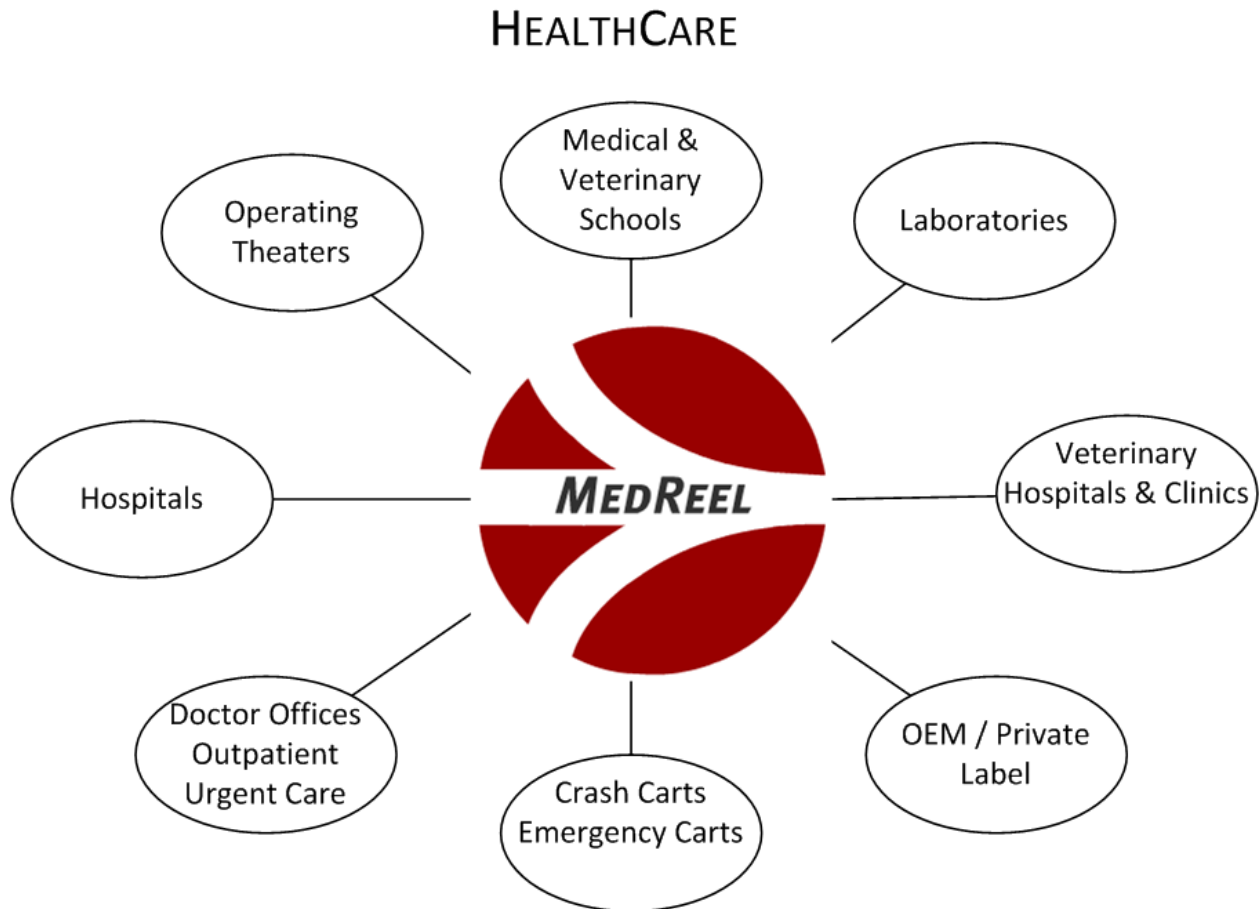


Target Market Segments

Within the targeted Industries APC has identified the following market segments as fertile targets and in many cases APC has already gained foothold with many existing reference accounts. For details of and specific information on these customers refer to Section 5 — Customers for details.

HealthCare

The HealthCare Industry has many key market segments that can be penetrated with little or no effort. In most cases getting a product sample in the hands of key medical personnel is all that is needed. Our medical compliance and Green Dot Certified product make the MedReel product the perfect fit for the market segments where trip and fall claims are an everyday occurrence. Market segments within Healthcare where the MedReel product is readily accepted are described below.



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