

Founded in May 2005, ARPUinc is a privately held Washington DC-based technology company, focused on enabling a superior advertising and ecommerce experience for consumers, advertisers, and publishers alike. By enhancing the ease of purchase for the consumer, ARPU increases the efficacy of the online channel across all three constituencies. For online advertisers and publishers, ARPU augments the effectiveness of online advertising, thereby significantly driving ROI. With a distribution network that reaches more than 85 million unique visitors per month, ARPU’s roster of advertiser and publisher partners spans from PC security and utility software providers to education and entertainment services to PC OEMs and ISPs.

The Purchase-Enabled AdvertisingSM Platform and Network

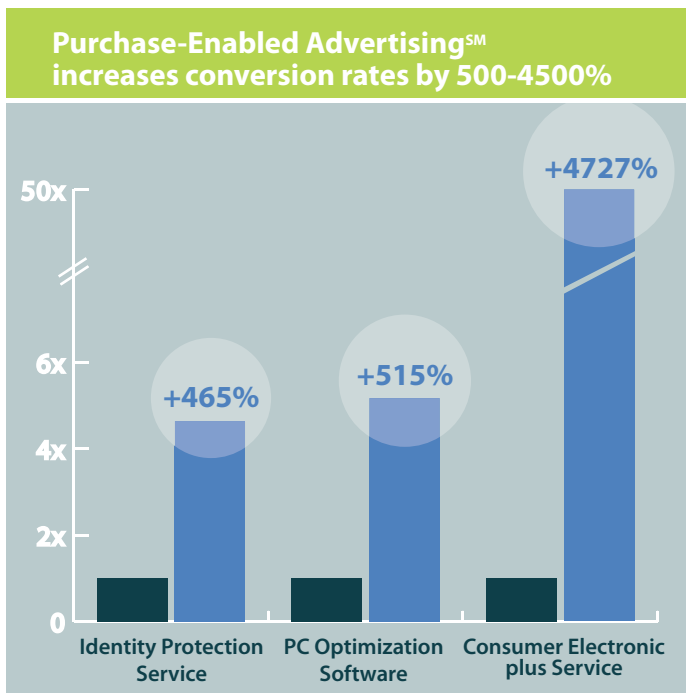


Figure 1. Conversion Rate Chart

By streamlining the user’s online buying experience, ARPU “purchase-enables” online advertising, making it approximately 500% more effective at driving consumer purchases.

Proven Efficacy

Through its patent-pending Purchase-Enabled AdvertisingSM platform, ARPU ties an online advertisement to a payment instrument, enabling the advertised product to be purchased with a single click. Thousands of companies, such as portals, retailers, associations and financial institutions, have consumers’ payment instruments stored. When a user responds to an advertisement on a site with purchase-enabled inventory, ARPU’s platform gives him or her the option

to purchase the advertised product using the payment instrument already stored. This convenience to the end user increases the conversion rate of the advertisement by approximately 5X—making online advertising 500% more effective. (See Figures 1 and 2.)

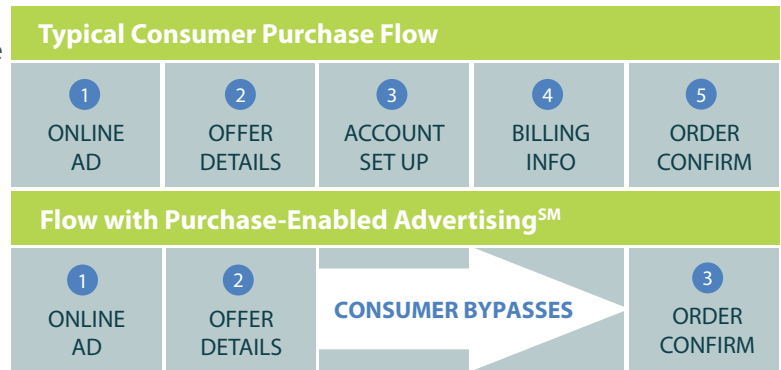


Figure 2. Streamlined Purchase Flow

Designed Flexibility

ARPU’s advertiser and publisher partners vary widely in both their business models and their technology. Recognizing that no two companies share the same requirements, ARPU designed its platform to meet these differing business and technology needs—making participation in its Purchase-Enabled AdvertisingSM network simple.

For advertiser partners, a one-time integration into the platform qualifies their products and services for sale across ARPU’s current and future network of publishers. Two advertiser integration models exist: the card-retention model and the card-pass model. In the signature card-retention model, a supplier can integrate in under two weeks and take advantage of ARPU’s billing management and customer support capabilities. In the card-pass model, suppliers retain management of the customer relationship, including billing and customer support processes.

Publisher partners define their distribution model based on their business objectives. Is the publisher simply interested in increasing the value of their advertising inventory or do they aim to enhance the “stickiness” of their website? ARPU can fulfill many objectives through its two basic approaches: the first is an advertising flow—in which the end user is exposed to only the information required to make that specific purchase decision, plus any relevant up-sell or cross-sell offers; the second is a shopping-cart flow—where the user is able to save the advertised product in a shopping cart and continue browsing other offers available through a storefront. Developed and managed by ARPU, a publisher’s storefront can be private-labeled, co-branded, or bear ARPU’s consumer brand of TRYandBUY.

Unparalleled Reach

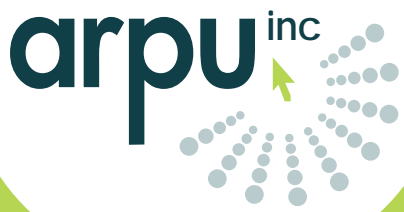
The Purchase-Enabled AdvertisingSM network reaches more than 85 million unique visitors per month— an audience large enough for participating advertisers to reach any desired demographic, psychographic or behavioral target. These

ADVANTAGES TO ADVERTISERS

- Improved online conversion of 5-50X
- Access to a network of over 85 million unique visitors through single integration
- Performance-based model. Only pay for results.

ADVANTAGES TO PUBLISHERS

- Enhanced value of advertising inventory by 5-50X
- New revenue stream among existing user base
- Increased user retention through added stickiness



consumers not only benefit from a streamlined purchase experience, but also from exclusive offers specifically tailored ARPU's publishers—such as free trials, special introductory pricing, and significant discounts. In certain models, consumers can also centrally manage their purchases from many different advertisers through a publisher's storefront rather than through each individual advertiser's website, providing added convenience to the consumer as well as stickiness to the publisher's website.

Please contact us to learn more about how we can help your company amplify the efficacy of the online channel.

CONTACT US

Ned Brody, CEO
202.446.1801
ned.brody@arpuinc.com

Mark Ambrose,
VP Corporate Development
202.446.1825
mark.ambrose@arpuinc.com

APRUinc
3333 Water Street NW, 4th Floor
Washington DC 20007