

D-U-N-S Number for this company: **14-834-8253**

The Supplier Performance Review is a report on a single company. This report is divided into four sections:

1. Company Overview

Contains basic location, contact, and operating data available on the company being evaluated. This information comes from Dun & Bradstreet and reflects the current contents of the Dun and Bradstreet record for this company and D-U-N-S number.

2. Supplier Performance Ratings

Provides the supplier's Summary Performance Rating, which is an assessment of likely overall performance, and a SIC-level benchmark, which indicates where the supplier's Summary Performance Rating falls in comparison to other rated companies in its SIC group. This section also provides Detailed Performance Ratings for key aspects of supplier performance.

3. Buyers Surveyed

Indicates the industries of the companies that have recently provided ratings on this supplier. Individual raters are not identified in order to preserve confidentiality.

4. Distribution of Feedback

Provides a breakdown of the survey responses received from raters of this supplier. For each of the survey questions, the responses, which were provided on a 0 to 10 scale, are categorized as "positive" (9 to 10), "neutral" (5 to 8), or "negative" (0 to 4).

1. COMPANY OVERVIEW (From Dun & Bradstreet records)

Primary Name:	HAMILTON BOND ADVERTISING, INC	Year Started:	1985
Alternate Names:	(none)	Year of Current Control:	1985
Address:	480 E Roosevelt Rd Ste 202 West Chicago, Illinois 60185-0000	Annual Sales:	\$495,648
Telephone Number:	630 469-0071	Total Employees:	5 total
D-U-N-S® Number:	14-834-8253	SIC/Line of Business:	7311/Advertising agency

Date: 08/15/02

Past Performance Evaluation™

D-U-N-S Number for this company: 14-834-8253

2. SUPPLIER PERFORMANCE RATINGS

Open Ratings calculates supplier performance scores using a sophisticated algorithm that takes into account the amount of information available on a supplier, the recency of the information, and the accuracy of the raters. Ratings range from 0 to 100, however, this is not a percentile score.

Summary Performance Rating

93



Indicative of likely overall performance

SIC Level Quintile

Bottom  Top

SIC: 7311/Advertising Agencies

Detailed Performance Ratings

0 25 50 75 100

RELIABILITY:

How reliably do you think this company follows through on its commitments?

95



COST:

How closely did your final total costs correspond to your expectations at the beginning of the transaction?

92



ORDER ACCURACY:

How well do you think the product/service delivered matched your order specifications and quantity?

94



DELIVERY/TIMELINESS:

How satisfied do you feel about the timeliness of the product/service delivery?

95



QUALITY:

How satisfied do you feel about the quality of the product/service provided by this company?

95



BUSINESS RELATIONS:

How easy do you think this company is to do business with?

93



PERSONNEL:

How satisfied do you feel about the attitude, courtesy, and professionalism of this company's staff?

94



CUSTOMER SUPPORT:

How satisfied do you feel about the customer support you received from this company?

93



RESPONSIVENESS:

How responsive do you think this company was to information requests, issues, or problems that arose in the course of the transaction?

95



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3. BUYERS SURVEYED

The most recent feedback obtained on this supplier came from companies in the following industries.

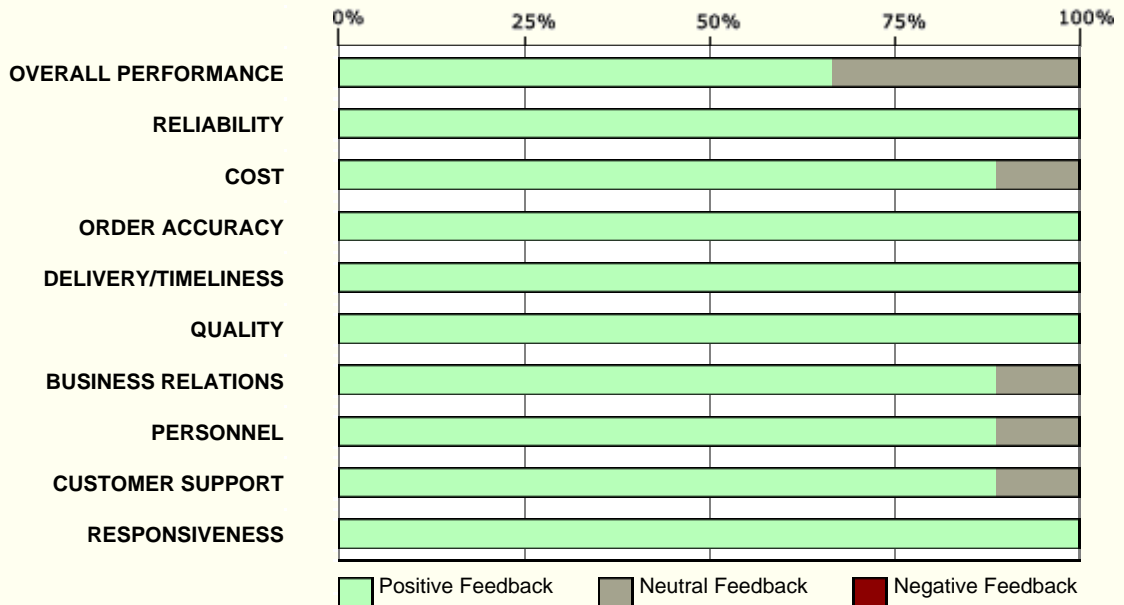
SIC/Line of Business:

- Unknown/not available
- 2066/Mfg chocolate/cocoa products
- 3089/Mfg plastic products
- 3585/Mfg refrigeration/heating equipment
- 3829/Mfg measuring/controlling devices
- 8071/Medical laboratory
- 8742/Management consulting services

Number of surveys completed during the past 30 days is 9.

4. DISTRIBUTION OF FEEDBACK

This supplier's ratings were based in part on survey feedback from past customers. This chart provides a breakdown of the survey responses received from these raters. For each of the survey questions, the responses, which were provided on a 0 to 10 scale, are categorized as "positive" (9 to 10), "neutral" (5 to 8), or "negative" (0 to 4). The percentages of responses falling into each category are shown below.



Note: The supplier ratings set forth above represent the opinions of the surveyed customer references and not those of Open Ratings or Dun & Bradstreet. Some references may not have provided ratings for all performance aspects.

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