



## MEDIA KIT

### About

*"We formed Benison International Group to give people good service at a good price. While we can't change the world, we can contribute to making it a better place. The word 'Benison' actually means 'blessing.'"*

Michael Lara, Benison International CEO

#### **Main Headquarters**

Benison International Group, LLC  
1221 Brickell Avenue, Ninth Floor  
Miami, FL 33131  
Phone: 305-347-5183  
Fax: 866-478-2609

#### **Northeast Regional Office**

Benison International Group, LLC  
One Gateway Center, Suite 2600  
Newark, N.J. 07102  
Phone: 973-353-6207  
Fax: 866-284-0950

**Chief Executive:** Michael Lara  
**No. of Employees:** 25 and Growing!

**Services:** Branding/Marketing Communications, Business Development, Franchising, Private Client Services, Office Equipment Solutions, Promotional Products, BeniWish Program Charitable Contributions

**Company Founded:** 1997  
**Website Launched:** 2006

#### **Background**

Established in 1997, A&M Capital Group became a highly successful investment firm based in Naples, Florida. And after significantly expanding our services to meet evolving customer needs, we changed our name to Benison International Group, LLC in March of 2006 and relocated to the downtown financial district of Miami, Florida.

Today, Benison International Group, LLC provides expert guidance for everyday business challenges. We find great satisfaction in helping our clients identify problems, implement cost-effective solutions, and achieve their strategic business goals while maintaining high quality standards and discrete, personalized communications.

Most of our clients are individuals who operate existing businesses or who have an interest in heading out on their own. For these individuals, balancing all aspects of their business can be a daily challenge. Benison acts as an advocate for these companies, providing them with sound financial options, negotiating with critical stakeholders on their behalf, and assisting management in making educated choices that will ensure the long-term success of their business venture. Our experienced management team of established business owners and financial gurus provide individual attention and focus on each client's unique situation in order to exceed customer expectations.

For nearly a decade, Benison has served a wide variety of clients in industries ranging from Wall Street investment banking to construction. Whether starting a small business or growing an established corporation, we are committed to helping numerous entrepreneurs fulfill their business and lifestyle dreams cost-effectively. And at the same time, we give 25% of all of our profits back to the community through out BeniWish Program.

#### **Business Philosophy**

Our business philosophy is built around three specific tenets:

When these three conditions are met, we believe that any company can thrive in its respective marketplace, providing financial rewards to its investors and security to its employees.

When the scale falls out of equilibrium, Benison can assist in restoring the balance. We ensure that companies have a level playing field on which to build their businesses and meet their short- and long-term financial goals.

1. We believe in free enterprise—that every company has the right to a fair and equitable voice in the marketplace.
2. We believe that business should be used as a means to make the world a better place to live.
3. We believe that to be successful, a good company can and should make every effort to help its community.



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### Bios

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#### **Michael A. Lara** **Benison International Group CEO**

A native of Newark, New Jersey, Michael Lara, 40, is an expert in business finance with a unique, military-leadership background.

After graduating from Bloomfield High School, Michael joined the United States Army. While there, he earned Expert Infantry, Airborne, and Air Assault badges and other highly-respected medals and was awarded the rank of Staff Sergeant.

As the leader for a drug-suppression team, he worked on covert missions for the 3rd Region Criminal Investigation Detachment Command and received several U.S. and foreign awards for his law enforcement and leadership excellence.

Michael also founded the first chapter for the Fraternal Order of Police in Europe. This is the world's largest organization of law enforcement officers committed to improving safety through education, legislation, information, community involvement, and employee representation. Michael was also named one of the top, non-commissioned officers in the European theater in 1992.



Due to his tireless dedication leading troops through combat zones in the Gulf, Somalia, and Haiti, Michael was awarded the Army Expeditionary Medal. And he was chosen to lead a special team ensuring the security of the U.S. Army Liaison assigned by Washington, D.C. and the Pentagon during Operation Uphold Democracy. With his fearless determination, Michael entered areas never explored by U.S. personnel and successfully completed this operation with zero U.S. casualties.

After receiving the "Silver Star Medal for Bravery" from the American Police Hall of Fame, Michael became an instructor for Close Quarters Battle (CQB). Here, he trained S.W.A.T teams from all over the country in preparation for the 1996 Olympics in Atlanta, Georgia.

Michael then worked in civilian law enforcement as a Deputy Sheriff and Police Officer. And after graduating from Alabama State Troopers S.W.A.T. School, he was awarded the coveted, "Night Hawks" designation and became the Special Response Team Training Officer for his department.

At this point, Michael finished school earning a Bachelor's in Executive Management and an MBA from Florida International. He then transitioned into a career as a financial advisor on Wall Street at Prudential Securities, one of the top five investment banks in the country. He worked diligently as a portfolio manager and eventually became an offshore trust specialist for World Trust Services.

After working in finance for seven years and living in places such as Japan, Okinawa, the Philippines, Austria, Germany, Alabama, and Georgia, Michael realized that he wanted to structure a business that focused on helping others rather than the money factor. With the help of some friends, Benison International Group, LLC was formed in 1997. And today, 25% of all company revenues go back into the local community.

As the CEO, Michael currently uses his specific training and experience to help business customers get the services, tools, equipment, and consulting they need quickly and cost-effectively. And when he is not working or spending time with family and friends, Michael enjoys weight-lifting. In fact, he won several awards as a past member of Team Klok, a power lifting team developed by the U.S. Army and Germany.

To contact Michael, please e-mail [mlara@benisoninternational.com](mailto:mlara@benisoninternational.com) or call 305-347-5183.



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#### **Lucy Dominguez** **Benison International Group President**

As one its founding members, Lucy Dominguez helped Benison International Group grow significantly over the years.

Currently, Lucy is Benison's President and Chairman of the Board where she provides advice and direction in regards to overall company matters.

Using her communications expertise and ingenuity, she helps to develop new and cost-effective products and services for customers.

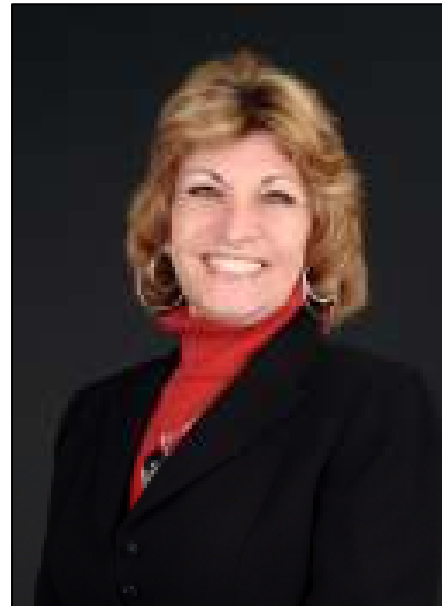
And with her extensive business administrative and financial experience, Lucy ensures things run smoothly within the company.

After graduating with a bachelor's degree in Communications from Miami Dade College in Florida, Lucy worked in real estate and the health care industry.

Later, she decided to pursue her passion for breeding English bulldogs and started Miami Bulls, Inc.

Today, Lucy continues leading this company to success winning numerous awards and championships at various dog-breeding shows nationwide.

With her down-to-earth demeanor and positive attitude, Lucy helped to create a giving and upbeat work culture at Benison International Group. Lucy is a true people-person and enjoys helping others solve problems.



"In today's world, I'm so proud to have helped create a company that truly gives back to the community and helps others to succeed," says Lucy. "At Benison, we are like a family and try to treat our customers as we like to be treated ourselves."

When Lucy is not involved working at Benison or showing her dogs, she enjoys traveling and spending time with her grandchild. She also has a huge collection of Coca-Cola memorabilia.

To contact Lucy, call 305-347-5183 or e-mail [ldominguez@benisoninternational.com](mailto:ldominguez@benisoninternational.com).



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#### **Robert A. Buigues**

#### **Benison International Group Executive Vice President**

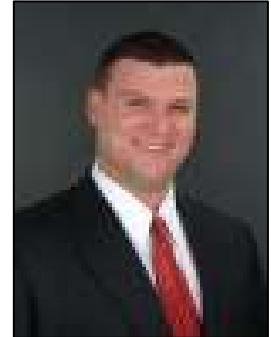
As Benison International Group's Executive Vice President, Robert Buigues works closely with the CEO in overseeing all company operations. He designs, proposes, manages, and executes policies, plans and programs to achieve maximum sales volume potential for Benison's products and services.

Prior to joining Benison in 2006, Robert attended Champagne Catholic High School in Miami, Florida. He took one year of business classes at Miami-Dade Community College before deciding to join the Marine Corps. There, he served five years and was a Corporal attached to a special unit, Chemical Biological Incident Response Force (CBIRF), in Camp Lejeune Jacksonville, NC.

Robert is an expert in the commercial construction industry and has extensive sales experience with heavy equipment, operations and specialty construction materials. Most recently, Robert was the Senior Vice President of Sales at All State Centex, Inc. where he implemented sales strategy and developed teams to achieve \$19 million in sales revenue for the southern region.

"Working at Benison gives me a purpose in my life every day," says Robert. "I get up in the morning and drive to work knowing that I will have a great day at the office, and that my colleagues and I share the same ideas to help improve our community. Basically, I love what this company stands for and the people who work so hard to make it possible."

When not at the office, you can usually find Robert spending time with family and friends in the great outdoors. He is an avid boater, exerciser and weight-lifter and enjoys interacting with diverse people and experiencing different cultures. Contact Robert at 305-347-5183 or [abuigues@benisoninternational.com](mailto:abuigues@benisoninternational.com).



#### **Steven R. Wilson**

#### **Benison International Group Chief Operating Officer**

As a new member of the Benison team, Steven helps to strengthen client relationships, enhance operational excellence and give back to the community. He has a B.A. in Political Science from the University of Cincinnati and studied finance at the University of North Carolina and marketing at the University of Michigan.

Prior to joining Benison, Steven was Burrows Paper Corporation's V.P. of Sales and Marketing, Mead Corporation's Director of Marketing and the national accounts manager for a European subsidiary of International Paper based in Cologne, Germany.

Most recently, he was the president and CEO of Beaverite Corporation, a Tier One parts supplier to General Motors and Daimler Chrysler. While there, he completed a successful turnaround of the company and a resulting sale to a private equity group.

"I am proud to be a member of the Benison International Group at such an important point in its evolution of reaching new customers and providing exciting products and services," says Steven. "The foundation of the company is built with wonderful people, combined with an endearing culture and a spirit of success for our customers and our communities!"

Outside of the office, Steven enjoys golfing and spending time at the beach. To contact Steve, call 305-347-5183 or e-mail [swilson@benisoninternational.com](mailto:swilson@benisoninternational.com).





## Media Kit Services

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### **Benison is Unique**

Whether you want to start a new venture, grow an existing business or purchase promotional products and equipment, Benison International Group provides all of the quality, resources and services you need to achieve success – in one, central location. And best of all, while you work towards achieving your business dreams, you'll help improve the lives of others – More than 10% of your purchase will go directly to the BeniWish Program to help feed, clothe and inspire those in need in the local community.

Benison is also unique because you'll receive personalized attention from a trained, customer service consultant. Plus, you'll receive significant discounts and all products are guaranteed - You can request a full refund if dissatisfied in any way!

### **Our Services**

#### ➤ **Office Equipment Solutions**

While Benison International Group has established itself as a trusted, business consulting firm over the last decade, we've discovered that increasing numbers of clients are turning to us for office equipment solutions. In response to this need, we've become one of the leading resellers of popular items such as: copiers, fax machines, desktops, laptops and notebook computers, servers, printers, office furniture, pens, pencils, paper, and much more. In fact, we now offer more than 185,000 items from top-selling national brands such as: Dell®, IBM®, Hewlett-Packard®, and Xerox®.

#### ➤ **Promotional Products**

With today's competition, it can be difficult to find and produce unique promotional items quickly and cost effectively. But with Benison's services, we can help you increase marketing efforts, thank customers and empower your team using your brand image on thousands of high quality, in stock or customized items.

#### ➤ **Branding and Marketing Communication Services**

Instead of getting lost among today's myriad of marketing messages, your target audience can know who you are and what you have to offer. With Benison's one-on-one consulting, an expert listens carefully to your concerns and ideas and conducts extensive research to thoroughly understand your market. Then, you work together to create a unique plan using appropriate marketing tactics (logos, websites, brochures, public relations, etc.) that will provide the greatest odds for success.

#### ➤ **Private Client Services**

At Benison, we designed private client services to give you cash-flow alternatives and enhance your existing financial plan. Depending on your specific needs, we can help you generate new sources of cash flow, implement targeted, cost-reduction programs, and resolve monetary dilemmas, equipment needs or business stability issues with a new credit line.

#### ➤ **Business Development Services**

With combined experience of more than 50 years in a broad spectrum of industries, our experts provide personalized consulting services. We can help you create a specific business plan to experience the lifestyle of your dreams, discover the right business for you through an extensive network of franchise and development opportunities, grow annual sales of an existing business through customer management and retention programs, retain employees, attract top-level new hires, obtain financing, and provide step-by-step guidance for success!

#### ➤ **Franchising Services**

If you want to own your own business, our team of experts will walk you through the franchise experience step-by-step. We can help you with investment choices, introduce you to a vast network of legitimate franchise opportunities, conduct extensive research and tailor a plan for your specific situation and goals, ensure that the purchase process is seamless, mediate with a bank or franchise seller on your behalf to ensure a fair and appropriate agreement from a financial perspective, and help you obtain capital with a choice of flexible financing programs through reputable financial institutions.



Benison International Group LLC®

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### BeniWish Program

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#### **Your purchases help those in need in the local community!**

Established by the company's founders and managed by its members, the BeniWish Program provides a means to give back to the community. Each year, members designate a percentage of profits to be awarded as grants for the benefit of local children and those in need. In 2007, 25% of all revenues went through the BeniWish Program.

Through the program, wishes come for dozens of deserving adults and kids who have been nominated by their parents for the award. Whether it's help with medical bills, nursing care, car payments, a mortgage, or other financial issue, Benison reviews all applications thoroughly and tries to help as many people as possible.

To apply for the BeniWish Program, applicants simply express their need on the brief, online application at <http://www.benisoninternational.com/beniwishForm.html> and return it to:

BeniWish Program  
c/o Benison International Group, LLC  
1221 Brickell Avenue  
Ninth Floor  
Miami, FL 33131

Applications are also available by contacting Benison International Group, LLC toll free at 1-866-423-5869 or (305)347-5183 or e-mailing us at [beniwish@benisoninternational.com](mailto:beniwish@benisoninternational.com).

Entries for the 2008 BeniWish Program are due by November 2008.



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### Benison International Group Reveals Top Five Steps for Finding the Best Promotional Products to Increase Small Business Sales

*The promotional products experts at [www.benisoninternational.com](http://www.benisoninternational.com) share their tips to help your business grow*

Miami, FL – April 19, 2007 – In honor of Small Business Week, Benison International Group, the one-stop office solutions and promotional products resource at [www.benisoninternational.com](http://www.benisoninternational.com), is sharing the top five steps necessary for picking the best promotional products to increase sales.

“In a recent study by the Promotional Products Association International, 76.1% of the people who received promotional products in the past 12 months recalled the advertiser’s name on the product and 52% of the respondents did business with the advertiser after receiving the product,” says Michael Lara, Benison CEO.

“With this in mind, we wanted to share some of the key factors in finding and purchasing the right promotional items to help small business owners use this proven marketing tool to successfully increase customer traffic and sales.”

To find the perfect promotional items for your small business, follow these five, key steps:

**1. Choose your marketing message.**

Before ordering any promotional items, it is necessary to figure out the message you want to convey. After all, potential customers will view this item as an extension of your company’s image, products and services.

**2. Conduct research.**

Review information from several providers. Get referrals from business associates and check with the Promotional Products Association International, Better Business Bureau, and other local organizations to ensure you’ll be working with a credible company.

**3. Demand service.**

Promotional products make up an \$18 billion dollar industry so there is a lot of competition for your business. Don’t settle for anything less than a company that provides high-quality products and services, meets deadlines, and caters to your individual needs.

**4. Be creative.**

Although you may be inclined to choose top sellers such as t-shirts, hats, pens, calendars, or other office equipment, there are many other options. With today’s technology, you can create your own products and have your logo and unique information added to them cost-effectively.

**5. Review responses.**

After you distribute a promotional product, check to see if it has an impact on website traffic, customer inquiries or actual sales. Ask members of your targeted audience what they think of the products and make changes if necessary.

Studies have shown that small businesses can significantly increase sales with the right promotional products. Follow these simple steps, and you’ll be able to reap the benefits! For more information and high-quality, creative promotional products, please visit [www.benisoninternational.com](http://www.benisoninternational.com) or talk to an experienced, customer service representative at (305) 347-5183.

**About Benison International Group, LLC**

Established in 1997 and located in the downtown financial district of Miami, FL, Benison International Group, LLC is the one-stop resource for office solutions and business consulting services. Our experienced management team provides expert guidance for everyday business challenges. We help customers find the appropriate equipment, technology, marketing, and financial solutions they need to achieve their strategic business goals quickly and cost-effectively. While maintaining high quality standards and discrete, personalized communications, we focus on each client’s unique situation. Benison serves a wide variety of clients in industries ranging from Wall Street investment banking to construction. At the same time, we give 25% of all profits back to the community through our BeniWish Program. For more information, please visit [www.benisoninternational.com](http://www.benisoninternational.com) or call (305)347-5183.

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