



Delivering on the promise of the Internet by building a grassroots network of small businesses. One neighborhood at a time.

Marketing Partner Program

Executive Summary

- Consumers are increasingly using the internet to find local businesses
- Online advertising is one of the most effective ways for merchants to find local customers
- WhozLocal has over 15,000 merchants registered – all of them get a free website and the ability to find new local customers
- WhozLocal has merchants paying for our portfolio of online advertising services
- We are Partnering with local People like you who get paid commissions for re-selling our online advertising packages
- You can join us as a Partner and become the local expert for helping businesses find customers online



The market for local advertising is large

- 20-25 million local US businesses
- Local businesses spend \$25-30B / year on advertising
- \$13B / year on Yellow Pages
- Online local ad spend will be \$5.3B in 2010 (11% YoY)
- Nowhere near a critical mass of local merchants currently doing online advertising



Our vision is about scale....

- **Create** an online presence for 20+ million US small-to-medium size businesses
- **Acquire** 10 million merchants as customers
- **Engage** 2 million merchants to create online content and ads
- **Convert** 1 million merchants to paying online advertisers
- **Deliver** new customers to merchants more efficiently and effectively than they can do on their own
- **Distribute** 1 billion impressions of merchant content and advertising to consumers on a highly targeted basis



We have built a website for over 15MM small businesses

We have built an ad network for over 2 billion websites

We have built a search engine for over 100 billion web pages



Our Growth is already happening nationwide, in towns big and small

Our goals by end of Q3 2009

*2% of all merchants in 17
states are registered
members*

*1% of all merchants in all 50
states are registered*

*35 cities with 1,000+ registered
80 towns with 500+
200 towns with 250+
800 towns with 100+*



We give merchants tools

to easily build content so customers can find them online
widgets; search; video; coupons; more..?



Customization

Every business is unique

from the management team to the location, no two businesses are alike. We make it possible to highlight their unique qualities.

Our merchants customize their page/site(s) with unique local content
(Video, coupons, ads, blogs, and pictures)



WhozLocal Marketing Partner Program

- Why should you join the program?
- What will you sell?
- Why will merchants get?
- How much can you get paid?
- What are the benefits of becoming a Marketing Partner?
- How do you get started?



Why should you join?

- You will have a unique Patent Pending search product that is not offered by any competitor.
- The WhozLocal site can be white labeled for your city and neighborhood for ultimate localization
- You get paid for signing up new merchants and selling them online advertising packages
- You get local qualified prospects when you join
Want a list of all existing WhozLocal merchants in your town?
Want a list of all Cable, Newspaper, & Yellow Page advertisers in your town? **They are yours when you Partner with us!**
- Marketing support
We will provide you with online and offline marketing tools to help you grow your WhozLocal business



What will you sell?

- **Verified Local (FREE ~ but you earn a \$150 bonus for every 100 signups)**
Search placement & Branding – increased trust and more detailed search result ranking
Window and Display Signage (required to earn bonus) for business supporting the WhozLocal network in their neighborhood/town
- **Local Yoke!** (\$FREE Startup / \$19.99 per week subscription)
Includes SEM (keyword buys), Verified Merchant, Local Plus (increased exposure in nearby ZIPs on WhozLocal), and Premium Customer Support
Messaging – “starter package”, get found on search engines
- **Expanded Yoke!** (\$50 Startup / \$149 per month subscription)
Startup – Build My Site (we build content for their website), Photos, DIY video, Listing Directory Submission (we submit them to sites where consumers look for local businesses)
Monthly – SEM, Local Plus, Verified Merchant, and Premium Customer Support
Messaging – everything in Introductory + a great website and placement in Business Directories
- **Featured Package** (\$199 Startup / \$299 per month subscription)
Includes everything above + more SEM and Local Plus
Messaging – everything in Complete + maximum online exposure (more SEM = more keywords; more Local Plus = more WhozLocal video)
- **Pillar Package** (\$999 / \$999+ per month subscription, depends on ad package)
All features above, professional TV quality ads quarterly, extensive viral widgets and syndication



Why will merchants get?

- They get a great looking website
- They participate in promoting their local businesses as a group
- widgets, search, and video are integrated directly into the platform
- They will be seen by more customers online
- They don't have to worry about doing anything – WhozLocal will do all the work so they just have to manage their business
- They get access to YOU, the local WhozLocal Partner who knows everything they need to know to get them more customers online
- You help local businesses become an online community that shares marketing best practices with each other and will help the entire community find more and new customers
- WhozLocal will drive traffic to the business by spending a portion of ad dollars we get from your neighborhood(s) on traditional media advertising (Together their advertising dollars will go much, much farther)



How much will you get paid?

- Tiered commission payments for all monthly subscriptions (lowers over time)
- For every 100 Verified Locals you sign up, you will earn additional \$150 (You get a unique PROMO code to track the FREE Verified Local sign ups)
- For every Local Yokel sign up, you will earn a one time \$5 bonus
- Once you get only 50 if the base Expanded Yokel businesses signed up

You will have earned over **\$2,500** in sign up payments

You will be making **\$2,400** per month in commissions

| When you sell this product | Length of subscription | Local Yokel | Expanded Yokel | Featured Package | Pillar Package |
|---|------------------------|-----------------------|-----------------------|-----------------------|------------------------|
| You get paid this much in commission plus [the sign up fee is 100% yours to keep] | 3 months | \$6 week | \$12 week | \$20 week | \$99 week |
| | 4-6 months | \$16 /mo | \$40 /mo | \$50 /mo | \$380 /mo |
| | 7-12 months | \$16 /mo | \$40 /mo | \$50 /mo | \$350 /mo |
| | 12+ months | \$104 per year | \$360 per year | \$480 per year | \$3600 per year |



What are the benefits of becoming a Marketing Partner?

- Ownership : You will earn stock options in your districts WhozLocal franchise ~ We want you to become a true partner in our grassroots enterprise by benefiting from your hard work. The stock shares are you and your families to keep. Think retirement.
- Satisfaction and the respect that comes from helping your local community to thrive and grow
- You will get local qualified leads
 - Every Partner will have a prospect list with at least 5,000 local advertisers 1000s of existing WhozLocal registered businesses
- You will get WhozLocal marketing and education tools (in development)
 - Marketing tools – flyers, offline and online advertising to find new merchant customers
 - Education tools – training materials and online educational content



How do you get started?

- Go to www.whozlocal.com/partner and complete the online registration
- You will have the option of selecting the local ZIP codes you want for your neighborhoods
- You will get a confirmation email from WhozLocal with information about your neighborhoods and how you can start making money by helping local merchants find online customers
- One of our Regional Managers will contact you for a brief interview and outline the simple process to get started in 2-3 business days

