

Bark Group Targets Enormous, Dynamic Global Advertising Communications Market

BKPG Corporate Description and Objectives: “Bark Group Inc. (OTCBB: BKPG) is an award-winning, multi-national European company that delivers cutting-edge advertising and marketing campaigns to leading European businesses. BKPG develops and delivers highly effective marketing campaigns on structural, strategic, and emotional and creative levels. Its integrated approach is revolutionizing the communications field while offering clients a higher return on their advertising investments. Bark's objectives are to achieve aggressive growth through acquisition and development of satellite companies around the globe, starting with Europe. The company is adamantly pursuing its ambitious goal to be ranked among the 10 best and most profitable communication companies in Europe within 4 years.”



BKPG Targets Enormous Global Market Opportunity – With the U.S. Market Alone Estimated at Over \$350 Billion Annually:

Adopting a model that has created tremendous success for advertising industry titans like Omnicom and Interpublic, the BKPG strategy is to acquire a network of complementary agencies in order to provide an integrated service offering that incorporates traditional advertising and media agency skills, relevant digital know how and expertise in rapidly developing, cutting edge marketing technologies and approaches. As economies in the Euro zone, U.S. and elsewhere show signs of improving, BKPG is positioning the Company to return to the rapid revenue growth delivered in 2008. With a targeted 1/1/10 closing date for the purchase of Anaconda.tv, to be acquired in exchange for 20 million newly issued shares, BKPG is making progress towards the objective of adding as many as three to seven new companies to the Bark Group over the coming quarters. BKPG management and directors are heavily invested in the Company’s success and as evidenced by the recently completed \$1.15 equity sale, the highly experienced management team is demonstrating the ability to raise the capital that will be needed to execute the business model and acquisition strategy.



BKPG Recent Price	\$0.53	<u>Please review the risk factors outlined later in this report and the important disclosures and disclaimers at the end of this report.</u>
BKPG – Approximate Market Cap	\$186 million	
52-Week Price Range	\$0.15 - \$3.25	

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BKPG Executive Management and Ownership

<u>Director</u>	<u>Age*</u>	
Bent Helvang	57	
Klaus Aamann	42	
Jesper Svane	36	
<u>Executive Officer</u>	<u>Age*</u>	<u>Office</u>
Bent Helvang	57	Chairman and Secretary
Anders Peter Hageskov	41	CEO and President
Ulrik Gerdes	n/a	Chief Financial Officer
Peter Brockdorff	44	CEO of Bark Copenhagen

*As of 4/15/09

Bent Helvang: One of the co-founders of Bark Corporation and has been the chairman of the board of directors of Bark Corporation since October 9, 2006. Mr. Helvang was appointed as one of BKPG's directors and as BKPG Chairman and Secretary on February 29, 2008 upon the completion of the acquisition of Bark Corporation. Mr. Helvang has over 17 years of experience in the advertising industry. From 2003 to 2005, Mr. Helvang was the general manager of TV2 ØST FILM | TV, a film and television production company under the direction of TV2 ØST Denmark. From 1989 to 2003, Mr. Helvang was general manager and part-owner of Kanal 2 Prime Time A/S and the Danish national television network, TvDanmark|Kanal 60 A/S, owned by the international television and radio network SBS, in which he was a board member in the earlier 1990's. In 2002, Mr. Helvang was elected chairman of the entrepreneur company, INKO Windows. He has also acted as chairman of KOMM, a radio and television organization in Denmark, is a member of the board of directors of a local conservative party, was a member of the prime ministers media commission and was participating as a member of the board of directors of The Association of European Radios (AER), a European trade body representing the interests of over 4,500 private and commercial radio stations in nine European Member States and Switzerland. Mr. Helvang is an entrepreneur, and is particularly skilled in developing strategies and acquisition of media companies. Mr. Helvang presently devotes his full business time to BKPG business.

Klaus Aamann: One of the founders of Bark Corporation and was appointed as a director and as the chief executive officer of Bark Corporation at the start-up of Bark Corporation. Mr. Aamann was appointed as one of BKPG's directors on February 29, 2008 upon the completion of the acquisition of Bark Corporation. Mr. Aamann left the position of chief executive officer of Bark Corporation in September 2007 and is now holding a position as board member. Mr. Aamann has an established network inside the media industry, and he has used this network to assist in the establishment of Bark Corporation and its subsidiary companies. Also Mr. Aamann is presently involved in the funding of Bark. Mr. Aamann has worked in the media industry for approximately seven years, working with broadcasters and production companies all over Europe. As Sales Manager for ITE (Interactive Television Entertainment), Mr. Aamann was responsible for sales and marketing in EMEA between January 1995 - December 1998. During his four successful years with ITE, Mr. Aamann brought ITE's most famous character, "Hugo the Troll" on air in several countries. In Germany the show became the most successful children's program ever where it was on air for more than 5 years. From January 1999 to December 2000, Mr. Aamann worked for Danware as sales manager for resellers in Italy, France and Belgium. Subsequently, Mr. Aamann joined Compaq Computers where he was responsible for sales and marketing during the period from January 2001 to December 2003, working directly with the larger resellers such as GE Capital, Eterra, and TopNordic. Later, Mr. Aamann worked as sales manager for Avalanche Mobile, a developer of network-based SMS management technologies, from January 2004 to June 2005. While with Avalanche Mobile, Mr. Aamann worked with broadcasters and mobile carriers. Mr. Aamann co-founded Bark Corporation subsequent to his departure from Avalanche Mobile.

Jesper Svane: Appointed a director of Bark Corporation on October 9, 2007. Mr. Svane was appointed as one of BKPG's directors on February 29, 2008 upon the completion of the acquisition of Bark Corporation. Mr. Svane is one of the founders of the Bark Corporation. Mr. Svane has specialized experience in the private funding and

investments of companies in Denmark and in the European Union, and has invested into a number of success full start-ups during the past 5 years. During 2003 to 2004, Mr. Svane was involved in the private funding of DK Group NA NV, a company which holds worldwide patents within the fields of marine fuel saving technologies. During 2004 to 2005, Mr. Svane invested into the VOIP phone company Vopium A/S, a company which had developed the technology to talk via VOIP over the mobile phone. In 2006, Mr. Svane invested the necessary seed capital into Bark Corporation. During 2006 and 2007, Mr. Svane invested into DFL Europe, a Copenhagen based company which holds several patents within the fire protections systems. During 2007, Mr. Svane invested into and founded IQ Invest GmbH, which invests into real estate in the German market. During 2007, Mr. Svane also founded and invested into IQ Division and its subsidiaries which operate within the online marketing industry. During 2008, Mr. Svane is currently involved in founding "LookOfTheYear" – an online beauty contest and television show.

Anders Peter Hageskov: One of the founders of Bark Corporation. Mr. Hageskov has been the chief executive officer and managing director of Bark Corporation since September 2007. Mr. Hageskov was appointed as the chief executive officer on February 29, 2008 upon the completion of the acquisition of Bark Corporation. Mr. Hageskov has been the chief executive officer of Bark Advertising since October 2006. Mr. Hageskov has over 18 years of hands on experience in the international marketing and advertising industry. From 2005 to 2007, Mr. Hageskov was a client service director of BBDO Denmark which is one of the worlds leading creative agencies, and which forms a part of the specialist advertising and communication company, Omnicom Group. From 2002 to 2005 Mr. Hageskov was director of business development at Young & Rubicam Brands, a company of the communications services group, WPP Group. Mr. Hageskov was director of new business and country manager for the Scandinavian advertising company Republica, the largest advertising agency in Denmark that specializes in retail and fast moving consumer goods communication from 2000 to 2003. Mr. Hageskov is frequently asked to lecture at various business schools and in creative competitions, he has won numerous international creative awards and he is the former vice-president of the Danish Creative Association. He has lived and worked in Denmark, England, Norway and Switzerland building brands for a large number of international and regional brands. Mr. Hageskov presently devotes his full business time to BKPG business.

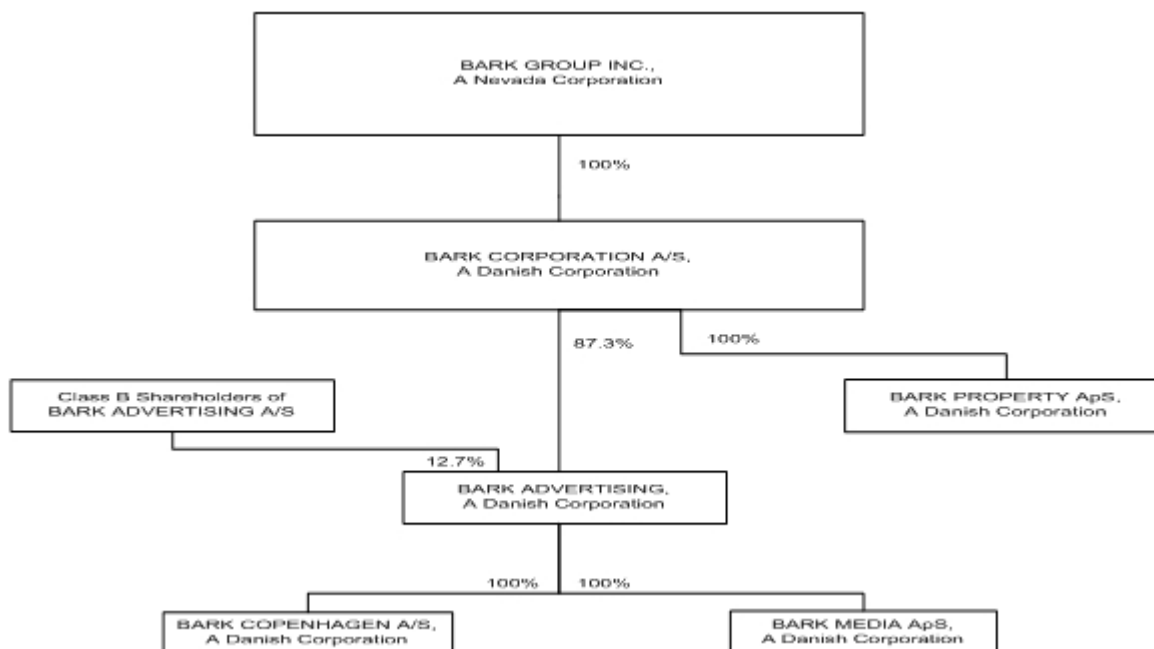
Ulrik Gerdes – CFO. Mr. Gerdes has broad experience as VP and CFO with 26 years of financial management experience in start-ups, mid-size and large corporations. He is the former CEO of Neosolutions APS, a Danish company providing financial services, project management and interim solutions from the controller to the chief financial officer. For the past 10 years Mr. Gerdes has worked with companies in various industries such as Media & Advertising, IT, Tele and Automotive industry as a self employed consultant and as an employed COO/Partner in Arthur Andersen, Deloitte & Visma Services.

Peter Brockdorff: Has been the chief operating officer of Bark Copenhagen since January 2002. Mr. Brockdorff was appointed chief executive officer of Bark Copenhagen on January 1, 2008. Mr. Brockdorff has 18 years of experience in the advertising and media industry. Mr. Brockdorff initially worked as a sales executive at SBS, a Danish television station, from 1992 to 1996. He then worked for six years as managing director for Starcom, a media company owned by the advertising firm of Leo Burnett, from 1996 to 2001. Following Leo Burnett, Mr. Brockdorff founded Bark Copenhagen, then Living Brands, in 2002 with Daniel Soren. Mr. Brockdorff has also been the chief operating officer for Bark Media since June 2007. Mr. Brockdorff presently devotes his full business time to BKPG business.

Management / Director Ownership: As of 4/15/09, all directors and officers as a group controlled 57.5% of BKPG common shares with an additional 14.4% controlled by a company controlled by a director and major shareholder. As of 11/16/09, there were 351,164,254 common BKPG shares outstanding.

BKPG Organizational Structure

Corporate Timeline: Bark Corporation, incorporated on October 9, 2006, is a holding Company that conducts its operations through its 87.3% owned subsidiary Bark Advertising A/S ("Bark Advertising"), that was incorporated on October 12, 2006 and the wholly owned subsidiary Bark Property ApS ("Bark Property") that was incorporated on September 28, 2007. On May 14, 2007 Bark Advertising purchased 100% of the capital stock of Bark Copenhagen A/S ("Bark Copenhagen"), formerly known as LivingBrands A/S, and 100% of the capital stock of Bark Media ApS ("Bark Media), formerly known as Radar 360 ApS. On February 29, 2008, Bark Group Inc. ("Bark Group"), formerly known as Exwal Inc. completed the acquisition of Bark Corporation A/S ("Bark Corporation") in an acquisition transaction that was completed as a share exchange with the former stockholders of Bark Corporation. This transaction involved the issuance of equity of Bark Group (259,290,960 common shares) to the stockholders of Bark Corporation, resulting in the former stockholders of Bark Corporation controlling the majority of the shares of Bark Group. This transaction is considered to be a capital transaction in substance, rather than a business combination. That is, the transaction is equivalent to the issuance of stock by the private Company, namely Bark Corporation, for the net monetary assets of a shell corporation, namely Bark Group, accompanied by a recapitalization. The accounting is identical to that of a reverse acquisition, except that no goodwill or other intangible assets should be recorded. As such, Bark Corporation is considered the acquirer for accounting purposes and Bark Group is treated as the acquiree for accounting purposes, each notwithstanding the legal form of the acquisition.



BKPG Operational Overview

Overview: Headquartered in Copenhagen, Denmark, with satellite offices in Germany, Switzerland and New York City, BKPG is a commercial communication services company that provides integrated traditional and new media advertising and marketing consulting services. BKPG conducts business through various subsidiaries which enables the Company to merge various communication expertise including traditional advertising (creativity and strategy), media consulting, digital know-how and television production. BKPG believes this mix of skills allows the Company to customize advertising and marketing communication services to create the most value for clients and their businesses. As reported in the most recent 10-Q, BKPG has 25 employees.

Clients: Comprised primarily of European businesses that range in size from small local businesses to larger trans-national and multi-national corporations. These clients include a range of businesses including financial institutions and banks, consumer products companies and luxury goods companies. Examples of the clients and brands for which BKPG has designed and implemented marketing programs include the following:

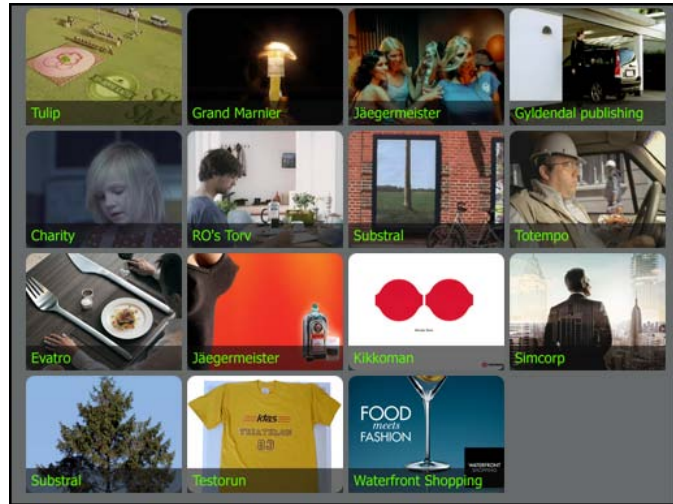
- Statoil, a Norwegian oil and gasoline corporation
- Simcorp, a financial software provider
- Grand Marnier, an alcoholic beverage
- Fionia Bank, a consumer bank
- Jaegermeister, an alcoholic beverage
- Waterfront – a retail outlet
- EVA, a kitchenware brand
- RO's Torv, a retail outlet
- Tulip, a fast moving consumer goods business



Services: BKPG works with clients to create and implement full advertising and marketing campaigns from start to finish. The professional services provided encompass the following:

Strategic counseling	<ul style="list-style-type: none"> - <i>Creating business and brand strategies</i> - <i>Advising on product development</i> - <i>Providing workshops for management, board of directors and marketing departments</i>
Research and analysis	<ul style="list-style-type: none"> - <i>Recommending of needs and methods to test different marketing challenges</i> - <i>Conducting focus groups, hall tests and interviews with the public</i> - <i>Use of in house internet based analysis techniques</i> - <i>Conducting brain science research projects focusing on human perception and giving seminars to clients and new business targets on findings and offering clients the opportunity to become active partners in these projects</i>
Creative development of campaigns	<ul style="list-style-type: none"> - <i>Definition and formulation of advertising and marketing concepts</i> - <i>Creative development, art direction and copy writing</i> - <i>Recommending creative and strategic of use of media channels</i>
Coordination and production of advertising campaigns	<ul style="list-style-type: none"> - <i>Coordination of the chosen campaign idea being finalized in accordance with approved layout, including copy writing, proof reading, programming and final artwork</i> - <i>Coordination of collaboration with external partners such as photographers, sound studios, specialist programming, TV production companies, and printing houses</i>
Media strategy and counseling	<ul style="list-style-type: none"> - <i>Development of media strategy in accordance with brand position, campaign objectives, chosen target group(s), and size of investment</i> - <i>Advising on the optimum means of using media to reach clients' customers and potential customers most effective and cost efficient manner as possible</i>
Price negotiations for media costs	<ul style="list-style-type: none"> - <i>Negotiating cost of media for clients. Negotiation of annual agreements as well as ad hoc campaigns.</i>
Coordination of campaign execution	<ul style="list-style-type: none"> - <i>Dialogue with media partners within the chosen campaign media channels, such as television advertisements, radio, outdoor commercials, internet web sites, newspaper, magazine advertisements and mobile media. BKPG earns revenues from the advertising and marketing services based on various different fee arrangements, including:</i> <ul style="list-style-type: none"> - <i>fees for advertising services</i> - <i>fees for strategic counseling</i> - <i>commissions on media placements</i> - <i>performance based revenue</i> - <i>fees for ideation and MindMarketing</i> - <i>a combination of all of the above</i>

BKPG Corporate Strategy: The Company's strategic plan is to combine traditional advertising agency skills with the media agency and relevant digital know-how in order to create a communications company that is able to deliver effective integrated advertising and marketing campaigns and activities. BKPG believes that this transformation from a traditional advertising agency to an integrated communications company has only been done on a limited scale to date and present the Company with a market opportunity to expand the business and compete with much larger competitors in the marketplace. Historically, client marketing needs are met through services from traditional advertising agencies, media agencies and digital media producers. BKPG differentiates itself by providing an integrated marketing approach consisting of:



- **Bark Advertising:** cutting edge business strategy and creativity
- **Bark Media:** traditional and new media consulting
- **Bark Digital:** development and production of digital platforms and content
- **Bark Production:** production of television commercials, dissemination of viral films, product placement and development of commercial television formats

BKPG complements this approach with cutting edge expertise through alliances with neuro-marketing brain research company MindMetic and the ideation company BrightHouse.

Acquisition Strategy: BKPG's major strategic growth tool is the acquisition of established profitable companies and the integration of the BKPG approach throughout the expanded network. BKPG plans to acquire as many as five to seven companies, anticipating this expanded network will increase the client list, local expertise and network, enabling the company to win a greater number of large international clients. BKPG targets acquisitions with the following characteristics:

- *The Bark mindset*
- *Competencies that add to the overall value of the Bark Group*
- *Proven profitability*
- *Strong professional skills*
- *Dynamic and effective management team*
- *Strong ranking amongst local industry peers*
- *Proven track record in the industry*

Awards: BKPG has earned an Arnold Award, a local cinema commercial award for most daring execution, a Creative Circle Award, the largest prize for creative communication for original, inspiring and sublimely executed works in Denmark, and the Company was one of only two Danish agencies nominated for an award at the annual global Cannes Lions Festival.

Marketing Communications Sector Overview, Trends, Recent Performance

The DMA Estimates Over \$350 Billion Annual Marketing Spend in the U.S.: The Direct Marketing Association estimates¹ that commercial and non-profit marketers spent \$173.2 billion on direct marketing in the U.S. in 2007 creating \$2 trillion in sales and employing 1.6 million people in the U.S. The DMA's annual "Power of Direct Marketing" report for 2008² predicted that \$176.9 billion in 2008 direct marketing expense would represent slightly more than half of total advertising expenditure in the U.S., implying an advertising market of over \$350 billion in the U.S. alone.

Forrester®: US Interactive Marketing Forecast, 2009 To 2014³ - Spend Will Reach Nearly \$55 Billion As Interactive Cannibalizes Traditional Media:

"Interactive marketing will near \$55 billion and represent 21% of all marketing spend in 2014 as marketers shift dollars away from traditional media and toward search marketing, display advertising, email marketing, social media, and mobile marketing. This cannibalization of traditional media will bring about a decline in overall advertising budgets, death to obsolete agencies, a publisher awakening, and a new identity for Yahoo!."

Increasing Penetration of Mobile Advertising as over 100 Million United States Users Alone Recall A Mobile Advertisement: Driven by the growth of U.S. mobile phone users to over 267 million as of Q3 2008, the most recent Mobile Advertising Report from the MMA⁴ notes that:

"US consumers are not just using their phones in more ways. They are increasingly aware of advertising delivered to them through the mobile device. In Q3 of 2008, 39% of mobile phone users (104 million) remembered advertising of some format on their phone. This was the first time the number of Americans aware of mobile advertising has exceeded 100 million in a 3-month period. In Q4 of 2007, 78.7 million US consumers recalled seeing mobile advertising."

Point of Sale Marketing Provides Advertisers with an Opportunity to Differentiate Products and Close Sales in the Critical Last 50 Feet: Writing for the MMA in an article⁵ entitled "Mobilizing Sales", Allison Mooney of MobileBehavior and Christina Lin of Tribal DDB outline the opportunity mobile marketing presents, using the 45,000+ SKU's (stock keeping unit) found in a typical supermarket as evidence of the fierce competition among brands.

"The opportunity to leverage the mobile phone is ripe for in-store marketing...it can be made incredibly relevant through hyper-targeting, based on past consumer behavior or their current location...consumers can interact with a brand at the moment they are making a purchase decision."

¹ <http://www.the-dma.org/aboutdma/whatisthedma.shtml>

² <http://www.the-dma.org/cgi/dispanouncements?article=1184>

³ <http://www.forrester.com/Research/Document/Excerpt/0,7211,47730,00.html>

⁴ http://www.mmaglobal.com/MAR_Report_Q3_2008.pdf; Authored by Limbo and GFK Technology.

⁵ <http://www.mmaglobal.com/research/mobilizing-sales>

The \$12.8 Billion Mobile Marketing Opportunity: The increasingly possible communication among the physical, mobile and digital worlds is creating tremendous opportunity across a wide range of sectors. For advertisers, this convergence creates a uniquely effective, personalized and relevant medium for communicating with existing and potential customers. A recent report from Gartner estimates the mobile marketing opportunity will grow 350%, to \$12.8 billion, by 2011. In addressing the mobile internet opportunity, Mad Money's Jim Cramer recently observed: *"Mobile Internet Tsunami - a multi-year trend that could be as big as the personal computer and Internet revolutions."*

Mobile and Internet Advertising Converge as Interactive Media Provides More Targeted and Accountable Results:

- **Mobile Advertising to Grow 350% by 2011:** Citing the increased relevancy made possible by mobile advertising, a report from Gartner, Inc.⁶ estimated that 2008 mobile advertising would surpass \$2.8 billion, a nearly 60% increase over 2007. The report also estimates that the market will reach \$12.8 billion by the end of 2011. According to Andrew Frank, research vice president at Gartner:

"An important attribute of mobile advertising will be relevancy because the device is very personal to the consumer. All parties win when greater relevancy occurs. The market and consumer will gravitate to content and advertisement messages that are relevant to them."

- **Online Ad Spending to reach 15% of total by 2013:** A recent report from www.emarketer.com⁷ forecasts that the online share of total media ad spending will increase from 6% in 2007 (\$17 billion out of \$282 billion) to over 15% (\$51 billion out of \$332 billion) by 2013.
- **IAB and Pricewaterhouse Study Confirms the Trend:** The Annual Industry Survey conducted by Pricewaterhousecoopers and the Interactive Advertising Bureau (IAB)⁸ estimated 2008 internet advertising revenue of \$23.4 billion in the U.S., up 10.6% over 2007. IAB President Randall Rothenberg reiterates an expectation of a continuing trend towards online ads:

"We are seeing an ongoing secular shift from traditional to online media as marketers recognize that ad dollars invested in interactive media are effective at influencing consumers and delivering measurable results"

⁶ <http://www.gartner.com/it/page.jsp?id=634928>

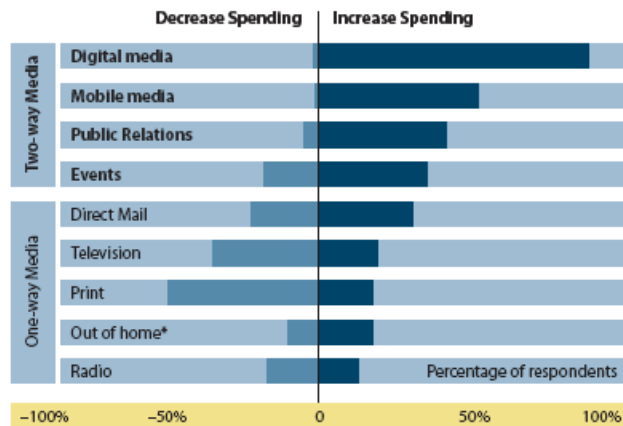
⁷ http://www.emarketer.com/Reports/All/Emarketer_2000488.aspx

⁸ http://www.iab.net/media/file/IAB_PwC_2008_full_year.pdf

- **New Ad Dollars Targeted for Two-Way Media:** Marketing & Media Ecosystem 2010 identifies the priorities, capabilities and partnerships required across the marketer - agency - media value chain. The MME 2010 is a joint study between the ANA (Association of National Advertisers), IAB (Interactive Advertising Bureau), AAAA (American Association of Advertising Agencies), and management consulting firm Booz Allen Hamilton. The migration towards interactive is reflected the survey⁹ in which marketers indicated their ad spending forecast trends for 2010.

Exhibit 3: Marketers' Interest in Two-way Media

The channels that will garner the most new ad dollars by 2010 will be digital media (with 88 percent of marketers planning to increase their spending), mobile media (52 percent), public relations (41 percent), and events (35 percent).



*The marketing industry's term for advertising in public places: billboards, kiosks, transit stations, and so on.

Source: "Marketing & Media Ecosystem 2010" survey and Booz & Company analysis

Omnicom Serves as Model for BKPG: Omnicom Group, Inc. (NYSE: OMC; \$11.3 billion market cap) was formed in 1986 by the merger of several leading, advertising, marketing and corporate communications services companies, and as noted in the 2008 Annual Report¹⁰, the Company continues to pursue opportunities to acquire agencies to enhance the range of services available to its clients in an effort to provide an integrated marketing solution:

"The proliferation of media channels, including the rapid development of interactive technologies and mediums, along with their integration within all offerings, has fragmented audiences. These developments make it increasingly more difficult for marketers to reach their target audiences in a cost-effective way, causing them to turn to marketing service providers such as Omnicom for a customized mix of advertising and marketing communications services designed to make the best use of their total marketing expenditures."

Approximately 50% of OMC revenue (\$13.4 billion in 2008) is generated in the U.S. and 50% outside the U.S. In total, the Company serves over 5,000 clients in 100 countries. OMC reported \$2.8 billion in Q3 09 revenue, a 14.4% decline, but the Company sees positive signs ahead, noting in its Q3 09 conference call¹¹ that despite challenges in Japan and Korea, the BRIC nations are showing signs of recovery and "... in the United States, with the exception of several sectors, client spending has stabilized and there are even a few signs of positive growth."

⁹ http://www.iab.net/media/file/Digital_DarwinismMME2010FinalReport.pdf

¹⁰ <http://files.omnicomgroup.com/ReportManagement/UploadedFiles/128836875883178750.pdf>

¹¹ <http://seekingalpha.com/article/167878-omnicom-q3-2009-earnings-call-transcript?page=-1>

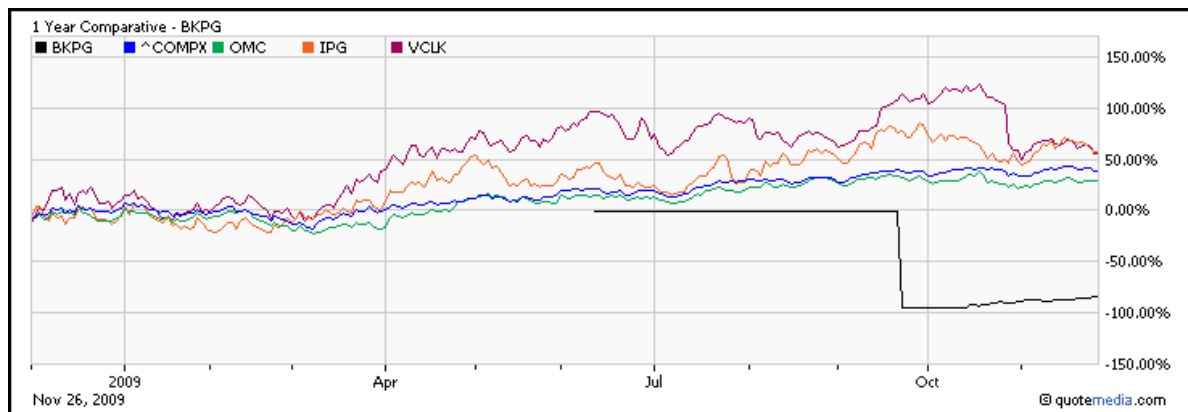
Interpublic Group of Companies (NYSE: IPG) Focused on Digital and Integrated Marketing: Like BKPG, IPG sees a model¹² that requires an integrated service offering: “*With digital at core of all offerings and accountability on the rise, ability to deliver integrated marketing is increasingly at a premium.*” IPG (\$3.1 billion market cap, \$7 billion in 2008 sales) reported Q3 09 revenue of \$1.43 billion, a decrease of 14.2%. Echoing the cautious optimism of Omnicom, IPG noted in its Q3 earnings conference call¹³ that:

“However, it’s fair to say that the tone of our conversations with clients concerning the economy is improving. However, we’ve not seen this yet converted to consistent commitments to new or existing projects. Therefore, it looks as if the pace of the recovery will be gradual and that significantly improving organic revenue performance for the whole of 2009 compared to the first nine months performance will be challenging. Given the macro environment it’s worth noting that some client sectors have held up well in Q3, such as fruit and beverage, consumer packaged goods and retailing.”

ValueClick (Nasdaq: VCLK) Model Shows Promise of Digital and Accountable Marketing: Although Q3 09 revenue of \$130 million fell 12% versus Q3 08, gross profit fell less than 6%. Commenting on the results, VCLK (\$827 million market cap, \$626 million 2008 revenue) CEO Tom Vadnasi noted:

“Our continued focus on delivering performance-based solutions for our advertisers helped ValueClick generate another quarter of strong financial result. In the fourth quarter, we anticipate sequential revenue growth in most of our businesses and continued adjusted-EBITDA margin strength. I remain confident in ValueClick’s competitive position due to our commitment to performance-based online marketing services, our proprietary technology platforms, and our operating expertise.”

Quotemedia.com 1-Year Performance Chart Comparing Nasdaq Composite, BKPG, OMC, IPG, VCLK:



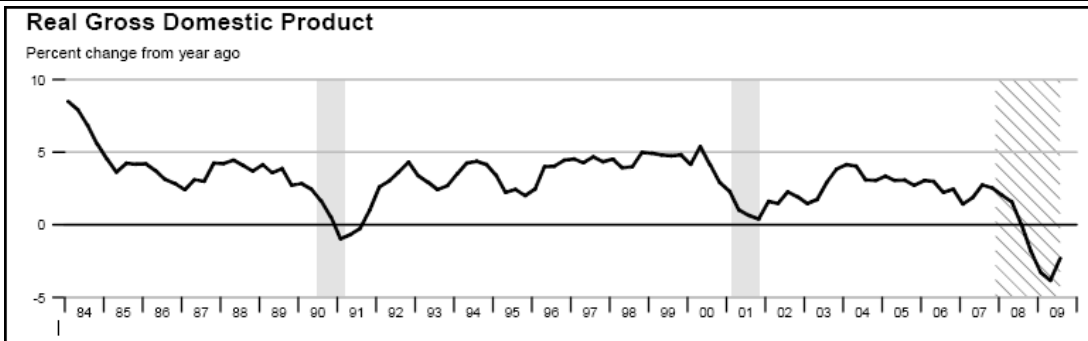
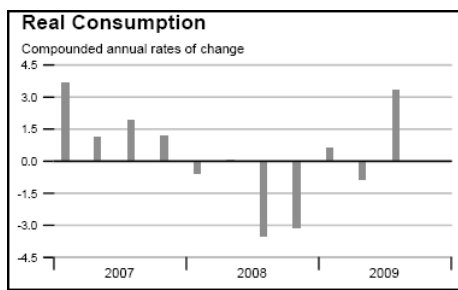
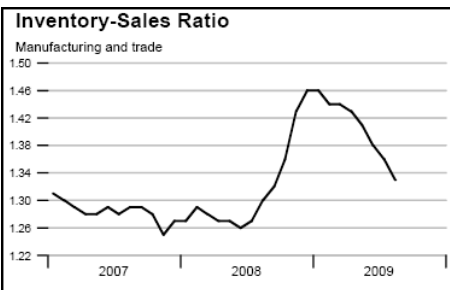
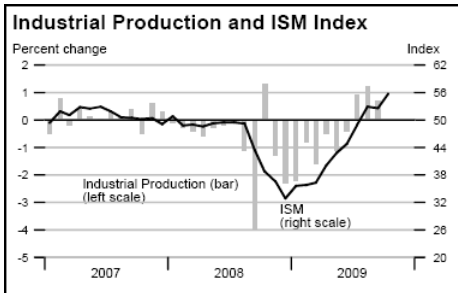
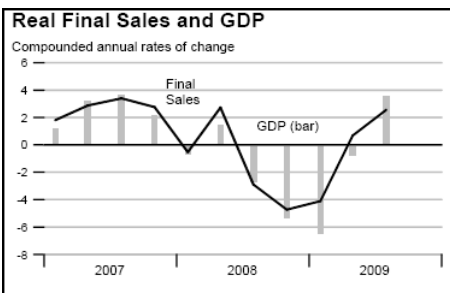
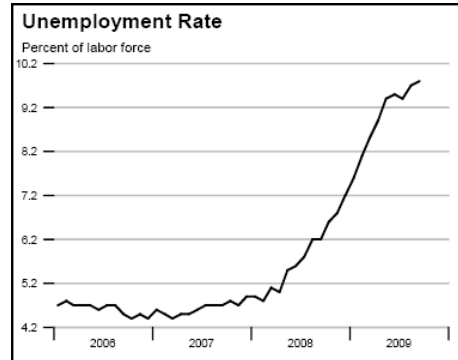
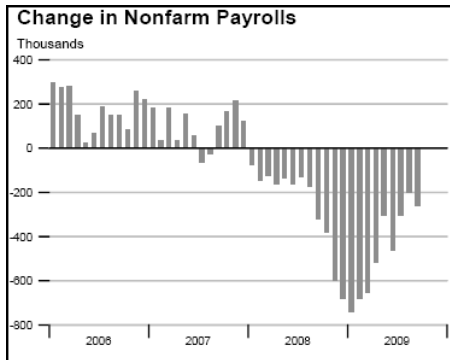
¹² http://phx.corporate-ir.net/External_File?item=UGFyZW50SUQ9MzUxNDA1fENoaWxkSUQ9MzQxMTEyFR5cGU9MQ==&t=1

¹³ <http://seekingalpha.com/article/169563-interpublic-group-of-companies-inc-q3-2009-earnings-conference-call?page=-1>

U.S. Macroeconomic Data and Indicators

Data from the November 2009 Federal Reserve Bank of St. Louis “National Economic Trends” Paints Mostly Positive Picture for U.S. Economy, with Labor as a Significant Ongoing Challenge:

November 2009 “National Economic Trends” Tables from the Federal Reserve



Q4 09 Survey of Professional Forecasters – Forecasters See the Expansion Continuing:¹⁴

“The U.S. economy will grow over each of the next five quarters, according to 41 forecasters surveyed by the Federal Reserve Bank of Philadelphia. The forecasters see real GDP growing at an annual rate of 2.7 percent this quarter. Real GDP will grow 2.4 percent in 2010, 3.1 percent in 2011, and 3.3 percent in 2012. As the table below shows, these estimates are a bit higher than those the forecasters projected in last quarter's survey...The forecasters see jobs beginning to grow in the second quarter of 2010. Over the second half of the year, jobs will grow at a rate of 150,000 per month. The forecasters' projections for the annual average level of nonfarm payroll employment suggest job losses at a monthly rate of 427,000 in 2009 and a further loss of 70,000 per month in 2010.”

	Real GDP (%)		Unemployment Rate (%)		Payrolls (000s/month)	
	Previous	New	Previous	New	Previous	New
<i>Quarterly data:</i>						
2009:Q4	2.2	2.7	9.9	10.2	-81.0	-159.5
2010:Q1	2.5	2.3	9.9	10.2	51.5	-35.0
Q2	2.8	2.4	9.8	10.1	61.5	57.6
Q3	2.6	2.6	9.6	10.0	90.8	158.6
Q4	N.A.	2.9	N.A.	9.8	N.A.	142.2
<i>Annual average data:</i>						
2009	-2.6	-2.5	9.2	9.3	-415.7	-426.7
2010	2.3	2.4	9.6	10.0	-24.6	-69.8
2011	2.9	3.1	8.9	9.2	N.A.	N.A.
2012	3.2	3.3	8.0	8.3	N.A.	N.A.

CEO Confidence Improving According the Conference Board Survey: The Conference Board Measure of CEO Confidence survey¹⁵ includes about 100 business leaders in a wide range of industries. From the 10/9/09 Conference Board Survey:

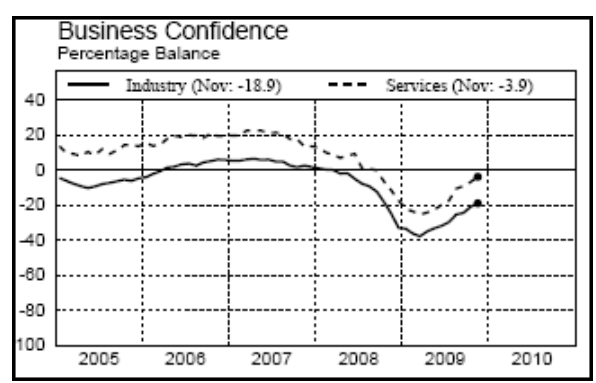
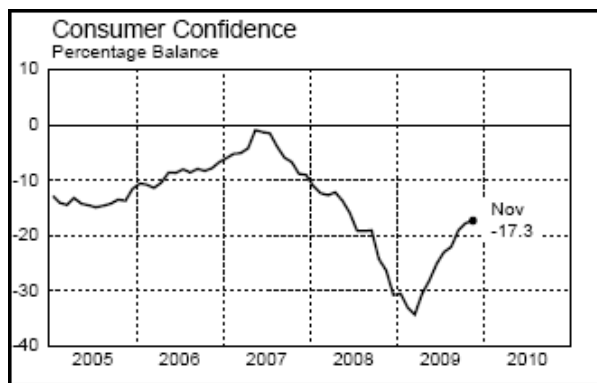
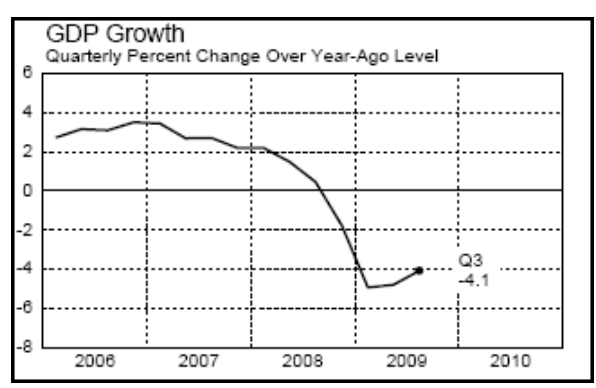
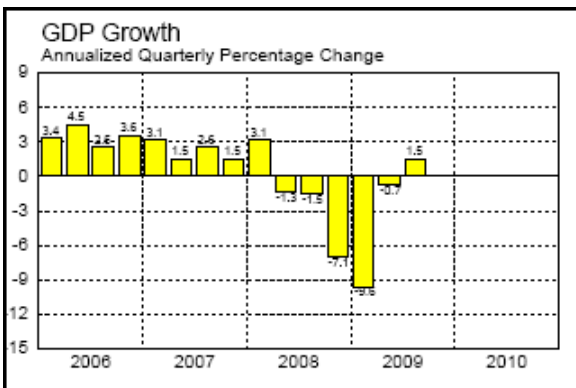
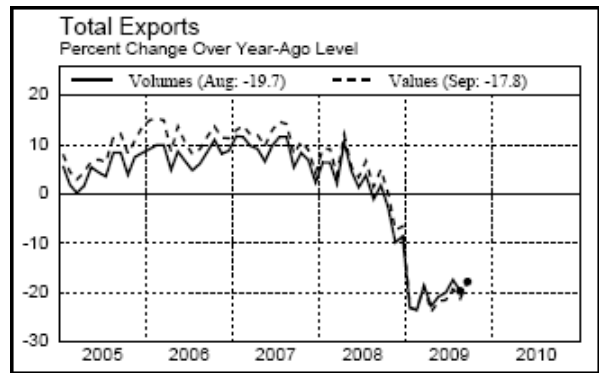
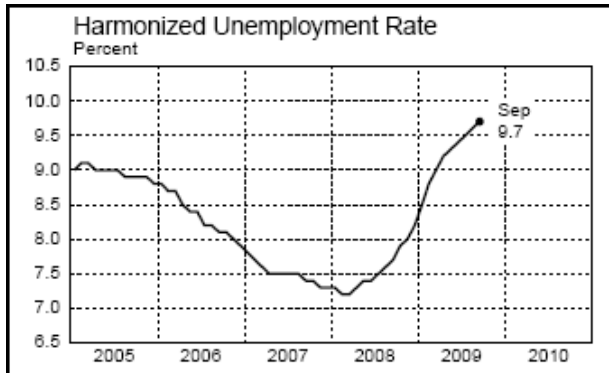
"CEOs have grown considerably more optimistic in their short-term outlook," says Lynn Franco, Director of The Conference Board Consumer Research Center. "Although nearly 60 percent say they've scaled back capital spending plans since January, growing optimism over the past several quarters should translate into increased spending in 2010."

¹⁴ <http://www.philadelphiafed.org/research-and-data/real-time-center/survey-of-professional-forecasters/2009/survq409.cfm>

¹⁵ <http://www.conference-board.org/economics/indicatorsExpectations.cfm>

Euro Area Macroeconomic Data and Indicators

**Federal Reserve Bank of New York –
Economic Data and Indicators for the Euro Area¹⁶ Seem to Mirror the U.S.**



¹⁶ http://www.ny.frb.org/research/global_economy/euroecon_charts.html

BKPG – Recent Financial Results

Financial Condition:

- **Unregistered Sales of Equity Securities:** From 10/13/09 – 11/13/09, BKPG sold 24.05 million shares to 18 investors for an aggregate purchase price of \$1.15 million, of which \$463,600 was paid to settle outstanding debt owned by the Company to three investors. On 10/14/09, BKPG entered into a Regulation S subscription agreement with one investor for the purchased of 2.86 million shares at a price of \$0.05 per share, or approximately \$142,850 when subscription proceeds are received by BKPG.
- **Equity Share Purchase Agreement for the Acquisition of Anaconda.tv GmbH¹⁷:** BKPG has entered into an agreement to purchase a 51% interest in Anaconda.tv in exchange for the issuance of 20 million newly issued BKPG shares. BKPG currently is reviewing Anaconda financial statements and is targeting a 1/1/10 closing date, pending the execution of a Share Purchase Agreement. The seller is Bark Holding, which is controlled by Mr. Jesper Svane, a founding shareholder and director, and Mr. René Lauritsen, a founding shareholder.
- **Current Assets as of 9/30/09:** \$1.2 million, including \$11,000 in cash and \$747,000 in costs and estimated earnings in excess of billings on projects in progress.
- **Current Liabilities as of 9/30/09:** \$7.3 million including \$2.4 million in accounts payable, \$2.6 million in current portion of long-term debt, \$789,000 in accrued liabilities and \$569,000 in accrued payroll and related costs.
- **Total Assets as of 9/30/09:** \$9.7 million including \$5.1 million in property / plant / equipment and \$3.4 million in goodwill.
- **Total Liabilities as of 9/30/09:** \$11.7 million, including \$4.3 million in long-term debt.
- **Stockholders Equity as of 9/30/09:** BKPG reported a stockholders deficiency of \$3.4 million with an accumulated deficit of \$5.6 million.

Operations:

Select Recent Operating Results						
	<u>Q3</u>	<u>Q2</u>	<u>Q2</u>	<u>Q1</u>	<u>2008</u>	<u>2007</u>
<i>*Unaudited, in Thousands of USD</i>	<u>09*</u>	<u>08*</u>	<u>09*</u>	<u>09*</u>	<u>2008</u>	<u>2007</u>
Net Revenues	\$903	\$2,507	\$695	\$1,243	\$8,683	\$4,792
Gross Profit	\$126	\$788	\$98	\$365	\$2,242	\$1,957
Gross Profit Margin	14%	31%	14%	29%	26%	41%
General and Administrative Expenses	\$743	\$884	\$710	\$743	\$3,423	\$1,725
Loss to Common Shareholders	\$673	\$593	\$764	\$559	\$3,248	\$1,790

- **Customer Concentration:** For the 9 months ended 9/30/09, three customers (C,D,K) accounted for 11%, 21% and 27% of revenue. For the 9 months ended 9/30/08, two different customers (E,L) accounted for a combined 49% of revenues. Accounts receivable as of 9/30/09 was concentrated a combined 55% among three customers - (K,E,C). A customer that accounted for 29% of 2008 accounts receivable has filed bankruptcy and is no longer a BKPG customer.
- **Net Loss from Operations:** \$1,996,000 for the 9 months ended 9/30/09.

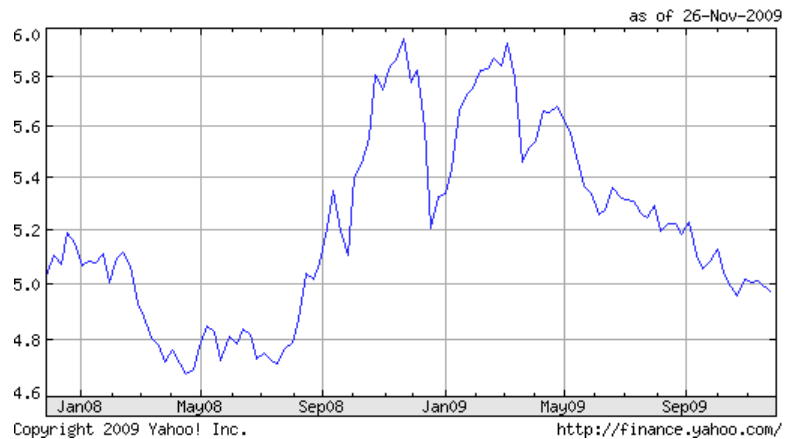
¹⁷ <http://www.anaconda.tv/anaconda.html>

USD / DKK Exchange Rate (2-year chart from Yahoo!©Finance)

BKPG has determined that the Danisk Kroner (DKK) is the functional currency of its foreign operations. The following chart shows the relationship between the USD and DKK over the last 2 years. The recent exchange rate was:

\$1.00 USD = 4.98 DKK

1.00 DKK = \$0.20 USD

Overview of Denmark from the CIA Factbook¹⁸

- **Geography:** 43,094 square kilometers, 133rd largest in the world, slightly less than twice the size of Massachusetts.
- **Population:** 5.5 million people, 110th in the world.
- **Government:** Constitutional monarchy. Denmark has opted out of the European Economic and Monetary Union (EMU). Capital is Copenhagen.
- **Economy:** \$204 billion in 2008, 52nd in the world. -1.2% real growth rate for GDP in 2008. Per capita GDP of \$37,200, 30th in the world. Services accounted for 73% of GDP, followed by industry at 26% and agriculture at 1%. The unemployment rate for 2008 was 1.8%, 16th in the world. 2008 exports estimated at \$115 billion and 2008 imports estimated at \$116 billion. Export partners for 2008: Germany 18%, Sweden 14.5%, UK 8.2%, Norway 5.7%, US 5.3%, France 4.8%, Netherlands 4.6%. Import partners for 2008: Germany 20.9%, Sweden 14%, Netherlands 6.7%, Norway 6.3%, China 5.7%, UK 5.1%.



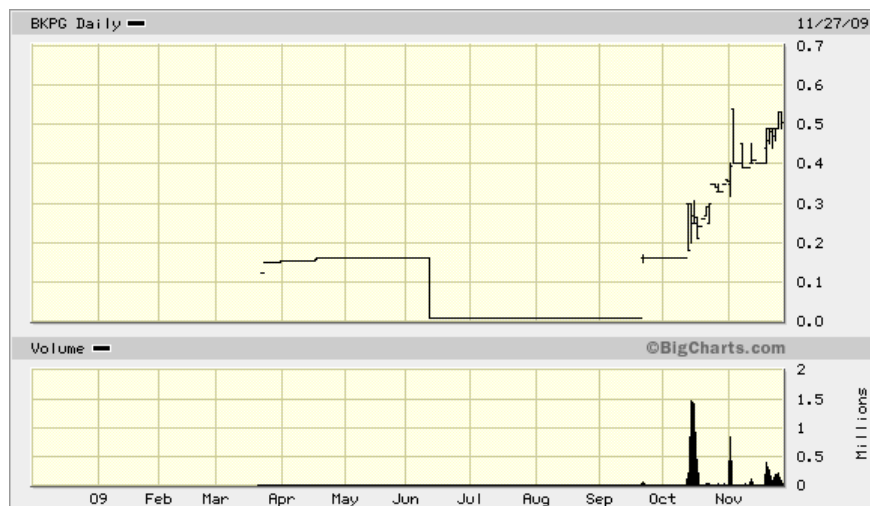
¹⁸ <https://www.cia.gov/library/publications/the-world-factbook/geos/da.html>

BKPG Risks

BKPG risks are outlined in detail in SEC filings, which should be read in conjunction with this report.

- Liquidity: Prior to the equity sales completed in Q4 09, BKPG had a working capital deficit of \$6.1 million as of 9/30/09. As of 9/30/09, BKPG expected to require \$7,347,000 in additional capital over the next 12 months to fund operations and a working capital deficit. Additionally, BKPG has \$2,573,000 in debt obligations that become due and payable in 2009, \$418,000 of which may be converted into 10 million BKPG shares. BKPG plans to use a loan commitment from Bark Holding of approximately \$786,798, but will require additional financing beyond this, raising substantial doubt about the Company's ability to continue as a going concern. BKPG has a \$1.4 million line of credit that expired 11/20/09. This line had a balance of \$1.4 million as of 9/30/09 and the Company was planning to negotiate an extension until 6/10. A judgment issued by Copenhagen City Court on 4/28/09 calls for a payment of \$170,283 by the Company to two former employees. BKPG has appealed the judgment and has accrued a liability of \$88,515 for the expected resolution of the dispute. Shareholders face the risk of dilution from new equity offerings as well as pending and potential acquisitions, and the market price of BKPG shares may be affected by the Form S-1 registration of 92.8 million common shares.
- BKPG auditors identified material weakness with regard to internal controls in financial reporting for the 2008 and 2007 audits. BKPG is in the process of implementing changes to strengthen internal controls.
- Competition: The Company faces competition from a range of larger and smaller competitors providing traditional and non-traditional services.

BKPG Historical Price Chart



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Overview of the OTC Bulletin Board¹⁹

The OTC Bulletin Board[®] (OTCBB) is a regulated quotation service that displays real-time quotes, last-sale prices, and volume information in over-the-counter (OTC) equity securities. An OTC equity security generally is any equity that is not listed or traded on NASDAQ[®] or a national securities exchange. OTCBB securities include national, regional, and foreign equity issues, warrants, units, American Depositary Receipts (ADRs), and Direct Participation Programs (DPPs). The OTCBB is a quotation medium for subscribing members, not an issuer listing service, and should not be confused with The NASDAQ Stock MarketSM. There are no minimum quantitative standards which must be met by an issuer for its securities to be quoted on the OTCBB; however, the new Eligibility Rule limits quotations on the OTCBB to the securities of issuers that are current in their reports filed with the SEC or other regulatory authority. Issuers do not have any filing or reporting requirements with The NASDAQ Stock Market, Inc., or FINRA. Market Makers will be required to provide the periodic financial reports filed by OTCBB issuers with the SEC or other regulatory authorities pursuant to the Eligibility Rule. NASDAQ has no business relationship with the issuers of securities quoted on the OTCBB. Investors must contact a broker/dealer to trade OTCBB securities. Investors do not have direct access to the OTCBB service. The Securities and Exchange Commission's (SEC's) Order-Handling Rules which apply to NASDAQ-listed securities do not apply to OTCBB securities. It is important to note that FINRA has no regulatory authority over OTC Bulletin Board issuers. FINRA's responsibilities include establishing rules governing its broker/dealer members' business conduct; setting qualification standards for securities industry professionals; examining members for their financial and operational condition as well as their compliance with appropriate rules and regulations; investigating alleged violations of securities laws; disciplining violators of applicable rules and regulations; and responding to inquiries and complaints from investors and members. Due to the high level of risk involved in investing in Penny Stocks, the SEC created Rule 15g-2, which makes it "unlawful for a broker or dealer to effect a transaction in any penny stock for or with the account of a customer unless, prior to effecting such transaction, the broker or dealer has furnished to the customer a document containing the information set forth in Schedule 15G, Rule 15g-100, and has obtained from the customer a manually signed and dated written acknowledgement of receipt of the document." (SEC Rule 15g-2(a), Risk Disclosure Document Relating to the Penny Stock Market). If you believe that you have been defrauded by an OTC Bulletin Board issuer, you may file a complaint with your State Securities Regulator or contact the SEC's Office of Investor Education and Assistance.

¹⁹ <http://www.otcbb.com/investorinformation/investorinfo.stm>