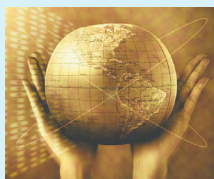




**Conexion International  
Limited, Inc.**



**Conexion International  
Media, Inc.**

## About Us

Conexion International Ltd., Inc., and its affiliate, Conexion International Media, Inc., is a publishing group that specializes in the development of international and niche-market media particularly those focused on vertical professions or special interests with multiple growth potential in the USA, Hispanic USA, Latin America, Asia-Pacific, or other regions.

## Corporate History

Conexion International Ltd., Inc. is a Miami-based corporation held by a private international investment group. The company was originally founded in 1991 by Charles Buckwalter, an international publishing executive with some 40 years high-level experience at well-known multi-national publishing corporations with headquarters in the New York media center. The company was initially established as a consulting group, assisting USA publishers to develop international versions of their magazines, or to introduce new startups aimed at emerging markets in Latin America, Hispanic USA, Asia-Pacific, Russia, China and other regions. The company also has assisted Latin American-based corporations to open new markets within the USA. Buckwalter is an alumnus of Columbia University, NYC, and is a former board member of the International Advertising Association, Florida Chapter.

In 2004 Conexion International Ltd., Inc. expanded its operations with the establishment of a new ventures division, Conexion International Media, Inc. for the purpose of exploring print and electronic media opportunities in cutting edge niche markets nationally and internationally.

In 1994 Conexion International Ltd, Inc. formed a joint venture with Bocallave, Ltd., a Georgia based company to form The Registry of Dental Media, an educational organization providing video, DVD, and print publications for training and advanced education of dental practitioners around the globe, in English, Spanish and other languages.

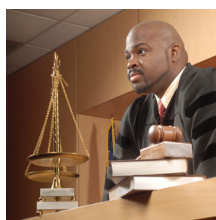
## Capabilities

The special associates and affiliates allied to Conexion International Ltd., Inc. brings into play a comprehensive array of in-depth publishing experience and skills, applied to each venture or project undertaken by the company. This includes top-level expertise in every area of the publishing/media discipline:

- Research and analysis
- Strategies and planning
- Reorganization and downsizing
- Divestitures, mergers, acquisitions
- Publishing goals and budgets
- Audience development
- Editorial concept and design
- Production and distribution
- Competitive tactics
- Marketing, promotion, branding
- Building a sales team
- Coaching, training and motivation
- Finding and hiring top staff
- Building essential core relationships
- Expertise in English and Spanish
- Publishing profitability

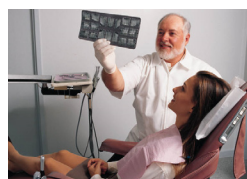
## Projects & Achievements

Conexion International Ltd., Inc. has developed and managed a wide range of publishing assignments and projects for more than 40 years for major clients and employers seeking to take advantage of media growth opportunities in national or worldwide markets. Much of this experience has centered on the successful introduction or expansion of vertical media in English or bilingual capacities serving professions in the USA, Hispanic USA, Latin America, Asia-Pacific or other regions. Areas of activity include:



### LEGAL PROFESSION

**Publications Launch and Relaunch.** Created *Litigation Support Today*, a new magazine from concept to successful positioning in the legal marketplace. Acquired *Legal Assistant Today* and relaunched it as *Paralegal Today* with contemporary design and updated marketing approach to serve this booming segment of the legal profession in the digital age.



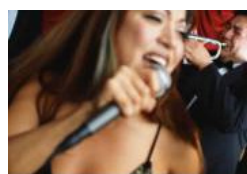
### DENTAL PROFESSION

**Publications Launch** for Latin America, Brazil, Russia, Poland. Helped with Audience Development, Print Management and Advertising Sales. CMPMedica, Dental News Division. Hong Kong / Singapore. International magazines for the dental profession: Latin America Dental News (Spanish/English); Brazil Dental News (Portuguese/English); Asia-Pacific Dental News (Chinese/English); CIS Dental News (Russian/English) and Poland Dental News (Polish/English)



### VETERINARY PROFESSION

**Publications Launch**, Latin America, Brazil. Veterinary Learning Systems. Trenton, New Jersey. Two international editions of Compendium on Continuing Education for the Practicing Veterinarian, prestigious US veterinary journal: Spanish edition for Latin America; Portuguese edition for Brazil



### MUSIC/ENTERTAINMENT PROFESSION

**Publication Launch.** Served as publisher for *Billboard en Español* (Spanish edition of Billboard magazine). Handled sales promotion and market research for *Billboard* (English edition) plus several other special interest consumer magazines for Billboard Publications.



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**NEWSPAPERS  
Publication Re-launch & Marketing  
Direction.**

*Tiempos del Mundo.* Washington, D.C. Affiliated with *The Washington Times* and UPI. Spanish-language weekly newspaper with 100,000 + BPA Audited circulation serving 15 Latin American nations plus Miami, New York City and Washington DC.

*The Miami Herald* and *El Nuevo Herald* Miami, Florida. Advertising Sales for leading daily newspapers, serving the English and Spanish speaking markets of South Florida

*Miami Today.* Miami, Florida. Advertising Sales for prominent, weekly city newspaper reaching 70,000 high-income business and consumer readers.



**INDUSTRY AND BUSINESS  
International Marketing.**

Thomas International Publishing Company. New York, NY. Twentyfour international business-to-business magazines published with joint-venture partners in Europe, Latin America, and the Pacific Rim. Foreign language editions of *Industrial Equipment News* (in English, German, French, Spanish, Portuguese, Korean, Japanese, Chinese). Travel industry publications: *Business Traveller* and *Asia Travel Trade*.

**Promotion & Research.** McGraw-Hill Publications Company. New York, NY. Leading trade magazines serving the manufacturing industries in the USA.



**BOOK AND MAGAZINE PRINTING  
Export Business Development**

Helped develop the US market for Carvajal S.A. Colombia, South America, one of Latin America's largest printing conglomerates, serving clients throughout the Americas and around the globe for more than 100 years.