

Client: AskKinjo  
Project: Technical Backgrounder  
Draft#: FINAL  
Date: September 19, 2008

---

**AskKinjo: So complex it's easy**

In the words of Chairman and CEO Stéphane Attal, the underlying technology platform for AskKinjo Inc.'s location-based service (LBS) is "so complex it's easy", for both users and advertisers.

AskKinjo's guiding principle is to keep the user experience short, personally relevant and engaging with a dynamic service that provides updated information in real-time.

The mobile phone user must only follow these very simple steps:

- 1) Dial #KINJO (Rogers and Fido users dial 647-476-6468).
- 2) Ask for the information
- 3) Listen to the interactive ad while the information is being retrieved, then click-through or connect-through in response to the ad, if desired.
- 4) Hear the requested information, and receive it in a text message, if desired.

#KINJO is an abbreviated dialing code, similar to 1-800, but exclusively designed for mobile phones. All calls to a "#" number are toll-free.

Anyone can use the #KINJO service at any time of day for free and no registration is required. However, by registering at [www.AskKinjo.com/register.html](http://www.AskKinjo.com/register.html), users have the advantage of setting up a profile with personal preferences that will result in more valuable information, a faster user interface and more relevant ads. Thereafter, when users calls #KINJO, their phone number is matched with their account and their personalized preferences are retrieved.

Want the closest outlet of a particular coffee shop chain? No problem. Looking for the cheapest gas within five kilometres? #KINJO has the answer. Wondering if the price of gas is likely to rise overnight? Look to #KINJO's new Tomorrow's Gas Price Today feature. Every weekday after 5 p.m., the forecast price of gasoline and diesel for the next day is available, allowing commuters to make a more informed decision about filling their tanks right away or waiting until the morning.

In exchange for these free services, users listen to short audio advertisements from paying advertisers during the 10 to 12 seconds it takes to process their request. Users of AskKinjo pay only their usual cell-phone fees and pay nothing to AskKinjo. The concept is somewhat similar to television programming, interspersed with commercials. However, the ads are interactive. Unlike TV and radio, mobile phones offer two-way communication, empowering users to act immediately upon hearing the ad to, for example, request more information, receive coupons, or connect with the advertiser to place an order.

The privacy and security of users' personal information is ensured thanks to anonymous profiles, separate databases, an extensive validation process and opt-in only setup.

AskKinjo's model provides a superior alternative to other methods of delivering advertising content that leave it up to the advertisers to reach out and acquire an audience.

For advertisers, the service provides both an established and targeted audience. Their ads can be delivered at a specific day and time, for a specific information request at a specific location. Ads can also be customized to specific attributes of a registered user, such as gender and personal preferences for a specific brand or service. The interactive nature of these ads allows the advertisers to engage the user and increase response rate, leading to more cost effective campaigns. Advertisers need only pay AskKinjo for each user who heard or acted upon hearing the ads.

By being independent of any mobile device, AskKinjo frees advertisers from having to adapt their ad to the hundreds of mobile devices and operating systems on the market, with different screen sizes, keyboards and functionality. An ad developed for AskKinjo in audio format will be ubiquitous and can reach 100 per cent of the mobile phone population. MADD Canada and KeysToUs were the first corporations to take advantage of such wide-reaching mobile advertising capabilities.

Supporting this business model 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, and for a system and method of delivering LBS to callers. This underlying technology supports an optimization engine for the geo-coded information to deliver the information closest to the user in real-time.

With only a fraction of the wireless market yet using so-called "smart" phones, AskKinjo has sidestepped limitations with phone functionality by providing an easy-to-use off-deck service with minimal bandwidth requirements that doesn't entail any software downloads, or configuration, or intervention by the mobile operator, and that works with any mobile phone. The service is ideal for attracting, and advertising to, the majority of mobile-device users who seldom use features beyond voice.

AskKinjo has uniquely positioned itself in the mobile advertising market with geo-specific audio advertisements that cannot be skipped and can reach 100 per cent of the mobile subscribers market, a North American market of 280 million users. These targeted ads enhance retention and recall rates as well as significantly increase an advertiser's return on investment.

To learn more, visit [www.AskKinjo.com](http://www.AskKinjo.com)

-30-

**Media and analysts contact:**

Leo Valiquette

*inmedia* Public Relations Inc.

Tel: 613 234 7227 x226

Email: [lvaliquette@inmedia.com](mailto:lvaliquette@inmedia.com)