

# Lab Safety Supply



LSS provides exceptional customer service and same-day shipping for a broad selection of products.

Lab Safety Supply, Inc., (LSS) helps save customers time and money in purchasing safety and other industrial products. With access to more than 130,000 products and providing excellent customer service, LSS is a leading business-to-business direct marketer of safety and industrial supplies in North America.

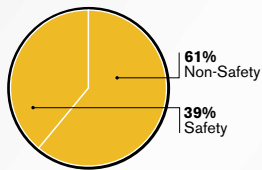
LSS serves customers who know which products they need, do not require face-to-face interaction and prefer to use a catalog or Web site and purchase online or over the phone. It offers toll-free technical support and a full guarantee on all products, meaning no hassles, no restocking fees and no time limits.

The market for this business is also served by a variety of small, specialized direct marketing competitors. LSS develops catalogs to penetrate targeted market segments including forestry, agriculture, automotive, lab and public safety. The company mails millions of catalogs annually. Using market-specific Web sites, customers can purchase online and have access to a variety of services such as express ordering, guaranteed pricing and free reference information.

The composition of the marketplace also allows LSS the opportunity to expand its customer base and increase sales through strategic acquisitions such as Ben Meadows Co. Inc., in February 2001, Gempler's in April 2003 and AW Direct, Inc., in January 2005.

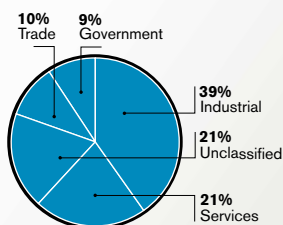
## Lab Safety Supply

2004 Sales by Product Line



## Lab Safety Supply

2004 Sales by Customer Group



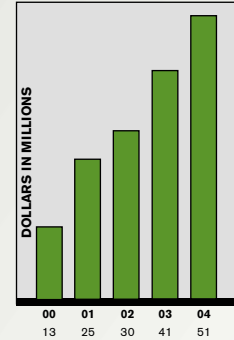
LSS offers more than 130,000 products available online or through its specialty catalogs.





Thousands of customers rely on LSS's knowledgeable service representatives each day.

**Lab Safety Supply Internet Sales**



Ben Meadows is a direct marketer specializing in equipment for the natural resources and forestry management markets. Gempler's is a direct marketer serving the agricultural, horticultural, grounds maintenance and contractor markets.

AW Direct is a leading direct marketer of products to the \$3 billion service vehicle accessories market. AW Direct sells general towing equipment and accessories to customers in the auto service, utilities, government and construction markets.



Using a targeted media campaign consisting of specialty catalogs, LSS reaches customers throughout North America.

Targeted Web sites reach customers in diverse industries from forestry to public safety.