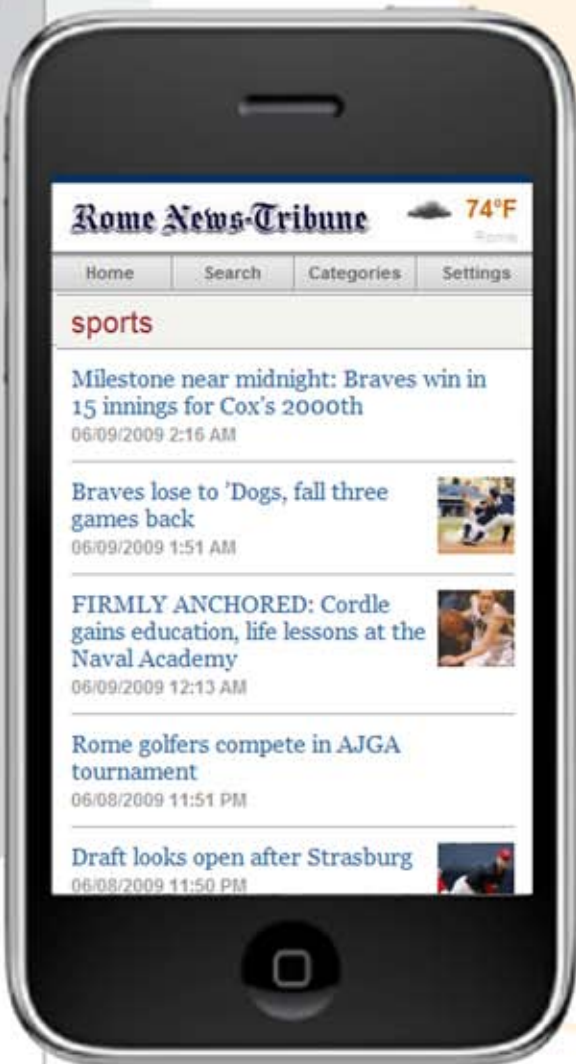
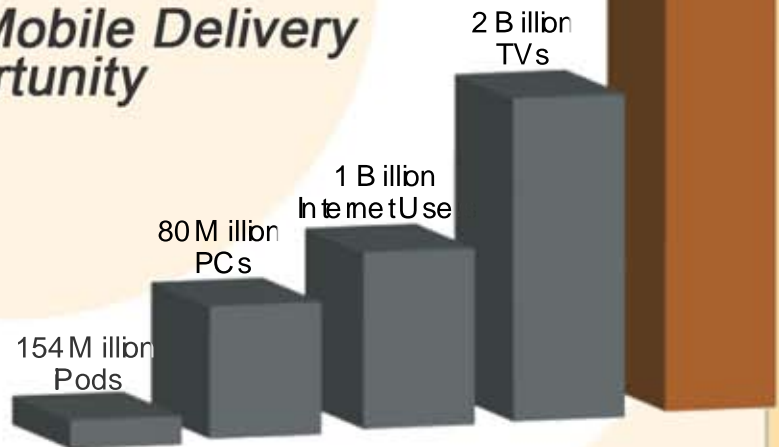


Community Marketplace Mobile Edition

Mobile devices today are increasingly becoming the most favored form of accessing news and information. By creating experiences and layouts that are designed and optimized for mobile, publishers are able to capture a growing demographic, extend their unduplicated reach in the surrounding communities, reaffirm their brand, and ultimately generate new revenue opportunities for themselves and their advertisers.

4 Billion
Mobiles

**Great Local Content + Mobile Delivery
= Huge Revenue Opportunity**



Why Mobile?

- Capture the iPhone generation of users
- Reach local community members that are away from homes and offices
- Community members want to stay connected
- Provide consumers with quick, relevant, timely information
- 65% of mobile content consumed is local news

Local Media will own Mobile

- Newspapers, TV & Radio broadcasters, city magazines
- Trusted local brands
- Leading source of news and information
- Local ad sales forces
- \$300 billion local advertising market globally

Sources: Nielsen, Kelsey

Mobile Edition Features

Mobile Publishing Features

- Automatic publishing of articles, pictures, videos, etc to the mobile edition of your website. Once content is published to your Matchbin powered website the content appears on the mobile (m.davisclipper.com) site within minutes. No need to post content to two content management systems.
- Designed to optimize the user experience for iPhones and Smart phones. Automatically detects the type of phone and delivers an excellent design/"look and feel" for each mobile user.
- Deliver "breaking news" stories through SMS text alerts.
- Prep Sports scores and game highlights delivered through SMS text messaging.
- Full audio and video publishing capabilities – watch local video content while on the road.
- Mobile edition designed to be compatible with the WAP (Wireless Application Protocol) Standards.

New Mobile Advertising Revenue

- Local Banner advertising – higher ad rates and better click through rates for your advertisers. Mobile banner advertising rates 2X to 5X higher than on your main website.
- National banner advertising delivered to ad spaces if local advertisers have not purchased these ad spots. New source of "passive" income.
- Mobile coupons – seamlessly integrated into the Matchbin business directory gold and platinum editions. Customers can sign up for coupon alerts via SMS text messaging.
- SMS text messaging advertising revenue – "Sponsored by Murdock Chevrolet".
- Video Advertising – Pre-roll, post-roll, overlay ads.
- Mobile business directory – seamless integration with the Matchbin Powered Marketplace. Provide additional advertising solutions to local businesses.
- Mobile classifieds – great up sell opportunities on local classifieds. Provide "print to SMS text message" from printed classifieds.
- Strong analytics and reporting capability to provide your advertisers the data and results they expect in developing successful mobile advertising campaigns.

