



Exclaim Mobility Inc. Corporate Fact Sheet

Our core vision is to allow consumers to **share their lives – everywhere!** Exclaim delivers applications that empower consumers to easily create, access, share, message, track and securely archive photos, videos and music from virtually any consumer electronic (CE) device.

Underlying our branded CE applications is a robust, infinitely scalable VAS cloud-based server platform that routes and manages all User Generated Content (UGC), regardless of location and connects to third-party services such as Facebook, Twitter, Kodak and Picasa, as well as physical devices and media players such as TVs and photo frames, and storage devices and connected content repositories through a standardized API. The UGC Gateway and APIs enable developers and device vendors to create compelling UGC sharing, messaging, streaming and backup applications.

Exclaim has a proven, financially scalable business model that can be applied globally by any service provider network, CE device vendor and retailer with virtually no upfront cost.

Commercialization:

In 2009, Exclaim launched Pictavision on the AT&T wireless network allowing consumers to access, share, message and manage photos on more than 15 different social media and UGC storage portals. Supported on 120 AT&T devices, including low-cost feature phones, Pictavision is the #1 selling paid UGC sharing app on the network with over 325,000 subscribers (Dec-10).

Snap Mobile™, Exclaim's latest creation will replace Pictavision sometime in Q1-2011. Snap Mobile's major enhancements include an advanced UI, background operation, automatic device backup, access to UGC from "friends", UGC change alerts, a fully integrated storage portal, and ability to Twitter content and even send print orders to Walgreens for pickup in an hour. Importantly, with Snap Mobile, users can take any "action" on any content,

regardless of its location, turning a consumer's mobile phone into a "remote control" for managing UGC.

Founded:

In late 2009, Exclaim Mobility, Inc. was spun out of Exclaim, Inc., an innovator in platforms, services and applications for managing rich media content. Exclaim Inc. is no longer an operating entity after selling or shuttering other business units.

Products:

Our First Idea – Pictavision® - Gives consumers an easy-to-use application to access and socialize UGC that is remote or on stored locally on your mobile handset. By connecting consumers and their camera phones to social media, and UGC storage services, Pictavision gives consumers an easy way to view, upload and share photos and videos right from your phone.

Latest Creation – Snap Mobile™ - Takes UGC sharing and socialization to the next level for consumers. Snap Mobile is the most advanced UGC management app on the market for feature and smart-phones. Exclaim has added support for automatic phone backup of UGC to your choice of social media and UGC sites, ability to print photos to Walgreens for pickup in an hour, Tweeting photo and videos, with multitasking and in-device menu integration. Importantly, all the sharing “actions” of Pictavision and Snap Mobile can be taken on any UGC, regardless of where it’s located – on your phone or anywhere in the cloud.

Next Big Idea – Snap™ UGC Cloud Service -

Why stop there? Exclaim recognizes that service providers are leaving money on the table when subscribers socialize UGC from connected devices with 3rd party social media sites. We are working hard to create the next generation end-to-end UGC management, sharing, streaming and backup solution. The Snap UGC Cloud Service is not a refit of existing content sharing and social community services for phones and other connected devices, but a new way for service providers to monetize subscriber UGC that flows through their networks. These capabilities can be applied not only to mobile phones, but also to home entertainment devices, digital frames, cameras, automobiles, desktop PCs and tablets. All end points under Snap are connected to each other, including social media services, storage portals and content networks.

Underlying Technology – Snap™ VAS Platform & Developer API -

The companies branded applications for mobile phones and CE devices all operate on a robust, highly scalable VAS platform consisting of a UGC routing and management server, and a set of developer APIs built for virtually all types of mobile and internet-enabled computing devices, media players and social media platforms. The APIs allow developers to quickly integrate advanced UGC access, sharing, tracking, manipulation, storage, backup, streaming and monetization into devices and 3rd party applications.

Business Models:

Subscription or one-time purchase model for its branded, direct-to-consumer applications.

Per-user fee or revenue sharing when deployed jointly with device vendors, service-providers and retailers as a co-branded offering, as well as usage based licensing for its VAS platform and APIs.

Offices & Employees:

Exclaim Mobility is headquartered in Princeton, NJ, United States, with a satellite office in Philadelphia, PA and international sales and representative offices in France, Spain, Italy, China, Singapore and Brazil. The company has more than 45 employees as of Dec-2010.

Management:

Jiren Parikh, *president and CEO*

Leon Podolsky, *CTO*

Omar Ferrer, *vice president*

Mathew Hansen, *vice president*

Michael Subhan, *vice president*

Investors:

- Edison Venture Fund
- Sycamore Ventures

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