

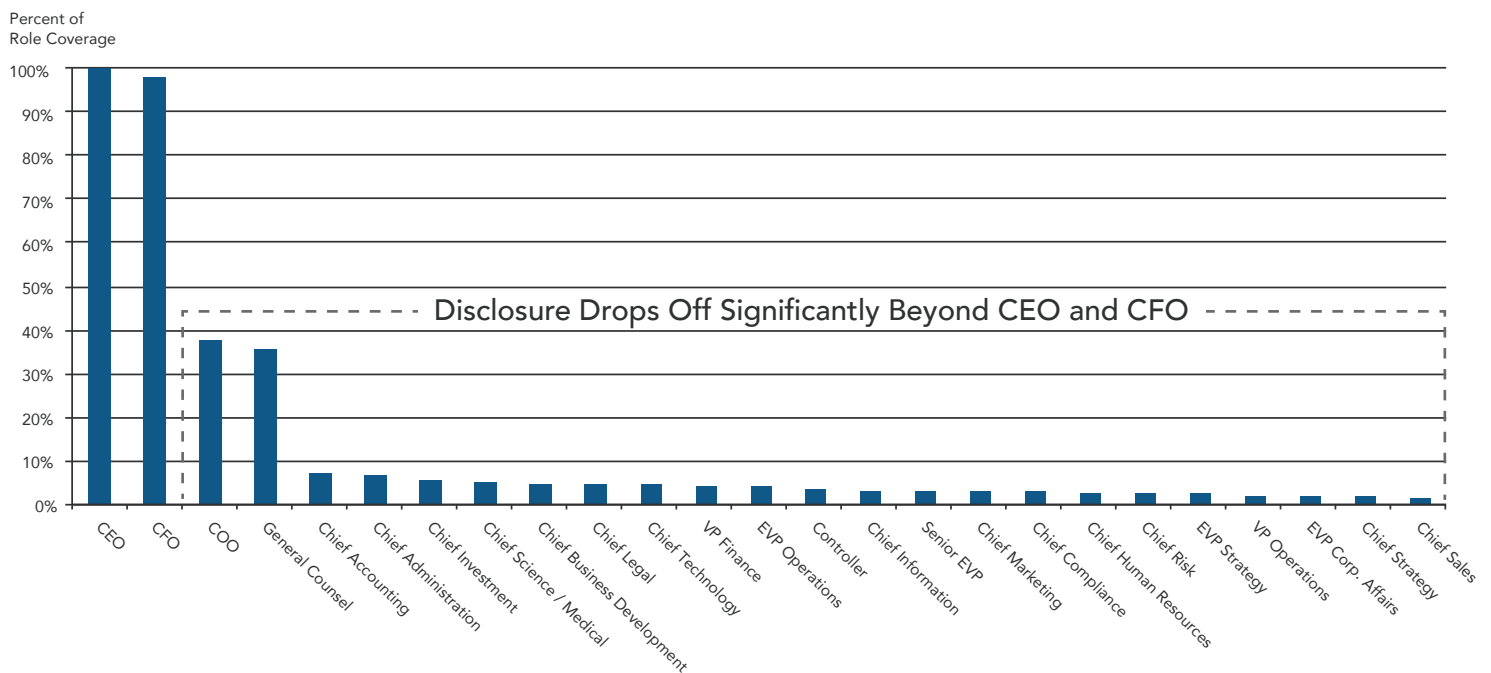
Are You Seeing the Complete Pay Picture?

Finding the right executive is critical to the success of every company. It takes time and resources to identify the key individual who will elevate the company to new heights. Yet once you clear that hurdle, there is one more challenge. How much should you pay?

Appropriately compensating your key executive depends on numerous factors, such as quality and the talent that is being benchmarked. Two data sources that are commonly used to benchmark compensation are publicly available proxy statements and proprietary surveys. Both have their advantages and disadvantages.

Relying on proxy data alone provides accuracy but is often not robust enough in sample size for a sound analysis. The chart below highlights the limitation of coverage for executive positions beyond the CEO and CFO roles. On the other hand, surveys generally contain much more information, but the quality can be suspect.

Prevalence of Roles in Proxy Statements

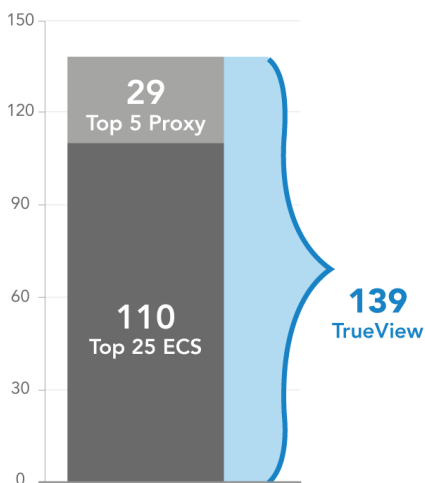


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Are You Seeing the Complete Pay Picture? (Cont'd)

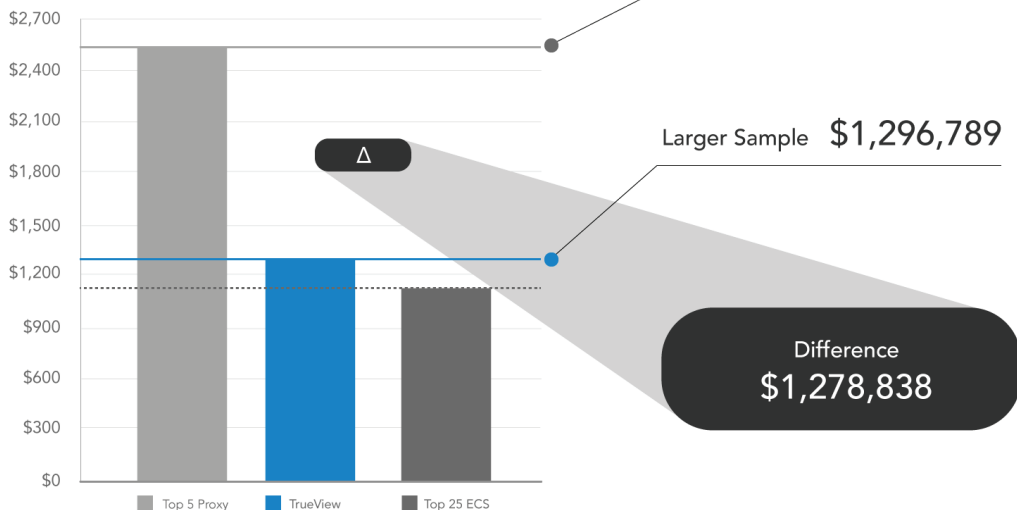
Chief Marketing Officer

Executive Count



Median CMO Pay

(in thousands)



CMO: Overpaying Industries

Industry	Median Pay	Overpayment
Software & Services	\$2,857,275	+146%
Consumer Services	\$2,046,854	+170%
Retail	\$1,331,620	+107%

The use of just one source results in an incomplete view. Without the "complete picture," companies run the risk of not making fully informed decisions. The Chief Marketing Officer position illustrates this point.

Our analysis shows that relying solely on proxy data will often cause a company to pay more than double the going market rate when relying on a very limited data set. Segmenting the data by industry and size may not even be an option with such a small data set, not to mention that typically only the highest paid outliers show up in the proxy tables.

Survey data can solve the quantity issue, but most do not give you the flexibility to create a customizable peer group that provides appropriate comparators. Only a blended view provides the most accurate figures for benchmarking this key position while also allowing for the careful selection of peers. The challenge is finding the right tool that allows you to combine both. Currently, there is only one solution in the marketplace that can address this challenge.

Equilar TrueView (ETV) seamlessly integrates high-quality, verifiable data from over 4,000 companies included in our Top 5 Proxy solution with 1,400 companies included in the Top 25 Executive Compensation Survey. Combined with using the same SEC disclosure guidelines for proxy data, ETV provides an unrivaled single reliable data source, setting a new standard for executive compensation accuracy and insight.

Equilar TrueView is only available to Top 25 Executive Compensation Survey subscribing participants.