

THE COMPANY

BUSINESSLAND, INC owns and operates a chain of retail centers which sell and service microcomputers and related office equipment to business and professional people. The Company's commitment to customer support is evidenced by its extensive, high quality customer training program, knowledgeable marketing representatives, and after-sale service and support. Customers are professionally advised in choosing the right office automation system for their business needs, and in using their system to realize the full potential of the equipment they purchase.

All Businessland centers are company-owned and operated. This allows for absolute control, ensuring the same high standards of product selection, service, training, and support in every center.

HISTORY

BUSINESSLAND, INC was founded in April 1982 by David A. Norman and Enzo N. Torresi. Mr. Norman, founder and former president of Dataquest, Inc, the respected high technology market research firm, coupled his market expertise with Mr. Torresi's technical experience as president and founder of Olivetti Advanced Technology Center, Incorporated.

During the first 10 months, the founders raised a total of \$23.5 million in venture capital financing. In December 1983, the company completed its first public stock offering which raised an additional \$50 million. Shares are traded in the over-the-counter market.

The first Businessland center opened in San Jose, California, in November, 1982. As of September, 1986, 98 Businessland centers were operating in 32 states. The company currently intends to open approximately three centers per quarter.