

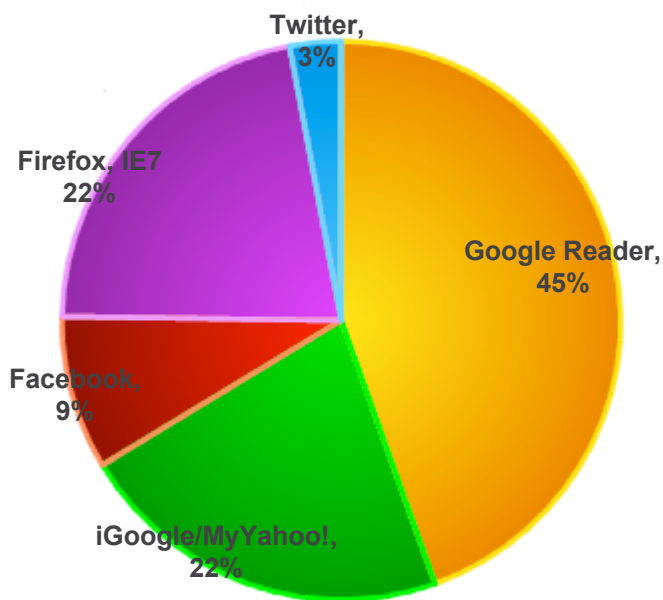
“It’s changing out there...”



60% of your prospects have left the website.*

Dynamic RSS newsletters provide the freedom for readers to time-shift and place-shift the content they love – bypassing traditional websites.

Users consume content 30 min/day off the Website



Pheedo makes it easier to reach over 30 million influential prospects wherever they choose to consume the content they love - including feed readers, start pages, widgets, and more.

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* Source: Nielsen NetRating

Reach only the right audience you desire - cost-effectively

Pheedo has the most advanced targeting solutions and optimization in the distributed media field to reach mass niches. We connect your brand with high-quality premium content read loyally by over 30M subscribers.

Maximize Your Dollars.

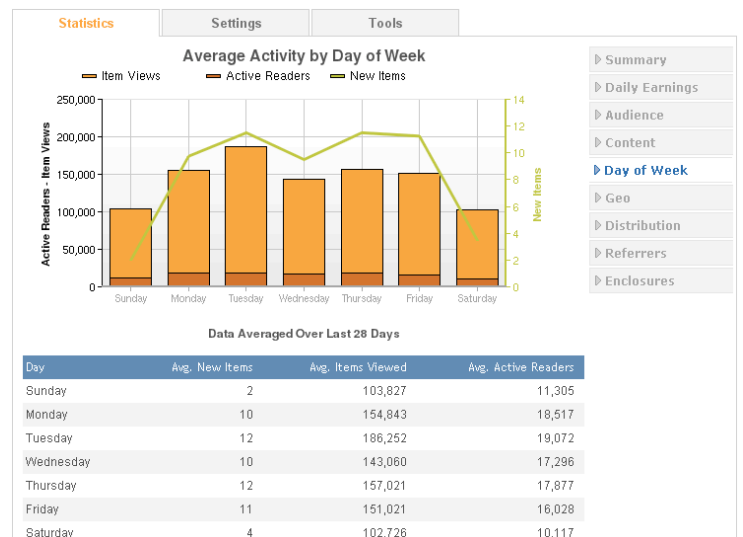
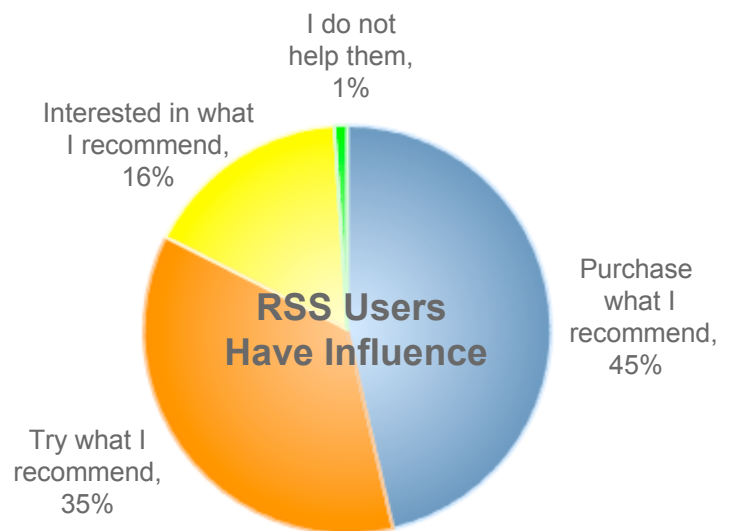
Our subscribers make over 2 million recommendations weekly, effortlessly spreading your message even further.

Experience Industry-Leading Performance.

Your ads are displayed in a quality clutter-free medium, receiving the highest CTR in the industry.

Understand Prospect Behavior.

We analyze over 1 billion subscriber interactions monthly helping you understand your prospects' mindshare trends - ensuring campaign success.



“... the campaign yielded click-thru rates more than double the industry average.”

Director of Product Marketing at Socialtext, Jeff Brainard.

Every Ad Has Premium Placement

Over 1 billion times per month, our readers focus on what matters to them. Join them with premium placement in a clutter free environment. Each ad enjoys a high share of voice.



Top Placement



Guaranteed to be the first ad a reader sees



Widgets

Create ad units that dynamically update.



Content Advertorials



Engage your audience by transforming your content into ads.



Video



Grab the attention of your audience in an uncluttered medium.



“In the first three months of experimenting with RSS ads, RSS subscriptions increased 160% for Cisco...” Founder, Howard Sewell, Connect



Here are just some of the people we touch every day...

THE TECHNOLOGY EARLY ADOPTER



Name: **Sam** Age: **35** Occupation: **Web Developer**
 Subscribes to: **20 Feeds**

“I like being the first to try new technology products and recommend them to my friends, who value my opinion. It’s not about the money, it’s about the value and owning first generation of a hot new product.”

Featured Publishers



Featured Brands



Insight: **76%** are influenced by information/ads in their feeds.

THE IT PROFESSIONAL



Name: **Derek** Age: **36** Occupation: **VP Engineering**
 Subscribes to: **27 Feeds**

“I am responsible for IT Operations at a start-up – it’s important that I stay informed on all IT-related technology that can have an impact on our business.”

Featured Publishers



Featured Brands



Insight: **93%** recommend technology-related* products.

 **THE BUSINESS DECISION MAKER**



Name: **Steve** Age: **42** Occupation: **Vice President**
 Subscribes to: **26 Feeds**

“I manage a team of 50 people who are looking to me to be the most informed about our industry. Getting the right information immediately positions me as a successful leader and directly impact’s our company’s success.”

Featured Publishers



Featured Brands



Insight: **76% are influenced by information/ads in their feeds.**

 **THE NEWS BUFF**



Name: **Diane** Age: **32** Occupation: **Editor**
 Subscribes to: **26 Feeds**

“I love to read online publications that have content relevant to what I am interested in. I spend at least 30 minutes or more each day catching up on my feed subscriptions – I can’t stop until I’ve read it all!”

Featured Publishers



Featured Brands



Insight: **72% check their feeds at least 3 times a day.**

THE ENTERTAINMENT FANATIC



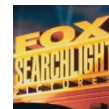
Name: **Sharon** Age: **29** Occupation: **Industry Analyst**
 Subscribes to: **20 Feeds**

“I am always the first to know what is going on in the media and entertainment industries . My friends consider me the go-to person for the latest information in style, movies and music, and even sports news – I am happy to help!”

Featured Publishers



Featured Brands



Insight: **41% plan to buy a new car within 1 year.**

THE Hardcore GAMER



Name: **John** Age: **32** Occupation: **Product Manager**
 Subscribes to: **29 Feeds**

“I am a passionate gamer who loves to be the first to read in-depth stories on gaming features, the latest in mobile gaming, plus previews, reviews, news, and strategies. My friends rely on me for the latest games to play.”

Featured Publishers



Featured Brands



Adobe



Insight: **42% plan to purchase a Smartphone within 3 months.**



OVERVIEW: DEMOGRAPHIC PROFILE BY CHANNEL

Reaching over 30 million unique subscribers, passionately reading over 1 billion monthly content items. (Q4, 2008)

GENDER	PHEEDO NETWORK	CONSUMER TECH	IT PROS	BUSINESS FINANCE	NEWS	ENT-ERTAINMENT	GAMING
Male	62.8%	67.1%	65.1%	59.1%	55.1%	59.7%	61.0%
Female	37.2%	32.9%	34.9%	40.9%	44.9%	40.3%	39.0%
AGE							
18-24	14.1%	13.4%	13.2%	10.0%	8.3%	19.0%	20.0%
25-34	25.7%	26.5%	24.0%	22.0%	18.9%	34.2%	20.4%
35-44	20.0%	20.5%	19.0%	18.3%	19.3%	17.9%	21.1%
45-54	19.0%	19.2%	21.4%	19.6%	19.1%	15.6%	19.3%
55-64	13.8%	13.7%	14.8%	18.8%	18.1%	8.5%	12.5%
65+	7.5%	6.6%	7.7%	11.3%	16.2%	4.8%	6.8%
INCOME							
Under \$30K	16.2%	16.9%	18.7%	16.8%	14.1%	15.9%	26.9%
\$30K - \$60K	31.6%	31.5%	31.1%	31.5%	31.6%	31.7%	29.1%
\$60K - \$100K	31.0%	31.4%	29.8%	31.9%	32.4%	32.1%	30.0%
\$100K +	21.1%	20.1%	20.4%	19.7%	21.9%	20.4%	14.0%
EDUCATION							
No College	35.5%	33.3%	35.1%	34.9%	40.0%	32.9%	50.0%
College	51.2%	55.9%	52.2%	48.5%	44.2%	54.1%	40.0%
Graduate College	13.3%	10.8%	12.7%	16.6%	15.8%	13.1%	10.0%
CHILDREN IN HOUSEHOLD							
No	72.5%	74.5%	73.7%	75.4%	76.6%	69.0%	48.6%
Yes	27.5%	25.5%	26.3%	24.6%	23.4%	31.0%	52.4%
JOB TITLE							
Owner/President	11.4%	10.1%	12.4%	24.6%	8.7%	8.4%	8.7%
C-Level	2.1%	1.1%	3.3%	3.4%	1.7%	2.7%	4.4%
VP	3.0%	1.3%	4.9%	5.6%	2.1%	3.1%	6.1%
Director	7.7%	8.1%	13.0%	8.9%	8.1%	4.5%	7.0%
Manager	16.1%	12.9%	16.1%	14.8%	14.3%	15.2%	23.5%
Other Staff	48.3%	54.3%	38.4%	35.6%	54.0%	54.2%	39.9%
Not Employed	11.3%	12.2%	11.9%	7.1%	11.1%	11.9%	10.4%

26% growth in Impressions (Quarter to Quarter); 9% growth in Unique Users (monthly)