



AT&T Case Study

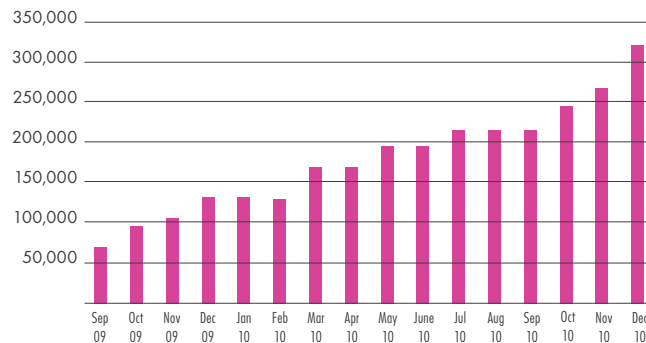
Over 116,000 [5 of 5] Star Ratings

Exclaim has deployed several compelling UGC [photo, video] sharing and management apps on ATT, creating a profitable business model for both...

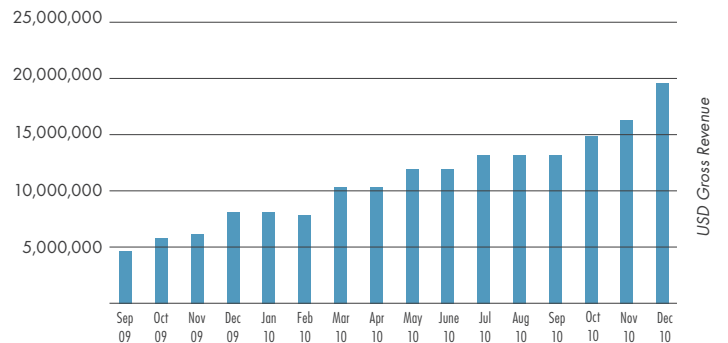


Best Selling UGC App on ATT

ATT Net Monthly Subscribers



ATT Residual Subscriber Gross Revenue



High-return Business Model

Deploy With No Upfront Investment

- Virtually all mark done by Exclaim under Rev Share model
- Exclaim allocates substantial advertising budget to scale

Carriers Get Multiple Revenue Streams

- Monthly recurring application revenue
- Ad revenue from Exclaim spend (largest on ATT network)

Deep Device Support & Compelling Roadmap

- 125 devices supported - feature and Smart phones
- Extended in Q1 to Q3 2011 with complimentary apps on Consumer Electronics devices [Snap UGC Cloud Strategy]

Carrier Requirements to Launch

- Provide Billing API & placement in App Store or (Exclaim builds own Storefront)
- Allocation of advertising inventory on-device to Exclaim Collect money and remit rev share to Exclaim
- Secondary marketing (pre-loads, inserts, SMS, retail...)

App Roadmap

Today

- Pictavision

Q1-2011

- Snap Mobile
- Snap Mylife
- Snap Facebook Widget

Q2-2011

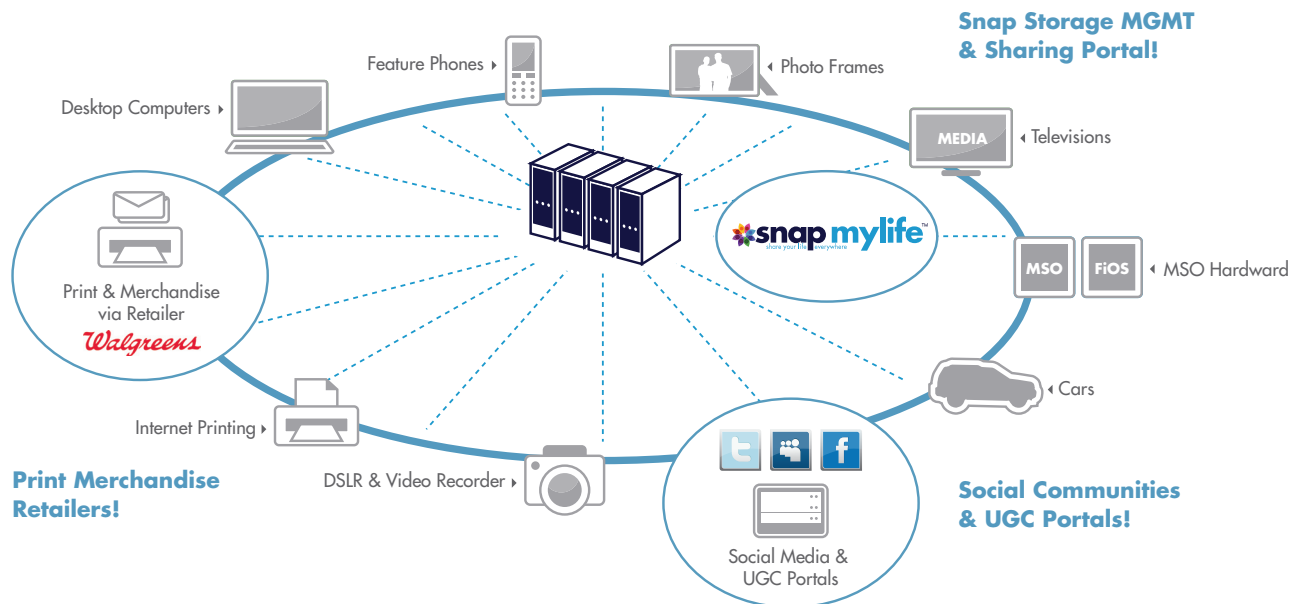
- Snap Mobile "Next Gen"
- Snap TV • Snap Frames
- Snap Music

Q3-2011

- Snap Desktop
- Snap Automotive
- Other Snap CE apps

2011: Snap™ CE UGC Cloud Strategy

Snap app-enabled devices & services can connect to other CE devices, social communities, UGC Portals, print retailers, and the Snap Mylife UGC storage & sharing portal for a unified experience...



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