

# INVESTMENT OPPORTUNITIES

## Investors Intrigued By One Company's Growth Strategies

(TVA)-Hold everything. A holding company with three major subsidiaries may be revitalizing one of the key corporate financial strategies of the 1980s—mergers and acquisitions, or, as it was commonly known, M&A.

Typically, a company will employ an M&A strategy to diversify and increase its product line, gain access to a new customer base, prevent a key competitor from gaining access to an opportunity or to improve its financial structure before going public.

In this case, when it opened for business in January 2000 a company called CyberAds, Inc, originally started out as the marketer and purveyor of several products and services which it promoted online. It recently changed its name to Capital Assets Development, Inc.—or CYAD.

Initially positioning itself as a provider of wireless communication solutions, CYAD has become one of the largest cellular distributors, using Internet sales applications utilizing an affiliate network and its own direct sale distribution.

Its cellular phone site, [www.freecellular.com](http://www.freecellular.com), is ranked in the top 5000 most visited Internet sites in entire world, with over 30 million visitors to the Web site within the past three years and an estimated one million new visitors each month.

Recently, it diversified its sales and marketing efforts and has added several products to its portfolio of services. Since it's esti-



**A young holding company is revitalizing the mergers and acquisitions strategy by careful selection of its target acquisitions.**

imated that 90 percent of the customers who visit this site do not have a major credit card, it launched a Store Value MasterCard. There are no credit checks and everyone is approved. The card's Web site is [www.approved-bankcard.com](http://www.approved-bankcard.com) and it provides a service to adults that currently do not have a MasterCard or other major credit card.

Currently there are 41 million Americans without insurance and the numbers continue to increase as premiums skyrocket. To take advantage of this trend the company launched a discount health card in March 2003. The Web site for the health card is [www.beneficialhealthcare.com](http://www.beneficialhealthcare.com). Visitors to the site are said to have access to a wide range of discounts for services from the healthcare industry. Since the holding company is publicly traded, it describes its ongoing M&A strategy as a way to

provide added value to shareholders. It says that by using its existing base of what it describes as "opt-in" customers, it can market other products and services through other affiliate networks to generate additional income for the company.

The holding company's latest venture consists of a 22 percent stake in a luxury motor coach country club located near Palm Springs, California. Called "The Vineyards", the property is described as a gated resort designed with "the new age of motor coach owners in mind." The resort is said to offer a regulation, par 36 nine-hole golf course and all the luxury amenities of a country club. CYAD is said to be planning to acquire the remaining 78 percent of the company.

This recent move into the acquisition of and development of land and real estate has created a shift in the company's operating focus and after close counsel with shareholders and advisors, CYAD has become a land and real estate developer.

As "The Vineyards" effectively put an additional \$12 million dollars to the company's balance sheet, creation of such value is exactly what investors and market makers want.

The company is traded in the over-the-counter market under the symbol CYAD and says it will achieve its goal of getting onto NASDAQ, a feat hardly ever accomplished by most OTCBB companies.