



Corporate Backgrounder

By combining the powerful capabilities of direct navigation search technology and the convenience of directory categories, ubExact created a new user-centric search engine that...

- * Addresses frustrations stemming from current search engines, including irrelevant and disorganized content, lack of privacy, inefficiencies and increased competition for advertisers.
- * Organizes Web content and intuitively categorizes it into actions: *See It, Do It, Shop It, and Find It.*SM
- * Rebuilds the Web into a user-centric library to provide quality results, while making hard-to-memorize web addresses easy to access.
- * Includes family-friendly popular websites that are human-edited and expand daily with user-contributed content (Submit-A-Link Program), including results from the Deep Web.
- * Uses direct navigation (the way users get to a specific website using their browser address bar rather than using a search engine, directory, or clicking on a link from another site) to build relevance for both users and advertisers.
- * Drastically improves result relevance, content localization, micro-targeting, speed, ease and organization, while securing user privacy through its direct navigation methodology and its horizontal architecture. With ubExact's prefix driven search method; you no longer need to know the exact website address (website's name, or its suffix, hyphens or backslashes) to get to your desired result.
- * Utilizes a universal platform which operates horizontally to make searching faster, results more accurate and gives users many doors to get to the results they are seeking. This horizontal architecture is scalable to advancing technology, including the move towards voice recognition and mobile search.
- * Provides a way to track the context of your movement from website to website. Searching with ubExact means your search history follows you across the ubExact platform, eliminating the need to keep using your back button.
- * Ensures paid advertisements do not show up in organic results, and websites requiring upfront fees or registration requirements, as well as relevant ads, are appropriately identified for the user prior to the user accessing them.
- * Offers many benefits to advertisers, such as opportunities to target specific geographic markets ranging from global down to metro service areas (MSAs), and the ability to micro target messages, and purchase keywords to directly navigate searchers to web addresses with no stops on the way.

Solving Some Industry Issues

Search engines and directories are information (document, audio, and video) retrieval systems used to locate content on the Web. While search engines monitor live websites, directories are collections of links to a limited number of hand-picked websites with brief descriptions of their content. People have traditionally used search engines and directories for two purposes:

- ❖ to find unknown sites that meets information or research objectives
- ❖ to navigate to a site the user knows they want to visit.

All of the primary search companies utilize some mechanism for gathering distributed and hyperlinked information. Most use special programs such as spiders and crawlers to surf the Web automatically, copying all the data they find and depositing it into a huge database, which becomes their index or list. Most search engine or directory users do not realize they are not really searching the Web at all, but the information the search engine or directory has gathered and stored on its own computers. This is why results returned by search engines and directories can sometimes contain dead links, obsolete, or dated information.

Today's Web information retrieval market is becoming more competitive each day, with hundreds of new search engines and directories trying to get in the game, and older, more established companies like Google, Yahoo!, MSN and Ask vying for their share of the market. Even as competition continues to heat up, there is still no user-friendly solution directly navigating users to quality, relevant and organized results.

User Frustrations

One of the qualities that has made the Internet unique - its unstructured approach - is proving to be one of its greatest challenges when it comes to searching. Finding precise information is frustrating and time consuming because search results are **disorganized**, sometimes inaccurate, obsolete, and inundated with ads - which are often disguised as organic results. Most search engines use algorithmic formulas to find and index website results. A problem with this is most search engines leave result sets just as their algorithmic formulas find them. Though an algorithmic-only approach can create huge indexes of cached data, it has proven to lack the "contextual quality" produced by humans.

Irrelevance is a big problem. With more than 1 billion Web pages, current algorithmic-only search engines lack the ability to narrow results and organize them in a user-centric way. Web disambiguation occurs when information found on the Web refers to different websites or pages that share essentially the same term, though not necessarily the same topic or the same reference for the topic. For example, the term "Bug" can refer to an insect, Volkswagen car, video game, human virus, river in the Ukraine, hidden microphone, technology defect, or even the acronym Back Up Generator for a Boeing 777. This is why search engines produce such a vast array of results that often do not correlate in any way. Most search engines today do not have a way to incorporate Web disambiguation. So, a result set for a given word may not always take users to their requested information.

Search privacy policies are making headlines. Traditional search engines have begun to use their algorithms to build "relevance" at the expense of user privacy. Search engines and browsers have even been known to hijack a user's address bar or read the "favorites" a user saves on their personal computer - just to improve result relevancy. However, most users don't realize that by downloading or signing up for specific services (which are usually provided for free), they are giving legal permission to be tracked - indefinitely - by default. To stop those search engines and browsers from what many condemn and label as invisible tracking, and uninstall or deselect tracking mechanisms, users are generally on their own to figure-out how to "opt-out" of being permanently tracked.

Additional issues fueling searchers' frustration and distrust include:

- ❖ When paid search terms are given priority regardless of relevance.
- ❖ When inexperienced Webmasters do not understand how to interact properly with algorithmic search engines (through meta tags, site maps and HTTP headers) and thereby prevent relevant results from being found.
- ❖ When highly experienced Webmasters scheme to game algorithmic search engines so "subscription or inappropriate content" is prioritized in the search result set, yet users can't freely access those they want, or avoid those they don't.
- ❖ When a desired result becomes buried deep in the result set or even completely omitted because a user leaves out one keyword in their search phrase, or makes an error in grammar, spelling, or frequency of word use.

- ❖ When searchers have no prior knowledge of registration and user fee requirements prior to landing on a page.
- ❖ When tracking search sessions, users overuse their “back button,” or gather too many “favorites” to search through. **Inefficiencies** and complications arise when users can’t remember the site they saved because it doesn’t intuitively correlate with the name it was saved under, or the code behind the saved favorite changes, turning the result set into a dead link, or redirecting the user to another page or site altogether. Some users end up turning to online “referral pools” or “social Web authorities” such as Digg in an attempt to have other humans suggest relevant content. And, if they elect to author their own virtual book-marking site to save desired Web content, this often gives them more to manage in the long run.
- ❖ When users are searching for all things related to a geographic area, and their results comes back scattered and uncategorized.

Market Trends Supporting Direct Navigation

Direct navigation is finding the information you’re looking for without using a search engine, directory or clicking on a link from another site. More and more people are utilizing their address bar to search with direct navigation. Some sources have referred to direct navigation as, “the purest and most targeted form of traffic on the Web, and the highest octane virtual fuel that drives the Internet.” Though direct navigation is the quickest way to get to information, unless the user knows the exact website address they are looking for, conventional direct navigation may or may not take them to where they want to go.

While some traditional search engines and browsers are trying to provide quicker navigation, it is not “true” direct navigation. The way this feature is being built is through practices that infringe on user’s privacy. By following a users’ search behavior, they can cache key word searches and then take a calculated guess at which web address a user is trying to get to, even if what they put into the web browser address bar isn’t exact. This feature can also sometimes bypass safe-surfing programs that users install to protect children.

In the past, the number of different sites a user had to memorize to effectively use direct navigation limited their ability to quickly get to their desired destination, so search was their next option. Today, the sheer number of websites and platforms used to house digital media makes that memorization requirement even more fruitless. Nevertheless, the StatMarket division of WebSideStory® notes that more than 2/3 of daily global Internet users arrive at a website via direct navigation, compared with just 14 percent from search engines. Additionally, the number of users trying to use “direct navigational methods” within search engines is also increasing – representing approximately [25% in mid-2007](#).

Conventional direct navigation often takes users to “parked” pages that in some cases do not contain a single relevant result (since anyone can own a website address with the total freedom to place anything they choose on the page – relevant or not). Yet, there is an increasing trend to populate unused domains with information to create mini-portals. Online consumers are turning to these “parked” websites because they are easy to navigate to and can produce quicker and sometimes better results that avoid the manipulated, highly commercialized keyword listings which increasingly clog search engine results. WebSideStory® found that direct navigation had a 4.23% conversion-to-sale ad rate, while search engine clicks, on average, lead to a 2.3% conversion-to-sale ad rate. It is estimated that current direct navigation traffic to “parked” pages drives about 10% of the pay-per-click (PPC) ad market. The direct navigation market was on track to reach \$1.1 billion in ads in 2007, according to Jordan Rohan, RBC Capital Markets Analyst.

Advertising Challenges with Current Search Engines

The competitive online world has entered a new dynamic era in Web advertising. ZenithOptimedia estimates \$60.8 billion will be spent on all online advertising by 2010, and according to the Radar Research, online search marketing is expected to rise to \$25.2 billion by 2011. Currently 85% of marketers are using, piloting or planning to pilot search marketing programs, according to Forrester Research. Search engine optimization (SEO) and paid-search dominate these firms’ search marketing efforts, with 87% and 81% using or piloting each method, respectively. More than 80% of marketers using or piloting search efforts expect search complexity to increase. Yet most prioritize ad management tools and top positions on Google and Yahoo! over efforts that would prepare them to tackle the increasing complexity of search marketing. Few marketers coordinate search-marketing efforts with offline campaigns or research emerging search-marketing applications like mobile, social or video search.

While key companies such as Google, Yahoo!, MSN and Ask compete to be the search engine of choice, their advertising customers are battling fiercely for priority position by purchasing scores of keyword terms and phrases. What many companies are finding is that even buying huge numbers of keywords in an effort to maximize search engine optimization doesn't always reap visibility with their desired audiences. Some issues resulting from this extreme competitive climate in search engine advertising is that it limits a brand from reaching key audiences, and limits a brand's ability to speak for itself because of all the competitive clutter. Furthermore, more search engines are pushing their own content to search traffic rather than pushing the content of independent sites, thereby pushing up the cost for marketers to compete. And with traditional search engines, businesses without a .com suffix have a bigger hurdle when it comes to prioritization.

A recent blog by Jeremy Crane of Compete, states there are roughly 7.5 billion search queries performed each month by the U.S. Online Population. However, only about 1/3 of all searches end in referral, meaning the user does not click on 66% of the results traditional search engines present. If this is true, advertisers on those search engines are getting a small overall ROI with limited options to increase it. The USC Center for the Digital Future found that only [52% of users trusted the information from search engines in 2007](#), down from 62% in 2006. For 2007, 49% of users trusted Google's results.

The Market

Internet World Stats (www.internetworldstats.com) notes that global Internet usage is up 291% since the year 2000. Though North America had the largest percentage of its population (73.4%) utilizing the Internet, a recent Digital World report on the State of the Internet by comScore indicated that the U.S. currently accounts for 21 percent of worldwide internet users due to the explosive growth from other global markets. Asia has the largest number of users (530 million people). This large number of Asian users represents only 14% of their population. But not only is the number of Internet users in Asia growing exponentially (346.6% since 2000), but all the world's population groups have seen over 100% growth in Internet usage in this short period of time. Asia Pacific, Latin America and Middle East-Africa have all experienced above average growth during the past year, while North America and Europe have grown at modest rates.

Also worthy to note is that though the English language is spoken by the greatest number of Internet users (29.9%), Chinese, Spanish, Japanese, German, French, Portuguese, Korean, Italian, and Arabic round out the top 10 languages used over the Internet (81.8% in all). Added to the remaining languages combined (of which there are 6,910 additional living languages - representing 18.2% of all Internet users), the total number of users online as of the date of this writing is 1,412,489,652 worldwide Internet users.

There are an estimated 61 billion Internet user searches performed on the Web each month, representing about 750 million people, according to comScore. These users are reaching out for information residing on what is now estimated to be over 100 million separate websites (which collectively house over 1 billion Web pages). A 2008 Global Neilson Consumer Report states that 85% of the world's online population uses the Internet to make a purchase, up 40% from just two years ago.

In December 2007, an estimated 4.1 billion search queries were conducted at Google Search (representing 56 percent of all searches throughout the year), Yahoo! Search (1.3 billion), MSN/Windows Live Search (996 million), AOL Search (340 million), and Ask.com Search (160 million). Chinese language search engine Baidu currently ranks #3 in worldwide search market share behind Google and Yahoo!

Why is it important to understand the exponential growth of the Internet and its use? Because as another million websites get added to search engines like Google and Yahoo, it is not going to help the average website owner when they, like a needle, get buried deeper in the haystack. Search traffic is important if you want your website to be found.

The Company

Customers

ubExact serves all Internet users in need of search technology as well as businesses in all industries and geographies looking to advertise online and build brand awareness. Other customers may be strategic technology partners and purchasers of highly scalable online architecture solutions.

Benefiting Searchers

ubExact is a new kind of search engine that tackles frustrations stemming from current search engines. Whether it is irrelevant and disorganized content, lack of privacy, inefficiencies or increased competition for advertisers, ubExact's easy-to-use interface is designed to tackle each of these issues head on.

This patent-pending technology was developed to rebuild the Web into a user-centric library. ubExact serves users with a fast, intuitive and simple way to search based on:

- user behavior/actions
- geo-targeted metro areas (MSAs) and
- direct navigation to desired brands – a combination of features no search engine can claim.

ubExact builds trust with users by cutting through irrelevant content and providing search options based on keyword matches that are aligned with what users are thinking. ubExact's human-edited content seeks to eliminate dead links, spam, unwanted ads, as well as alerting users to unanticipated requests for credit card and registration info. Based on the most relevant and popular websites, ubExact successfully organizes Web content and intuitively categorizes it into actions: *See It (reference)*, *Do It (entertain)*, *Shop It (buy)*, and *Find It (navigate)*SM to increase relevance and speed users to their desired destination.

Through its direct navigation methodology, ubExact also gives searchers the option of using their web browser address bar to get them to their desired website destination. This adds an element of intuitiveness and simplicity because users no longer need to know the exact website address to get to the site they want. ubExact also protect users' privacy, because it does not track search history by specific users.

How ubExact works

With ubExact's horizontal universal architecture, users can go to "ubexact.com" and type their search criteria in the search box, or select a popular search category or MSA, to access human-edited search results. "ubexact.com" provides intuitive tools, including maps, searching by action, and suggested topics to help define search criteria and direct users to results.

In addition, users can use their web browser address bar to intuitively navigate to desired website addresses without having to memorize them. Users simply type "**ubexactyourtopic.com**" or "**ubexactyourlocationmsa.com**" in their browser to get to the most relevant content. Both ways incorporate the shift of using direct navigation to speed users to desired results.

The best way to try ubExact is to check out the popular search categories outlined on "ubexact.com". Even though at launch indexes will be limited, they will continue to increase weekly. Users will be encouraged to help propagate content with the links that are important to them by sharing Web-wisdom and participating in the Submit-A-Link(s) program. ubExact's user segments will help build an expansive portfolio of not only popular and credible websites, but those from the Deep Web which don't easily float to the top of algorithmic search engines. This collaboration deepens the quality richness and relevance of ubExact's results

Why It's Disruptive

ubExact's horizontal architecture sits on top of the Internet. So rather than digging down vertically for search results as you do with algorithmic search engines, users **horizontally** skim across a depository of websites that are organized and put in relevant categories. This makes searching faster, results more accurate and gives users many doors to get to the result they are seeking. ubExact's horizontal architecture is also scalable to advancing technology, including the move towards voice recognition and mobile search technologies.

ubExact is the only search engine capable of tracking the context of a user's search from website to website. Searching with ubExact means your search history follows you across the ubExact platform. This patent-pending history-tracking feature eliminates the need to use your "back button" during your ubExact search session. To protect your search privacy, the history of your search instantly disappears from the computer screen when you leave ubExact.

ubExact does not invade the user's browser or favorites, or seek to track user-specific demographic information. ubExact ensures user privacy by using only "short-term cookies" for tracking system profiling (our search engine's performance, errors, etc.) and what we are rendering for the advertiser, such as keywords a user uses. We do not actively pursue specific demographics of an individual and certainly do not invade upon what a user keeps on their personal computer. Furthermore, ubExact's system log files are consistent with Internet-based services "though ubExact has chosen to delete log files every 60 days." ubExact has also designed its user session cookies to **automatically expire when a user's search session ends**, so users do not have to "learn how to uninstall technology" that few understand. ubExact realizes privacy is paramount to the online community and works to preserve user trust by designing itself to be "user-centric."

Benefiting Advertisers

ubExact increases branding opportunities, localization and targeted/relevant audiences to advertisers. Having results that are human-edited provides an untapped opportunity for advertisers looking to reach niche user communities. And, for smaller companies targeting a local market, ubExact offers a level playing field and ability to compete from a search advertising standpoint. By organizing and categorizing Web content, the architecture weeds out undesired content for users and undesired audiences for advertisers.

Through effective direct navigation, advertisers can ensure a direct connection with their target audience, because searchers are initiating the content they actually want to see. Using direct navigation gives ubExact advertisers an advantage because it eliminates the need to hire a middleman to track, monitor and analyze search ad ROI, and gives the control back to the advertiser. The new platform also eliminates the need to use complicated keyword optimization and link structure programs, which can save businesses substantial money on ad development and placement.

ubExact expands the brand advantage generally available exclusively by a retailer's own site, and offers it across the Internet platform. Keyword ads are prominently placed as "Preferred Link Ads", which when selected, open to full-page ads (no more tiny boxes or skyscrapers). Exclusive keyword-driven ads or "Nav Ads," are offered to businesses with branded trademarks, for example, www.ubexactneimanmarcus.com. They are also available to advertisers whose offering is exactly relevant to the keyword search the user types. Nav Ads bypass all results and navigate users directly to the advertiser's website. This is a seismic shift in how advertisers are currently treated by other search engines. And, it eliminates the need for expensive ad design costs, as well as the need to redesign home pages to accommodate a desired or time-sensitive message on which the advertiser wants the user to land.

For those searching for specific geographic information, ubExact offers tailored results to specific geographic markets, from global all the way down to metropolitan service areas (MSAs). This architecture opens the door for both local and national businesses to draw more traffic to their sites just by having a user ask for the site, regardless if they know the exact website address or not. ubExact also provides advertisers the opportunity to resonate with user-segmented communities, without having to jump from platform to platform to reach them because all topics - from music to sport scores to micro-biology - all exists within the single ubExact architecture.

So, if a local pizza place wanted to purchase the keywords "New York Police Department Pizza," ubExact would secure the prefix-driven website address: ubexactnewyorkpolicedepartmentpizza.com which would take searchers straight to the pizza brand's website, even though the brand's official website is www.nypdpizza.net which is likely not intuitive to a hungry searcher. In an effort to ensure relevance, brand terms can only be purchased by the brand who owns that name. And ubExact's results don't discriminate against companies without .com suffixes or those with hyphenated domain names. If your company has a complicated web address, ubExact can make it more intuitive when you secure a Nav Ad.

ubExact Features

- * **The Best of Search & Directory** - ubExact is the only user-centric search architecture combining the powerful capabilities of direct navigation search technology with the convenience of directory categories.
- * **Organized by Action** - All content is organized and searchable by action such as See It, Do It, Shop It, Find It,SM making it extremely easy to get to the exact information you want.
- * **Get What You Think** - ubExact builds trust with users because of its ability to cut through irrelevant content and provide a search option based on keyword matches that align with what users think and want. ubExact gives searchers quick and easy access to the Deep Web, by categorizing relevant content where it belongs - This Deep Web content doesn't easily float to the top of algorithmic search engines.
- * **Geo-Targeting** - ubExact understands that users often respond to their geographic preferences and therefore offers tailored results and ad opportunities to specific geographic markets ranging from global, continent, state, all the way down to metropolitan service areas (MSAs).
- * **Edited by Humans To Eliminate Spam & Irrelevant Content** - ubExact categorizes and organizes Web content to consistently provide immediate, relevant results, eliminating spam and unwanted advertisements.
- * **Easy-To-Use Direct Navigation Architecture** - Through its patent-pending architecture, users simply type "**ubexactyourtopic.com**" or "**ubexactyourlocationmsa.com**" to quickly navigate to the most relevant content. With ubExact's patent-pending prefix driven search method, you no longer need to know the exact website address (website's name, or its suffix, hyphens or backslashes) to get to the site you want.
- * **Horizontal Architecture** - Unlike traditional search engines and directories, ubExact's horizontal architecture gives users many doors to reach their desired search results, while offering limitless capabilities to support advancing technology, including voice recognition and mobile search. This makes searching faster, results more accurate and allows users to find a website without having to know the exact website address.
- * **Tracked Search History Context Per Session** - ubExact is the only search engine capable of tracking the context of a user's search from website to website. Searching with ubExact means the context of your search history follows you across the ubExact platform. This patent-pending history-tracking feature eliminates the need to frequent your "back button" during your ubExact search session. To protect your search privacy, the history of your search instantly disappears from your computer screen when you leave ubExact.
- * **Registration & Fee Requirement Alerts** - To avoid any misleading content, ads are identified as ads, and users are alerted when sites within the organic results require registration, upfront fees, or take the user to unexpected geographic locations.
- * **Securing User Privacy** - ubExact does not invade the user's browser or favorites, or seek to track user-specific demographic information. ubExact ensures user privacy by using only "short-term cookies" for tracking system profiling (our search engine's performance and errors) and what we are rendering for the advertiser, such as keywords a user uses.
- * **A Better ROI and More Meaningful Way to Advertise** - By organizing and categorizing Web content, ubExact weeds out undesired audiences for advertisers. With direct navigation, ubExact can get companies directly in front of their target audience, creating revenue-generating opportunities beyond what currently exists through search engines. Rather than paying for keywords that get you on page 2 or page 20 of search results (which means there is still a lot of competition ahead of you), ubExact gives businesses greater ad opportunities to compete.

- *ubExact's results don't discriminate against companies without .com suffixes or those with hyphenated, backslashes, or acronym domain names.*
 - *Keyword ads are prominently placed as "Preferred Link Ads," which when selected, open to full-page ads (no more tiny boxes or skyscrapers).*
 - *Special keyword-driven ads or "Nav Ads," are offered to businesses with branded trademarks or advertisers whose offering is exactly relevant to the keyword search the user types – which bypass all Web content as soon as the user clicks enter, and navigates directly to the advertiser's website - just as if the user had typed in the advertiser's personal Web address directly! In addition to connecting advertisers directly to their desired audiences, these Nav ads save advertisers money because they eliminate the need for a middleman to track user behavior.*
- ★ **Enhancing E-Business and Branding** - *ubExact offers enhanced services to facilitate Internet marketing, while transforming the degree to which users engage in eCommerce. ubExact is able to expand the brand advantage generally confined to a retail entity's own website, and offer it across the Internet platform. This creates added value to retailer advertising programs.*
- ★ **Submit-A-Link Program** - *ubExact results currently include family-friendly popular websites, or those commonly searched by specific searching audiences. Yet, ubExact's results expand daily to meet the growing needs of the searching community. Furthermore, ubExact welcomes and encourages the user community to get involved in the evolution of ubExact's human knowledge-based results and provides a way for them to submit a set of links (40) to become a ubExactor, or a set of links (400) to become a ubExpert.*

Management Team

ubExact's management team has a wide degree of corporate experiences. Their core strengths are engineering, software development, research, marketing and sales.

Wilhelmina Stephenson, President & CEO

Throughout her 27-year career as a marketing, branding and business development professional, Ms. Stephenson has brought the confidence, know-how, and determination necessary to establish and manage relationships that successfully expand businesses. Created out of her frustration with the current search technology used while managing her real estate investment company, Ms. Stephenson developed the method for solving the Web's current disambiguation and navigation pitfalls. This search, organizing, and history-tracking method resulted in the patent-pending ubExact.

As founder of Smart MSA Marketing, the parent company owning ubExact, Ms. Stephenson has taken her experience in the Web, Internet-based applications, computer software applications, Web trends, as well as building proprietary databases for business intelligence, and developed this patent-pending information retrieval architecture to transform the way people access information and build brand recognition.

Over the past 13 years, Ms. Stephenson has initiated more than 150 company acquisitions and business venture transactions in the healthcare industry, which entailed market assessment, defining acquisition targets, performing sales, and contract and acquisition negotiations. In addition, Ms. Stephenson was previously engaged as National Marketing Director for two start-up sports medicine manufacturing companies. Ms. Stephenson facilitated the marketing of these companies by introducing new products from concept state through commercialization. She led the positioning and expansion of these companies' brands through competitive channels (including presentations on QVC), resulting in a 280% increase in company's national market share.

Accompanying Ms. Stephenson's front-line business expertise is extensive operational experience encompassing areas such as research and development, sourcing lead generation, administrative and management reengineering, and coordinating administrative logistics. She is a graduate of Georgia Southern University with a degree in Marketing, and brings the essential marketing and business expertise, as well as the advanced sales, business development and people skills, which are critical to maximizing shareholder value and company success.

Milton Ham, Vice President Information Technology

Mr. Ham is the key IT developer of the ubExact's architecture. His core talents lie in the area of application design, interface and logistics. With more than 13 years experience in programming, design, development, integration, implementation, eCommerce, and solution-based project management, Mr. Ham provides ubExact with a knowledge base crucial to the company's success.

Mr. Ham has been involved in Internet research and Web development since 1994 when he created and launched an online research service for healthcare professionals. He also recently built a huge multi-site, multi-functional Web application for a national healthcare company. In 2000, he jointly founded an Internet consulting firm, which advises, develops and supports both large and small clients in establishing online ventures. Additionally, Mr. Ham previously worked for a Web-hosting company where his primary responsibility was to assist businesses in establishing a presence in the emerging Web media market.

Mr. Ham has a Masters of Science degree from Barry University and a Bachelors of Science degree from Miami Christian College. In 2000 and 2001, Mr. Ham served as an Adjunct Instructor in "Web Design & Development" at Fort Lauderdale Art Institute.

Christopher Beck, Vice President Development

As the company's top systems development director, Mr. Beck is responsible for overseeing all aspects of ubExact's system management and maintenance including applications and operating systems. Access and high availability are of utmost importance to a search company, and Mr. Beck's expertise and experience in designing, building and maintaining websites makes him perfect for this job.

A programmer at the age of 12, Mr. Beck began his tech career as the Webmaster for a Silicon Valley startup called PlanetWeb. Following this job, he worked at Quovera as the lead developer for Branders.com, an online promotional products megastore. He has since worked at Compuware as a Java developer, Wachovia as a Technical Team Leader, and Datric as Manager of Technical Services, with the responsibility of developing a proprietary application in Ruby on Rails to revolutionize the SAP conversion space. Prior to joining ubExact, Mr. Beck owned and operated an IT consulting firm called Third Day Development, which subsequently merged with Netphase LLC. He has a Bachelor of Arts degree in Visual Communications from University of North Carolina at Chapel Hill.

Scott Nedderman, Chief Architect

Scott Nedderman is ubExact's Chief Architect, responsible for technical leadership in the building, configuration, integration and operation of custom programming. In this role, Mr. Nedderman also ensures the architectural integrity and consistency across the entire product by troubleshooting, debugging and implementing software code.

Mr. Nedderman has had more than 20 years experience as a solutions architect and software developer, working in many environments, languages and industries. Over the course of his career, he has been described as, "a creative thinker who can solve complex problems in simple, innovative ways." Mr. Nedderman was one of the earliest developers for Priceline.com, where he worked for almost six years. At Priceline.com, he built the first scalable version of the company's airline, financial and new car websites, and much of Priceline's front-end infrastructure, which is still in use today. During his last two years at Priceline, Mr. Nedderman was the Technical Lead in charge of the Airline Reservation System Team and he also helped design and establish the standards necessary to internationalize Priceline's website. He is the primary inventor on a recent patent issued to Priceline. For more than 12 years, he also operated a consulting firm called Netphase, focused on creating innovative software solutions. His business recently merged with Chris Beck's firm Third Day Development. Scott earned a Bachelor of Science degree in Computer Science at Texas A&M University.

Michael Farnham, Lead Designer

Michael Farnham is ubExact's Lead Designer, responsible for designing, building and managing the company's website organization and content. This includes the overall appearance of the site, how content is accessed and displayed, how visitors navigate through the site, and the coordination of the graphic interface for Web-based marketing initiatives.

As an UEI designer in Charlotte, North Carolina, Mr. Farnham has designed more than 100 websites using Photoshop, Illustrator, Freehand, InDesign, QuarkExpress, Dreamweaver, Flash, Fireworks, HTML, CSS, Javascript and Actionscript. Over the course of his career, he has worked for Genesis Internet, Darling Design & Illustration, Eye Design Studio and Oberland Design. He was also an adjunct faculty teacher's assistant for the Continuing Education Department's Website Design Certification Course at the University of North Carolina at Charlotte. He graduated from the Art Institute of Charlotte with an Associate's Degree in Graphic Design.

The Future

ubExact's management is focused on becoming the global leader in branded Internet retrieval and eCommerce facilitator. To achieve this, the company's growth strategy includes:

- ❖ Completing the patent process
- ❖ Evolving user segmentation as we deploy user contributed content that searching communities want to see
- ❖ Branching content across all-things Web related such as voice recognition
- ❖ Expanding external integration into potential strategic business partners' browsers, social websites, wireless devices and applications, global telephone systems and directories, home entertainment devices and database packages.