



**More choices, more coupons, more rebates
=
the best deals**

Shopping just got a whole lot smarter at smarter.com

MeziMedia, Inc. is the premier global provider of comparison-shopping (www.smarter.com), online coupons (www.couponmountain.com), and cash back rewards (www.morerebates.com), designed to help consumers around the world save money when shopping online. In addition, MeziMedia, Inc., is the creator of Smarter SMS, an industry leading mobile comparative shopping and coupon solution.

MeziMedia Inc. was founded in 2001 and personally financed by former Overture Services team members, Talmadge O'Neill and Harry Tsao. The company operates in 10 countries including: United States, Australia, Canada, China, France, Germany, Japan, Korea, Spain and the United Kingdom. MeziMedia, Inc., which has been profitable every year since inception, has more than 70 employees and is headquartered just outside Los Angeles, California with offices in Tokyo, Japan and a wholly-owned development and production center in Shanghai, China.

- 70+ employees among offices in Los Angeles, Shanghai and Tokyo
- Fastest growing comparison shopping engine
- Founded by technology/search industry veterans
- Leading global coupon network operating in 10 countries
- Privately held and profitable for 17 consecutive quarters

OUR MISSION:

Smarter.com empowers consumers worldwide to make smarter buying decisions. Our goal is to help consumers make decisions about which product they should buy, and which merchant they should buy that product from.

OFFICES:

Headquarters	Los Angeles, USA
Development Center	Shanghai, China
Representative Office	Tokyo, Japan



www.smarter.com

SMARTER WEBSITES:

Smarter.com	http://www.smarter.com
CouponMountain	http://www.couponmountain.com
MoreRebates	http://www.morerebates.com

INTERNATIONAL SITES:

Australia	http://www.savingsmountain.com
Canada	http://www.couponmountain.ca
China	http://www.dahongbao.com
France	http://www.bonpromo.com
Germany	http://www.couponmountain.de
Japan	http://www.waribikiya.com
Korea	http://www.smarter.co.kr
Spain	http://www.descuentitos.com
United Kingdom	http://www.couponmountain.co.uk

Smarter's Business Units Include:

Comparison shopping:

Launched in 2004, www.smarter.com currently has more than 500 online merchants such as Circuit City, Crutchfield, Buy.com, B&H, Overstock among others paying on a CPC basis, 2 million+ visitors per month and more than 2.5 million products currently sold on the internet.

Online coupons:

Smarter.com provides consumers with online coupons and promotional offers in 10 countries. Consumers benefit by receiving valuable information on how to save money when they shop online, while merchants benefit by receiving targeted leads from motivated shoppers. Our service is free to consumers. Advertisers pay us referral fees primarily on a CPA basis. Our site in the U.S. is www.couponmountain.com.

Cash back rebates:

We have a website that provides consumers that sign-up for our service with cash back rebates for purchases made through our portal at www.morerebates.com.

www.smarter.com | www.couponmountain.com | www.morerebates.com
103 E. Lemon Avenue • Suite 200 • Monrovia • CA • 91016
(626) 932-1111 • (626) 932-1121 fax



www.smarter.com

Smarter Management

Smarter.com's management team brings relevant experience and a history of execution in the Internet advertising space to bear on the Company's day-to-day operations.

Talmadge O'Neill - Co-Founder

Talmadge was the first Business Development employee at Overture Services (acquired by Yahoo! in 2003), and was instrumental in building the distribution network which made Overture a success. Talmadge previously worked for the Boston Consulting Group in London, and has an MBA from the Darden School and a BA from Claremont McKenna College.

Harry Tsao - Co-Founder

Harry was an early member of the product management team at Overture Services (acquired by Yahoo! in 2003), and worked on both advertiser systems and product development to support Overture's distribution partners. Harry was previously Vice-President of Marketing at a virtual trade show website, and worked in Product Management for Hitachi PC and Clarion Corporation of America. He has an MBA from the University of Cambridge and a BA from the University of Southern California.

Alan Wallace - VP, Corporate Communications

Alan joins the team from antivirus software manufacturer Panda Software where he was also the VP, Corporate Communications. During his tenure, Panda Software grew by more than \$30 Million in revenue. Prior to Panda Software, Wallace was with Live365 and helped it become the #1 Internet Radio Network. Wallace was also a founder and CEO of iAgency (also known as InterActive Agency), the first PR, marketing and advertising firm specifically geared to the Internet. Alan brings over 15 years experience focused on technology and the Internet.

Eric Zhang - VP, Engineering

Based in Shanghai, Eric provides leadership in spearheading the development of new products and services. Eric has over 14 years experience in enterprise software development includes InSystems Corp., Vialta Inc., Compaq Canada and IBM Canada, where he held development management positions. Eric holds a PhD degree in Computer Science from Peking University in China, and a Project Management Professional Certification from PMI.

Jessica Chen - VP, Product Management and Engineering Operations

Based in Shanghai, Jessica provides leadership in Product Management, Engineering Operations, and maintenance of existing Smarter.com products. Prior to joining, Jessica oversaw the Web Application Development Team at Yam.com (the 3rd largest Internet portal in Taiwan), and managed Yam's technical support and platform development projects. She has also worked in several IT companies, including Novell. Jessica graduated 'Cum Laude' with BS in Computer Science from Utah Valley State College and holds a Master's degree in Business and Merchandise from Utah State University.

Paul Willmes – Director, Business Development

Paul worked in Business Development for Overture Services (now Yahoo! Search Marketing) for over 3 and a half years in their Pasadena, London and Paris offices. Paul now heads up strategic partnerships and distribution for Smarter.com including the negotiation of portal deals for all three Smarter.com entities. Paul has a BS from the University of Southern California and is a graduate of their Lloyd Grief Center for Entrepreneurial Studies.



www.smarter.com

Smarter Milestones

2005

July

- China office move now accommodates up to 150 employees

March

- Properties hit over 3 million unique visits

February

- Move to new co-location facility in SBC Irvine

2004

November

- Smarter.com adds manufacturer rebates and store coupons to provide consumers with the best information on saving money available
- Free Smarter SMS service adds online coupons for over 900 stores

October

- Smarter.com powers product search for Snap.com
- Smarter.com launches free SMS service that allows consumers to compare online and offline prices for over 100,000 products

September

- More than 500,000 people use Smarter.com in the third month of operation
- Smarter.com signs up more than 200 merchants
- Smarter.com participates on comparison shopping panel at ChannelAdvisor Summit with Yahoo! Shopping, BizRate, Shopping.com and PriceGrabber

August

- More than 250,000 people use Smarter.com in the second month of operation

July

- Smarter.com launches comparison shopping engine for computers and consumer electronics
- Smarter.com signs up more than 100 merchants
- More than 100,000 people use Smarter in first month of operation

May

- Launch Chinese coupon site (dahongbao.com)

-more-

2003

December

- Launch Australian coupon site (savingsmountain.com)
- Launch Canadian coupon site (couponmountain.ca)

November

- Move to co-location facilities in Los Angeles

October

- Launch rebate site (morerebates.com)

September

- Launch Korean coupon site (smarter.co.kr)

August

- Open office in Shanghai

May

- Launch Japanese coupon site (waribikya.com)

April

- Launch German coupon site (couponmountain.de)

February

- Launch UK coupon site (couponmountain.co.uk)

2002

September

- Rent first office

2001

March

- Launch coupon site (couponmountain.com)



smarter

www.smarter.com

Smarter Address, Phone Numbers & Sites:

Smarter.com

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(626) 932-1121 fax

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Smarter Contacts:

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