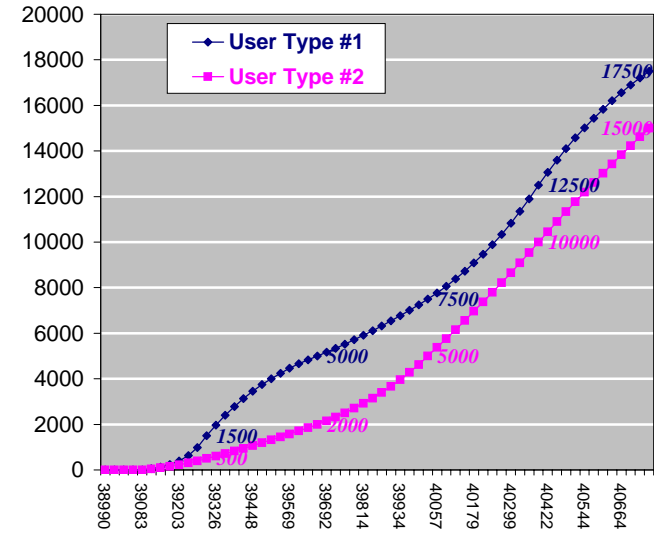




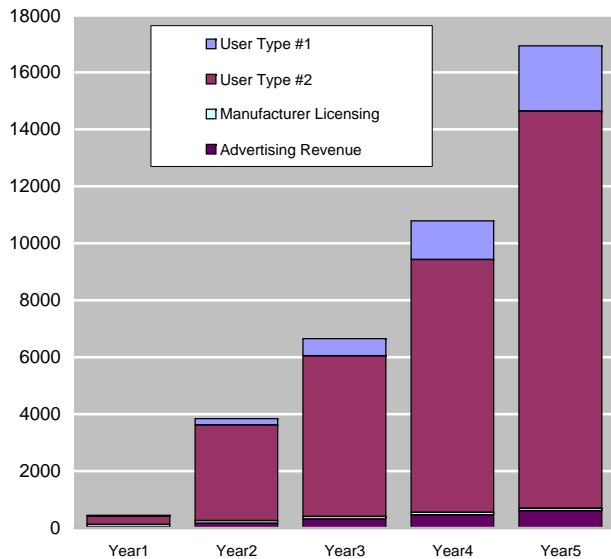
P&L Summary Forecast (\$000)

	Year 1		Year 2		Year 3		Year 4		Year 5	
<b>Revenues</b>										
User Type #1	24	5%	228	6%	609	9%	1,368	13%	2,293	14%
User Type #2	294	66%	3,353	87%	5,635	85%	8,872	82%	13,949	82%
Manufacturer Licensing	90	20%	90	2%	90	1%	90	1%	90	1%
Advertising	36	8%	174	5%	318	5%	462	4%	606	4%
Other Revenues	-	0%	-	0%	-	0%	-	0%	-	0%
<b>Total Revenue</b>	<b>444</b>	<b>100%</b>	<b>3,845</b>	<b>100%</b>	<b>6,652</b>	<b>100%</b>	<b>10,791</b>	<b>100%</b>	<b>16,938</b>	<b>100%</b>
Less COGS	117	26%	905	24%	1,556	23%	2,513	23%	3,966	23%
<b>Gross Margin</b>	<b>327</b>	<b>74%</b>	<b>2,940</b>	<b>76%</b>	<b>5,096</b>	<b>77%</b>	<b>8,279</b>	<b>77%</b>	<b>12,972</b>	<b>77%</b>
<b>Operating Expenses</b>										
General & Admin	264	59%	319	8%	327	5%	335	3%	344	2%
Sales & Marketing	225	51%	708	18%	1,219	18%	1,890	18%	2,600	15%
Technology	650	146%	1,455	38%	2,052	31%	2,824	26%	3,572	21%
Depreciation / Other	2	0%	3	0%	3	0%	2	0%	-	0%
<b>Total Operating Expenses</b>	<b>1,140</b>	<b>257%</b>	<b>2,485</b>	<b>65%</b>	<b>3,601</b>	<b>54%</b>	<b>5,051</b>	<b>47%</b>	<b>6,515</b>	<b>38%</b>
<b>Operating Income (Loss)</b>	<b>(813)</b>	<b>-183%</b>	<b>455</b>	<b>12%</b>	<b>1,495</b>	<b>22%</b>	<b>3,228</b>	<b>30%</b>	<b>6,457</b>	<b>38%</b>
Non-Operating (Income) / Expense	(15)	-3%	(1)	0%	(30)	0%	(92)	-1%	(224)	-1%
<b>Pretax Income</b>	<b>(798)</b>	<b>-180%</b>	<b>456</b>	<b>12%</b>	<b>1,525</b>	<b>23%</b>	<b>3,320</b>	<b>31%</b>	<b>6,681</b>	<b>39%</b>
<b>EBITDA</b>	<b>(812)</b>	<b>-183%</b>	<b>458</b>	<b>12%</b>	<b>1,498</b>	<b>23%</b>	<b>3,229</b>	<b>30%</b>	<b>6,457</b>	<b>38%</b>

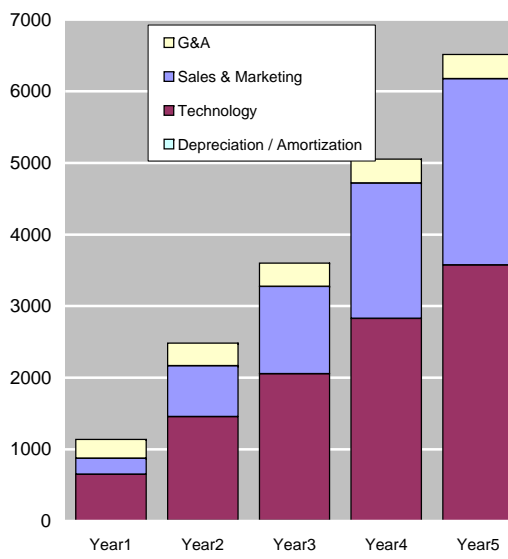
Key Metrics  
Cumulative Subscriptions (Net)



Revenues (\$000)



Operating Expenses (\$000)



Pretax Earnings (\$000)

