

PermaCharts Inc. was started with one purpose in mind: to create the best quick reference guides available anywhere.

We pioneered the laminated super quick reference format in 1980 when we released our first title for the college market. We then expanded rapidly to dozens of other markets and applications as word and demand for our products grew. 25 years later, Permacharts Inc. is now the leader in the industry with 450+ titles, 23 subject categories and over 44,000,000 million Permacharts in print.

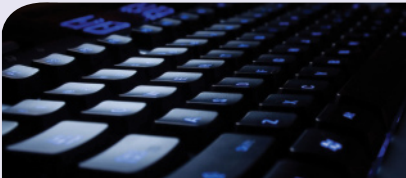
Permacharts is a specialty publishing company with its core competency firmly centered in original content and design. We take great pride and go to great lengths to ensure every title we publish is the best in its class.

Permacharts are all about getting the information you need without the time-wasting fluff and filler typical of other learning methods. The goal of every Permachart is to be an indispensable, every day, quick reference tool that gets to the "point" in 5-10 minutes or less! Our team of experienced writers and designers are continually on the lookout for better ways to present key concepts, tips, tricks and shortcuts on just about any subject or application.

In 2001 we took Permacharts to the next level. We modified some of our bestselling titles to allow for co-op advertising. With the average ownership of Permacharts at 7.2 years, advertisers can now generate tens of thousands of distinct views of their brand and marketing messages for only pennies per year.

Some of our key clients and partners include:

Barnes & Nobles, Wal-Mart, Ekerds, Chapters, Morgan Stanley Dean Whitter, Video Professor, Books-A-Million, Thompson Publishing, Folletts, The US Government (varied department & agencies), Numerous state agencies, Abbot Laboratories, Boehringer Ingelheim, Canadian Government, Canadian Pharmaceutical Association, Harvard University, University of California, 1000s of college & universities worldwide



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