ubExact®
beta

Company Fact Sheet

Corporate Headquarters: Smart MSA Marketing, Inc.
1440 Coral Ridge Drive, Suite 350
Coral Springs, FL 33071
www.ubexact.com

Founded: 2007

Financial: Privately held
Wholly-owned product of Smart MSA Marketing^{SM}

Management: Wilhelmina Stephenson, President & CEO
Milton Ham, Vice President Information Technology
Christopher Beck, Vice President Development
Scott Nedderman, Chief Architect
Michael Farnham, Lead Designer

Company Profile: ubExact is a new kind of search engine that tackles common user and advertiser frustrations such as irrelevant and disorganized content, lack of privacy, inefficiencies and increased competition for advertisers.

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.

The Best of Both Worlds: Direct Navigation and Human-Edited Content
ubExact's ability to organize content by action *(See It, Do It, Shop It, and Find It*$^{SM)}$, coupled with its direct navigation methodology (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) will drastically improve result relevance, content localization, micro-targeting, speed and ease of search results, while protecting user privacy. 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.

How It 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 "**ubexact**yourtopic**.com**" or "**ubexact**yourlocation**msa.com**" in their browser to get to the most relevant content. Both ways incorporate the shift of using direct navigation to speed to desired results.

Horizontal Architecture & History Tracking Feature
ubExact operates horizontally to make searching faster, results more accurate and to give 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. ubExact is also the only search engine that 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. When you leave the ubExact architecture, your search history tracking disappears from the screen to protect user privacy.

Advantages for Advertisers
ubExact gets advertisers directly in front of their target audience, creating revenue-generating opportunities beyond what exists through current search engines. ubExact offers tailored results and ad opportunities to specific searching communities and geographic markets that span from global to metropolitan service areas (MSAs). It also saves advertisers money on ad development, placement and tracking since the ubExact architecture does not require optimization of keyword density and link structures or the need for a middleman to track ROI. For more information, contact (954) 812-0876 or info@ubexact.com.

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.

Service Benefits:
- Hassle-Free, User-friendly
- Bridges Search & Directory Benefits
- Search by Action (*See It, Do It, Shop It, and Find It*^{SM})
- Human Edited
- Horizontal Architecture
- Seeks to Eliminate Spam
- Tracked Search History Per Session
- Alerts on Required Fees & Registration

- Fully Integrated and Scalable
- Uses Direct Navigation
- Micro-Targeting Opportunities
- Enhanced E-Business & Branding
- Increased ROI Ad Opportunity
- Geo-Targeting (Global to MSA)
- Submit-A-Link Program
- Protects User Privacy

Growth Strategy: Today's Web information retrieval market is becoming more competitive, 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 results. With more than 1 billion Web pages existing, current search engines lack the ability to narrow results and organize them in a user-friendly way.

Through the combination of enhanced user experience and e-business revenue-generating opportunities, ubExact will set the standard for the next generation search, retrieval and e-business technologies. Its patent-pending Web architecture is highly scalable for branching content across all things Web-related and integrating into many types of devices, including voice recognition and mobile search.