

## OSM, Inc. Executive Summary

Organic Sales and Marketing, Inc. (OSM, Inc.) is a Delaware corporation and a public company, listed on the OTCBB under the symbol OGS.M.

The Company specializes in the sales and marketing of non-food natural and organically certified products, primarily cleaners, alcohol-free hand sanitizers and fertilizers, developed through much of its own licensed technology and manufactured by a contract manufacturer (Webco) based in Dudley, Massachusetts. Owners of Webco own stock in the Company.

Recently the Company received United States Department of Agriculture (USDA) BioPreferred status for many of its products. BioPreferred is a Federally managed program that aims to increase the purchase and use of renewable, sustainable biobased products. Federal government agencies, military branches, and Federal contractors must give preferred purchasing preference for BioPreferred biobased products – various mandates, policies, and Presidential Executive Orders document this. The USDA BioPreferred Program did choose OSM Hand Sanitizer as the ‘Product of the Month’ for December 2009, and intends to co-brand the product for its upcoming trade shows in the 2010 season.

The Company is concentrating its marketing efforts solely in the rapidly growing non-food natural and organic field because it believes that government, consumers and businesses alike are being drawn to this arena of products by a growing desire to eliminate chemicals and additives in their everyday lives. The Company is capitalizing on this trend by utilizing its very own weekly talk radio show The Garden Guys, which airs on Boston’s Talk Station 96.9 FM WTKK, Sundays 6-9 AM, to increase awareness as to why a lifestyle rich in non-food organic/natural products can offer healthier alternatives without sacrificing expected results.

Since cleaning and general sanitation are not confined to any industry or trade, the Company continues to grow its prospects through the radio, trade shows, and distribution channels. Given that distributors may focus on a particular industry, it is the Company’s mission to participate in multiple sectors.

The Company has established itself as a contracted vendor for Thermo Fisher Scientific, W.W. Grainger, Land O’Lakes/Purina Feed, UNFI (United Foods International), Kehe and others. Essentially its OSM, Dragonfly Organix, Garden Guys, & Mother Nature’s Cuisine trademarked, branded products are being sold into the Federal Government, government agencies, colleges and K-12 schools, grocery, garden, footwear, on-line e-commerce, state and municipal facilities.

The Company, through a joint venture with Land O’Lakes, offers its own organic/natural fertilizer products under its Mother Natures Cuisine™ label. The fertilizer’s are currently being sold in over one hundred fifty Shaw’s Supermarkets, Whole Foods, Agway, independent garden centers, and on the Mother Nature’s Cuisine website. The fertilizer dovetails well with Garden Guys Garden Neem, a certified organic insecticide/fungicide

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product, which is also currently sold in the same venues. The intrigue and attraction of these items is that the fertilizers are comprised of plant based products rather than animal manures, and the insecticide/fungicide can be used for conventional and organic gardening and applied right up to the day of harvest. The fertilizer too is USDA BioPreferred.

By utilizing radio, the Company is able to inform customers about the importance of considering organic alternatives, how they should use organic products and where they can buy them. Since the Company pays for the air time, it receives an inventory of commercials that are partially used to educate consumers and let them know where to buy the products; as well as selling commercials to help offset the radio expense. It is the most important marketing tool as it offers the opportunity to bring politicians, government officials, business customers and potential sponsors into the limelight while increasing the visibility of the Company and its products.

In order to defray the costs that would be customary of an in-house sales force, the Company has established strategic relationships with key Sales Representative, Broker, and Distributor organizations in the various markets that its products are sold. In addition, the Company offers incentives by way of stock options in order to continually maximize increased sales and growth. This upholds the sell-in sell-through process by utilizing existing relationships already in place that may otherwise take years to establish.

For additional information contact:

Sam Jeffries, President/CEO  
[sam@osm-inc.com](mailto:sam@osm-inc.com)

Mark McEvoy, CFO  
[mark@osm-inc.com](mailto:mark@osm-inc.com)

114 Broadway  
Raynham, MA 02767  
508.823.1117  
508.823.3117 fax  
[www.osm-inc.com](http://www.osm-inc.com)

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