

Client: AskKinjo
Project: Fast Facts
Draft#: FINAL
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Fast facts

Company Name: AskKinjo Inc.
Website: www.AskKinjo.com

Headquarters: Toronto, Ontario, Canada

Founded: 2006

Company overview: Yoram Shalmon and Eran Brezner came up in 2006 with the idea of providing a superior customer experience to mobile users in search of relevant location-based information services, and offering a more lucrative and effective channel for advertisers to reach a global audience. AskKinjo was incorporated in 2007 with Stéphane Attal, Eran Brezner, Yoram Shalmon and Ofir Smadja as founders. The company's services are provided free to users through an automated speech recognition (ASR) system, with the option of keypad entry and complemented by text messaging. When a user dials #KINJO (Rogers and Fido users dial 647-476-6468 until further notice), they hear a short audio advertisement during the 10 to 12 seconds it takes for their requested information to be retrieved.

Technology: Underlying AskKinjo's technology platform are two pending patents filed in both Canada and the U.S. for AskKinjo's fundamental method of incorporating context-based advertising with location-based services (LBS), and for a system and method of delivering LBS to callers. AskKinjo has sidestepped limitations in phone functionality by providing an easy-to-use off-deck service with minimal bandwidth requirements that does not entail any software download, configuration or intervention by the mobile operator, and that works with any mobile phone. An advantage of the service is that the ASR system allows it to be used hands free, a key advantage as regulators across North America crack down on the unsafe use of mobile devices while driving.

Target customers: AskKinjo has two types of customers, consumers and advertisers.

The target consumer is any individual with a mobile device looking to locate nearby services while on the go. AskKinjo's platform is ideal for capturing the majority of the mobile market that does not have a smart phone and seldom use mobile devices for anything but voice.

Target advertisers will want to take advantage of a new and rapidly growing interactive advertising channel to reach consumers through their needs for information about restaurants, theaters, cafes and similar service industries. Other advertisers will be seeking to increase the awareness of their products and services in a highly intimate and personal setting, and include

companies with a distinct brand. In both cases, the mobile phone's two-way communication allows the user to immediately react to an ad by, for example, connecting through to the advertiser, placing an order, and receiving a coupon, or further information by email. The effectiveness of such an ad is quickly identifiable and measurable, leading to high ROI. MADD Canada and KeysToUs were first to recognize the benefits of such targeted advertising to people on the go through AskKinjo.

Executive team:

Stéphane Attal, Chairman and CEO

Eran Brezner, CTO

Yoram Shalmon, COO

Ofir Smadja, VP Business Development Wireless Carriers

Advisors:

John Acello, CEO ACELLO MEDIA solutions

Claude Galipeau, VP Interactive Media, Astral Media

David Kincaid, President and CEO, Level5

Jeff Marchand, CEO, Priority:Media

Stephen Tapp, CEO Hercules Media

Market statistics:

The U.S. market for location-based services is expected to grow from \$46 million in 2005 to \$3.2 billion in 2010, according to the U.S. Wireless Business Location-Based Services 2006-2010 Forecast by IDC released in September 2006.

The U.S. mobile advertising market is expected to grow from about \$350 million in 2007, to about \$4.3 billion in 2011, according to the U.S. Mobile Marketing and Advertising 2007-2011 Forecast: The Potential Actually Exceeds the Hype, released by IDC in February 2007.

As of 2007, there were 280 million mobile phone users in North America, according to the U.S. Mobile Consumer 2007-2011 Forecast: Emerging Challenges of a Rapidly Maturing Market, released by IDC in May 2007.

Market trends:

The number of mobile users globally has surpassed 3.0 billion, outnumbering personal computers three to one. Mobile marketing is seen as very effective because it provides brands with a way to reach their target demographics throughout the day instead of just when those potential customers are in front of a computer, watching TV or reading a magazine. People carry their wireless devices around all day the same way that they do their keys, wallets and purses. Big brands like Proctor and Gamble and Microsoft have already worked mobile marketing into their annual advertising budgets.

“Mobile will be the largest media market for advertising of all time,” said Gerry Purdy in *Inside Mobile and Wireless*, November 6, 2006

“...it will not be long before the 2.2 billion mobile phone users around the world consider it natural to tune into a 15-second spot...between phone conversations,” according to Eric Sylvers, *New York Times*, February 14, 2007

To learn more, visit www.AskKinjo.com.

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