chief Executive Officer Managing Director Chief Financial Officer Vice President Sales Outside Director

# B I A L L A

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)