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Interviews & News!

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Unlike The Competition, Invicta For A Flat Rate Sells Advertising Space To Travel Suppliers Allowing Them To Reach Travel Enthusiasts On Their Email Data Base List Through A Newsletter Or A Customized Ad



Technology
Internet Service Providers
(IVIT-OTC: BB)

Invicta Group Inc.

2400 East Commercial Boulevard,
Suite 618
Fort Lauderdale, FL 33308
Phone: 954-771-0650



William G. Forhan
President and CEO

BIO:

William has twenty-five years experience as the Chief Executive Officer for both public and private companies, operating with annual business plans, and completing over forty mergers and acquisitions. As the past Chairman, CEO of Integrated Marketing Professionals, Inc. an OTC BB company (POKR), and Aviation Industries, an OTC BB Company (AVIA). William offers years of experience in the public arena.

William Forhan founded Integrated Marketing Professionals, Inc. (IMPI) in 1994, taking the company public in 1996; then became Chairman of Aviation Industries in August of 1998, and acquired seven travel related companies throughout 1999. In November 1999, William Forhan orchestrated the sale of Integrated Marketing professionals, Inc. and Aviation Industries to a start-up Internet provider of leisure travel to the public, called ByeByeNow.Com. William Forhan became President of ByeByeNow.Com in

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June 1999 and acquired three of the industries travel franchisers; representing 349 travel agency locations, in North America including \$500 million franchise revenues.

Company Profile:

Invicta Group Inc. (IVIT: OTC: BB), through its group of companies, provides innovative media driven solutions to the Travel and Entertainment Industry. Invicta’s web enabled email data bases enhance the online and offline Travel and Entertainment advertising for all of their customers. Their objective is to give their

customers competitive advertising pricing for all travel products: air, hotel, car rentals, cruises, and vacation packages.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Forhan, what is your vision for Invicta?

Mr. Forhan: “Invicta is an internet media company and our vision is to focus on the travel industry offering travel suppliers a media to reach travel enthusiasts that are interested in purchasing last minute travel at a discount.”

CEOCFO: How would that be different than Expedia or some of those types of services?

Mr. Forhan: “We are not like Expedia or Priceline, we are more like a company called Travel Zoo. We have a email data base and we send emails to travel enthusiasts saying, ‘Here is the best deals available’, ranging from 10 to 15 week. We are an internet media company that sells advertising space at a flat rate to travel suppliers.”

CEOCFO: Is there a typical demographic you target, how do you accumulate your people, and how much do they tend to use your service?

Mr. Forhan: “Our database is an email database that we’ve acquired over the period of the last eighteen months, also people that enroll on our website. There is no specific demographic; just anyone who has an interest in travel, scattered though out the USA. We have demographics that are basically state by state, but from a standpoint on gender or based on income, we do not have that information on our database.”

CEO CFO: What type of companies take advantage of what you have to offer?

Mr. Forhan: “Companies that have what we call perishable inventory: hotels, cruise lines and airlines. If you don’t fill up that airline seat when it takes off you never get a chance to resell that seat. Hotel rooms, if you don’t sell the hotel room today and it goes empty tonight, you don’t get a chance to sell that room again. A cruise cabin is the same scenario, the tour operator that operates tours, the same scenario in which they might operate at 70% occupancy; they would like to operate at 75% or 80% occupancy, even if they had to discount the other 5 and 10%, just to generate more revenue. If you have hotels, airlines, cruise lines, those are our primary target for customers.”

CEO CFO: It is win/win for all!

Mr. Forhan: “Correct. Airlines and hotels get more revenue; the traveler gets a discount, and that is what they are all looking for, because nobody wants to pay retail on the internet today. There is a new distribution channel of how they get information in regards to travel and getting the best deal and most people spend an hour to save \$10.00 on an airline ticket.”

CEO CFO: You just announced two new accounts, one with StarWood, one with Air Jamaica, would that be typical, and how do you encourage companies to sign on with you?

Mr. Forhan: “Our primary customers are airlines and hotels, so that would definitely be a primary good example of who our customers are.”

CEO CFO: You mentioned travel and entertainment; are there other areas that Invicta is involved with?

Mr. Forhan: “The primary area is the travel industry, that is where the majority of the revenue is coming from, we also have website called StockHotLink, which is designed to offer research reports on small-cap companies and information for day-traders that are looking for small-cap company opportunities where they can do research on them and make a decision.

We gave not generated a great deal of revenue on that because we have not focused on it, it is there to be kicked off later this year.”

CEO CFO: Is the travel enthusiast that you reach influenced by what the hottest deal is?

Mr. Forhan: “If they like the offer, they simply click onto to the internet and it takes them right to the page of the supplier so that they can get more information about the product that is being sold. Let’s say that it’s a hotel, it would also gives them a chance to book the reservation online and see exactly what the rate is, because rates for airlines and hotels vary by the day of the week and the season. An offer that is put in writing for advertising is an offer that they can normally buy right at that time.”

CEO CFO: What is your revenue model?

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Mr. Forhan: “We charge a flat rate for advertising, the same as you would pay for a newspaper ad. We charge \$1,000.00, \$2,000.00 or \$3,000.00 depending on what services we offer whether it is just a newsletter that is sent out or custom email for that customer or whether it is adding the travel supplier to our website, there are a number of options we offer. It is all based on a flat rate; the customer does not pay us a commission, the business they get they keep 100% of.”

CEO CFO: How do you get more hotels and airlines to sign on with you?

Mr. Forhan: “Sales are never easy to get; however, they are easy to lose. We have a sales force that is on the telephone making hotels and airlines aware of their product and seeing if you can sell our services to them at that particular week or months because many ad campaigns are designed on a monthly, quarterly, or even

a seasonal basis.”

CEO CFO: Why should the investment community be interested in Invicta?

Mr. Forhan: “Invicta has been under funded from the time we started this about two years ago, and if we could get additional funding our revenues will increase and we will have the opportunity to generate profits. We have been through the lean years, the tough years in developing the website and getting the database put together. We are ready to start growing the business now with additional cash infusion which will result in more marketing efforts of direct sales to suppliers and to media marketing and branding our name.”

CEO CFO: What might potential investors miss when they first look at Invicta?

Mr. Forhan: “They may not understand exactly what a Internet Media company is. However, for those savvy enough to understand the internet and do understand what a media company is, the question becomes, ‘What is this stock going to increase to?’ This is because they are looking for a return on investment.”

CEO CFO: It seems to me your expenses would be minimal!

Mr. Forhan: “Yes, the expenses are minimal, but the sales are not great as you can see from the numbers that we’ve given you. We need to have a larger sales force knocking on the doors and booking business.”

CEO CFO: What should readers remember most about Invicta?

Mr. Forhan: “Invicta is a company that is going to expand, and it is in an industry that will never resolve; in other words people are going to continue to travel. Travel suppliers are going to continue to offer discounts and the internet is the media for distributing product and providing information. In addition, we are very heavily involved with our database of 38 million emails.”

