

Media Kit for National Brand Advertisers



Earthcomber is a “favorite things finder” ... a mobile lifestyle tool that helps users find exactly what they want, wherever they are. As a user travels across town or across the USA, Earthcomber constantly sweeps the landscape for favorite things – including the things your business has to offer.

As an advertiser, you can use Earthcomber to reach out to both local residents and travelers. Earthcomber gives you the tools to connect - finding the people who love your specialties but who don't know you're there.

Imagine putting a virtual directory of all of your locations into your customers' pockets, so that they can find you at any time, anywhere.

Earthcomber connects you with your customers in a timely, efficient and positive way. Earthcomber brings you directly to the customer's attention by providing a direct match between the customer's desires and the products and services your business offers. And Earthcomber does it precisely when the customer is in the buying mood.

Earthcombers are:

- ✓ Mobile
- ✓ Technology-savvy
- ✓ Well-paid and well-educated
- ✓ Reliant on technology to get the most out of their busy lives

Earthcomber LLC
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River Forest, IL 60305
(708) 366-1600

Sales inquiries:
sales@earthcomber.com

General inquiries:
www.earthcomber.com

Why Advertise with Earthcomber?

- Help customers find you at all times, wherever they are
- Reach a busy, mobile audience that might otherwise visit a competitor because they can't find you
- Increase brand loyalty and retain valuable repeat customers
- Build a more intimate customer connection



How Earthcomber Works for Brands



- 1** Users identify the favorites they want to find. Your brand name is one of the favorites.



- 2** Earthcomber notifies users when they are within proximity of a favorite.



- 3** User views the locations of favorites, on free maps. Your brand's logo helps your locations stand out.



Earthcomber users identify the **favorite things** they want to find when they are out and about (see **1**). Favorites can include non-commercial items such as *Public Park, Picnic Area, Civil War Battlefield, Lake, Church, Post Office, Waterfall*, and many more items.

Favorites can also include commercial items such as brand names, as well as generic words such as *Coffee, WiFi, Business Printing, Hotel, Golf, Movie Theatre*, and so on.

For each favorite, the user identifies the associated proximity – telling Earthcomber to notify them when they are within a few city blocks, or up to 100 miles away.

Earthcomber is totally free for users. It provides free maps for the entire United States and listings for over 2 million points of interest!

If the user has a device that works with GPS (Global Positioning System), Earthcomber will always know the user's location. Or, users can identify their location on the maps provided with Earthcomber. Whichever method they use, Earthcomber continuously sweeps the landscape for their favorites and notifies them when a favorite is nearby (see **2** and **3**). Your brand is presented along with all of the user's other lifestyle interests, so your brand becomes part of the user's daily landscape.

Earthcomber is like having a virtual yellow pages and a supercharged search engine wrapped into one smart device. Earthcomber searches constantly for the user's favorite things – including your brand's locations!

What the critics say:

"Even this jaded journalist is impressed." *Associated Press*

"Earthcomber is like MapQuest on steroids." *MyTreo.Net*

"Beautifully rendered maps, robust software ...
a very fresh and unique vision ... a
Treo Editor's Choice." *Palm Addicts*

How Earthcomber Works for Brands



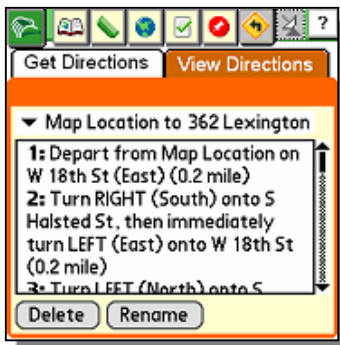
- 4** A description area provides the user with your message.



- 5** The user can quickly access location details for the store.



- 6** Another tap provides directions right to the store!



After finding your business as a point of interest, the Earthcomber user can quickly learn more:

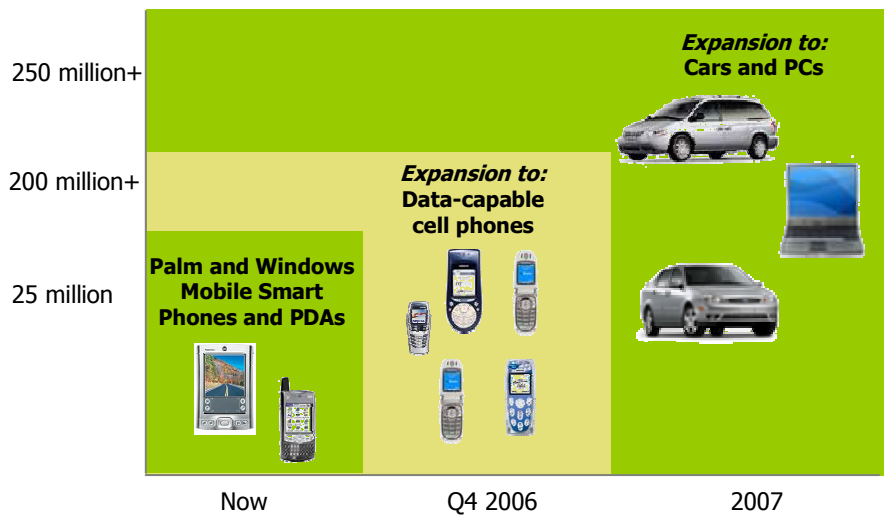
- **Description tab** provides your message or call to action (see 4). You can use the description to provide an overview of your business, or to advertise promotions or specials.
- **Information tab** provides a brief business listing, including address, phone number, web site, and store hours (see 5).
- **Directions** are available from the user's location or other address, right to the store (see 6).

Who Uses Earthcomber?

Earthcomber currently runs on smart phones and PDAs powered by Palm and Windows Mobile – a potential market size of approximately 25 million users in the USA. Later in 2006, Earthcomber will be available on common cell phones and Blackberry devices. In 2007, we expect to make Earthcomber available on car navigation systems and PC-based systems.

As of July, 2006, over 60,000 users have downloaded Earthcomber.

US market size



Earthcomber Rates



For national advertisers listed on Earthcomber starting in 2006, you are charged on a **pay-for-performance** basis. The fee is capped to limit your investment.

- You are charged \$1 when a user “opts in” to your brand by adding it to any Look List. (A user can add your brand to multiple Look Lists, but you will be charged only once.)
- Your payment is capped at \$25,000 for the first 12 months. If your brand attracts fewer than 25,000 users, you pay only \$1 times the number of users. If your brand attracts more than 25,000 users, you pay the maximum amount of \$25,000.
- We will send you an invoice monthly, along with opt-in tracking data.
- You can cancel at any time.

Earthcomber...

- Puts a virtual directory of your locations into the hands of your most loyal customers
- Constantly searches for your brand as the user moves about the map
- Makes your locations visible directly within the context of the user’s other lifestyle choices
- Provides directions right to the store

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