

2014 MEDIA KIT **PRODEGE**



COMPANY OVERVIEW



MEMBERS HAVE EARNED MORE THAN

\$60,000,000

*IN **GIFT CARDS** AND **REWARDS***

WHAT IS SWAGBUCKS?

Swagbucks is the web's most rewarding content discovery community.

Our members enjoy retail gift cards simply for searching, shopping, watching videos, playing games, taking surveys and finding deals.



Shopping



Videos & Entertainment



Search



Surveys / Polls



Games



Deals, Promotions and Discounts

WHO IS SWAGBUCKS?

- More than 10 Million registered members and growing
- More than \$60 million in gift cards awarded to members since 2008 – \$18 million just in 2013 and nearly \$500k every week
- Hundreds of partners on both the retail and rewards side including Amazon, Target, Walmart, Apple, Best Buy, Hotels.com
- Top video content from providers including Hulu, Reuters News, BBC, “Tonight Show,” Hollyscoop, Hitfix, Mashable Reviews and hundreds more

amazon.com

TARGET

Walmart

Apple Store

BEST
BUY

hotels.com

hulu

REUTERS

BBC

THE
TONIGHT
SHOW
JIMMY
FALLON

HOLLYSCOOP

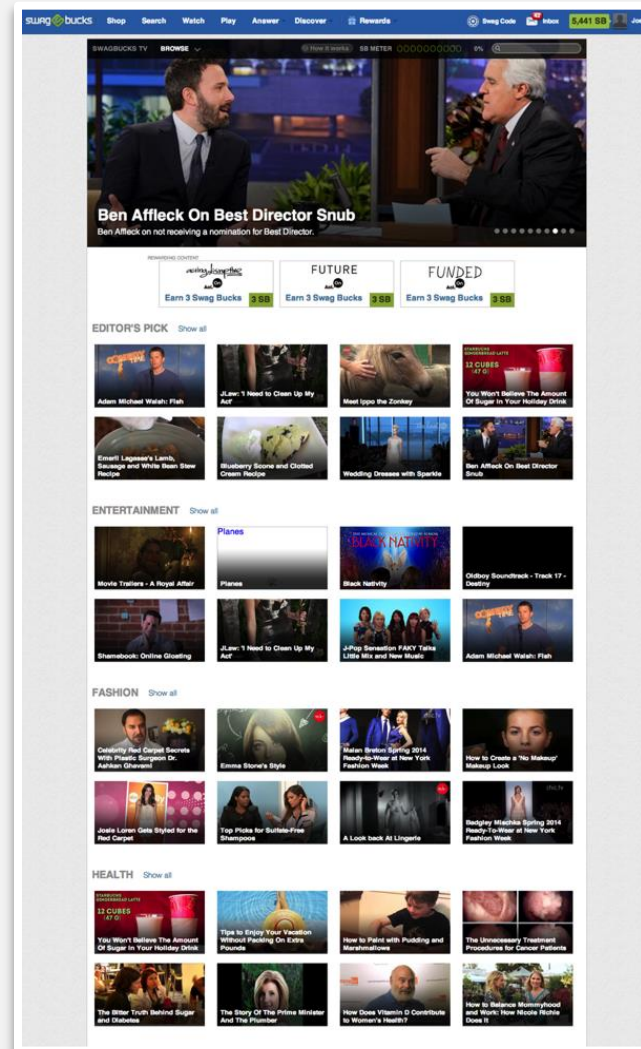
Mashable

HITFIX

WATCH VIDEOS

Earn While You Watch

Enjoy rewards watching
top quality content
syndicated from outlets
you already visit across
the web – **Vevo, Hulu,
BBC Worldwide, HGTV**
and much, much more!



PLAY GAMES

Earn While You Play

Enjoy rewards for playing popular games from providers such as Game Show Network – popular titles like Wheel of Fortune, Bejeweled Blitz and Scrabble Cubes!






[Answer](#) [Discover](#) [Rewards](#)

Free Online Games


Make your time online more rewarding with free games from Swagbucks

[Online Games](#) [Categories](#) [My Games](#)

Advertisements







Home » Online Games







Knock out every peg in the magical world of PegLand and discover a variety of magic powers!

[Play](#)





Top Tournaments

	Regate 21 Win 217 SB	4 SB Entry
	Mahjongg Dimensions Win 229 SB	4 SB Entry
	FishMunch Win 136 SB	4 SB Entry
	Falling Leaves Four In a Row Win 504 SB	4 SB Entry






















Top FreePlay Games

	Swag Jump
	Mahjongg Dimensions
	Falling Leaves Four In a Row
	Fyoozd





Featured Games

	Swag Memory		Swag Jump
	Starfish		FishMunch

[Top Rated](#) [Recently Added](#) [Featured Tournaments](#) [Free-Play Games](#)

	Key Krusher		
	Blinky Smash		
	Synonymous		
	Deeper in the Ocean		
	Flip-Out		
	Match n' Dig		
	Project Omega		

Who's winning now

	eazzyfabulous Mahjongg Dimensions	14 SB
	invisible161 Mahjongg Dimensions	100 SB
	Jespark87 Mahjongg Dimensions	25 SB
	rotelqueen Fyoozd	5 SB

Swagbucks
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Ways to Earn
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[Search](#)
[Watch](#)
[Play](#)
[Answer](#)

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[Rewards Store](#)
[Swagstakes](#)

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[Google+](#)

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[Dots and Dots's](#)
[Help Center](#)
[How it works](#)
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[Sweepstakes Rules](#)
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SEARCH THE WEB

Earn While You Search

Earn rewards just for searching the web with Swagbucks Search – more seamless integration for your favorite browser is coming soon!



Search Watch Play Answer Discover Rewards

How do I bake a cake? [about results](#)

Congratulations!
You've won 7 Swag Bucks

We just want to make sure you're not a robot.
Enter Word (case sensitive)
E!s
[Claim Your Swag Bucks](#)

Related searches

[Doing Cake](#) [Best Recipe I Tried Cake](#) [How Do I Do Things](#) [What I Think I Do](#)
[Let S Bake A](#) [How Do You Make](#) [Pumpkin Pie Baked In A](#) [What Do The Eggs Represent In A Spiritual](#)
[Spiritual Cake](#) [Heavenly Cake](#) [Spice Cake](#) [Cake Service](#)

Web Results

[4 Ways to Bake a Cake - wikiHow](#)
www.wikihow.com/Bake-a-Cake
How to Bake a Cake. Are you tired of eating store-bought cake? There's nothing like the taste of a cake you made in your own kitchen. Baking a cake is as simple as ...

[TLC Cooking "How to Bake a Cake"](#)
recipes.howstuffworks.com/.../how-to-bake-a-cake.htm
Learn how to bake a cake at HowStuffWorks. You'll find tips on what type of pan to use, baking temperatures, and more in this helpful article.

[How Do I Bake a Cake - Ask.com - Ask.com - What's Your Question?](#)
www.ask.com/food/Cake/How-Do-I-Bake-a-Cake.html
Are you looking to make How Do I Bake a Cake? You'll find the most unique and interesting Recipes here!

[How to Make a Cake - Better Homes and Gardens](#)
www.bhg.com/recipes/how-to-bake/how-to-make-a-cake
For a 13x9x2-inch baking pan, leave the cake in the pan on the wire rack and allow it to cool completely. Step 14: Frost the cake.

[How to Bake a Cake - Recipes and Cooking - Food Network](#)
www.foodnetwork.com/.../tohow-to-bake-a-cake/pictures
Flip through our guide for mixing, prepping and baking cake, then watch our how-to video.

[How To Bake A Cake - Mahalo.com](#)
www.mahalo.com/how-to-bake-a-cake
Do you want to learn how to whip up a perfect cake right in your own kitchen? This page will show you how to bake a cake from scratch, so you can kiss cake mixes ...

[How you do bake a cake? - Yahoo! Answers](#)

DISCOVER GREAT DEALS

Earn While You Discover

Find activities that reward you for the way YOU enjoy your time online – thousands of options from a rich network of partners and stores.

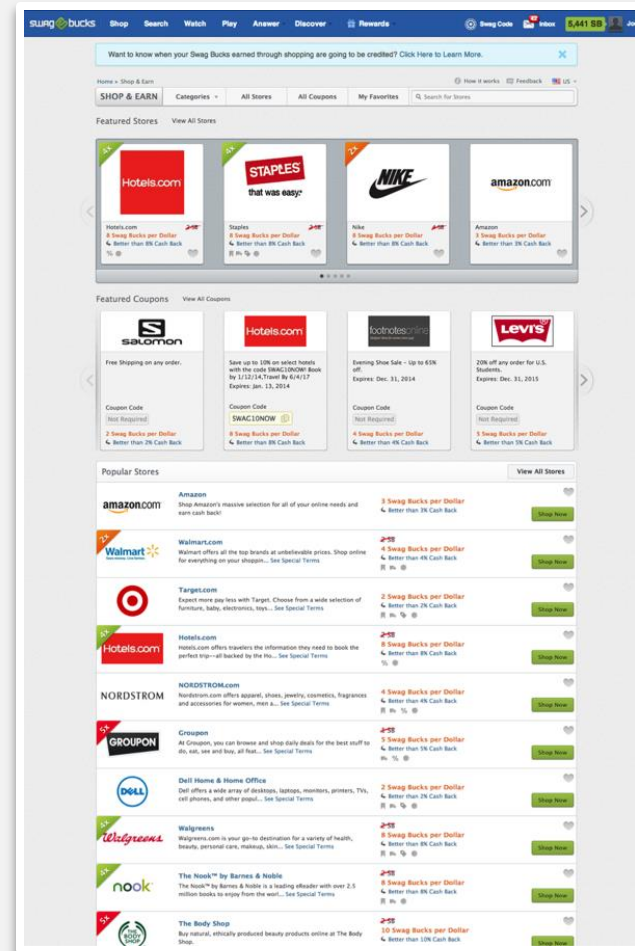


 Earn 2 Swag Bucks Earn an easy 2 Swag Bucks when you watch 10 videos or read articles from our trusted partners. Discover: Activities 2 SB	 Swap Gems & Activate Cool Power-Ups Wow! Earn 1500 Swag Bucks when you spend JUST \$10 or more. Swap gems and activate cool power-ups in one of the web's most popular puzzle games. Register and click... Discover: Offers 1,500 SB	 Earn 7500 Swag Bucks Get the body you want at 40% off and 28 bonus meals! What are you waiting for? Sign up for two months and earn 7500 Swag Bucks. Allow 7 days for SB to be awarded. Discover: Offers 7,500 SB	 Earn 7500 Swag Bucks Get unlimited calling to the U.S. and over 60 countries from your home and mobile phones. Sign up today to get a \$20 Visa gift card, plus 7500 Swag Bucks! Discover: Offers 7,500 SB
 Earn 3 Swag Bucks SPECIAL LIMITED TIME OFFER! Earn an easy 3 Swag Bucks when you watch 15 videos or read articles from our trusted partners. Discover: Activities 3 SB	 Earn 500 Swag Bucks Sign up for free at MGO, and watch the hottest new movies and TV shows online! Make sure to choose your 2 complimentary movie rentals immediately after sign up to earn 500 Swag Bucks! Discover: Offers 500 SB	 Unlock New Survey Opportunities! You may qualify for free surveys that let you earn hundreds of Swag Bucks. Unlock surveys now by filling out your profile! Answer	 Give a Monthly Gift Receive a WWF Symbolic Adoption Kit, and earn 1000 Swag Bucks. Discover: Offers 1,000 SB
 The Awkward Moment Watch the video Discover: Offers 1 SB	 New Survey Opportunity You've been selected to qualify for a new survey opportunity valued at 80 SBs. Don't miss out on this great earning opportunity! Answer 80 SB	 Earn 2500 Swag Bucks Limited Time: Get 3,000 Additional Bonus Airline Miles with Rocketmiles! Sign up and book your hotel for your next vacation to earn 2500 Swag Bucks. Discover: Offers 2,500 SB	 Find local babysitters and nannies Save 35% off 3 Month Sitterly Membership, use code SWAGBUCKS. Earn 2000 Swag Bucks on any paid membership. Discover: Offers 2,000 SB
 Choose From Classics And New Hits! Sign up for Disney Movie Club and get 4 movies for \$1.99 each with Membership. See Details. Plus get Free Shipping on your initial order! Save today! Discover: Offers 1,350 SB	 New Year, New Adventures! 2014 is here and Hotels.com wants to help you on your next adventure! Take 30% off your next stay and earn 8 Swag Bucks per Dollar spent! shop 8 SB per Dollar	 Watch movies instantly! Get instant access to thousands of movies with the click of a button! Simply sign up to our 5 day free trial and start watching instantly. Discover: Offers 350 SB	 Earn 2000 Swag Bucks Earn 2000 Swag Bucks when you order your WENB kit today! Get 2 free gifts and free shipping along with your first purchase! Name in order to receive SB, please use your email address associated with... Discover: Offers 2,000 SB
 Earn 30 Swag Bucks Quickly sign up, find a free or discounted eBook, then purchase and download it to the e-reader or tablet of your choice and get 30 Swag Bucks. More info on ebook... Discover: Offers 30 SB	 Targeted surveys delivered to your email! Would you like to receive targeted surveys tailored just for you via email? All surveys will be sent to you via email. More info on ebook... Discover: Offers 25 SB	 Earn an EASY 25 SB Get free samples from your favorite brands and earn 25 Swag Bucks. Discover: Offers 25 SB	 Rapidly Learn A Language Learn how to speak any language in only 10 days. Try the Pimsleur Approach for just \$9.95 for 30 days. More info on ebook... Discover: Offers 25 SB

SHOP AT YOUR FAVORITE STORES

Earn While You Shop

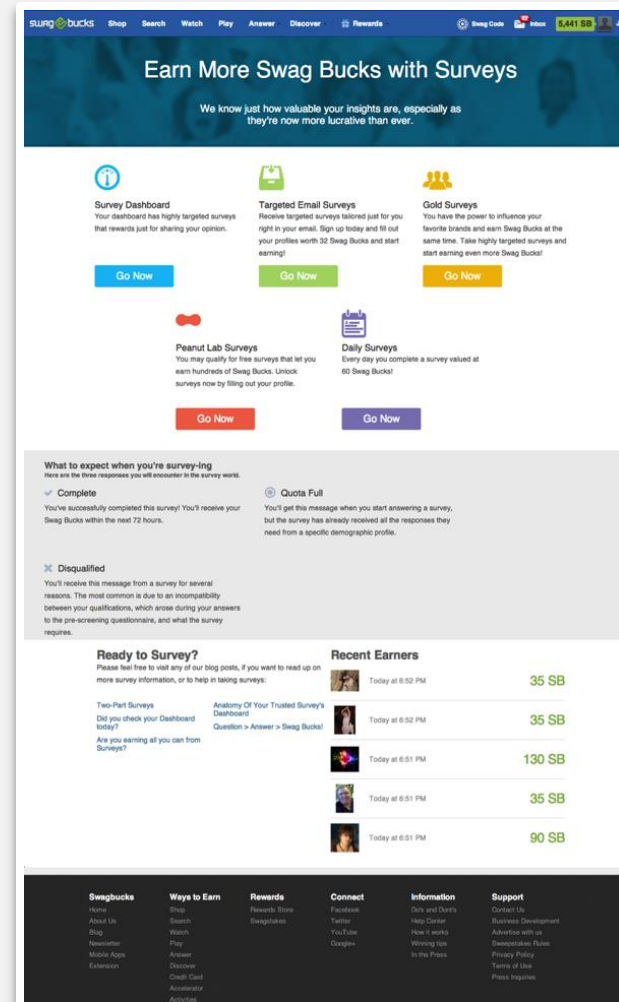
Shop at your favorite
retailers including
Amazon, Target, Best
Buy and earn cash back
– with special discount
and promotions to boot!



ANSWER SURVEYS

Earn For Your Answers

Get paid to voice your opinion! Thousands of personalized surveys from top brands and agencies can be found through Swagbucks!



The screenshot shows the Swagbucks website interface. At the top, there's a navigation bar with links like Shop, Search, Watch, Play, Answer, Discover, and Rewards. The main heading is "Earn More Swag Bucks with Surveys". Below this, there's a sub-header: "We know just how valuable your insights are, especially as they're now more lucrative than ever."

The page features several survey categories, each with a "Go Now" button:

- Survey Dashboard:** Your dashboard has highly targeted surveys that rewards just for sharing your opinion.
- Targeted Email Surveys:** Receive targeted surveys tailored just for you right in your email. Sign up today and fill out your profiles worth 32 Swag Bucks and start earning!
- Gold Surveys:** You have the power to influence your favorite brands and earn Swag Bucks at the same time. Take highly targeted surveys and start earning even more Swag Bucks!
- Peanut Lab Surveys:** You may qualify for free surveys that let you earn hundreds of Swag Bucks. Unlock surveys now by filling out your profile.
- Daily Surveys:** Every day you complete a survey valued at 60 Swag Bucks!

Below these, there's a section titled "What to expect when you're survey-ing" with two sub-sections:

- Complete:** You've successfully completed this survey! You'll receive your Swag Bucks within the next 72 hours.
- Quota Full:** You'll get this message when you start answering a survey, but the survey has already received all the responses they need from a specific demographic profile.

There's also a "Disqualified" section explaining that you might not receive a survey for several reasons, such as incompatibility between qualifications and survey requirements.

At the bottom, there's a "Ready to Survey?" section with links to "Two-Part Surveys", "Anatomy Of Your Trusted Survey's Dashboard", and "Did you check your Dashboard today?".

On the right side, there's a "Recent Earners" section showing a list of users and their earnings:

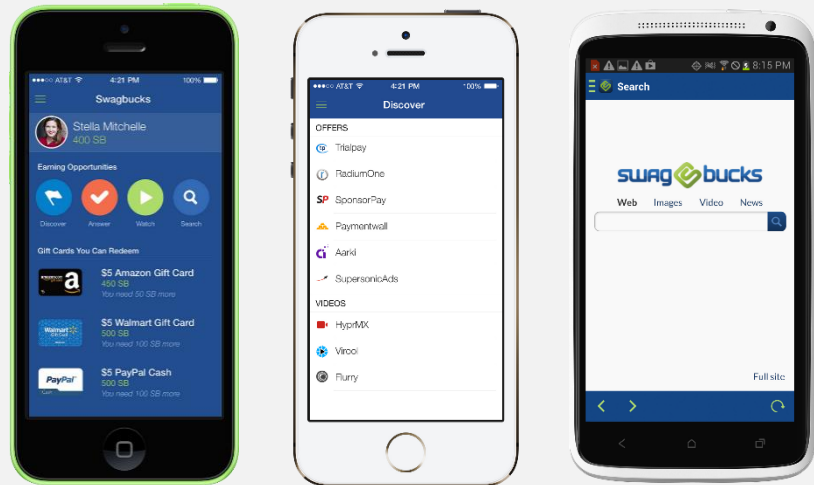
User	Time	Earnings
[User Avatar]	Today at 6:52 PM	35 SB
[User Avatar]	Today at 6:52 PM	35 SB
[User Avatar]	Today at 6:51 PM	130 SB
[User Avatar]	Today at 6:51 PM	35 SB
[User Avatar]	Today at 6:51 PM	90 SB

The footer contains various links organized into categories: Swagbucks, Ways to Earn, Rewards, Connect, Information, and Support.

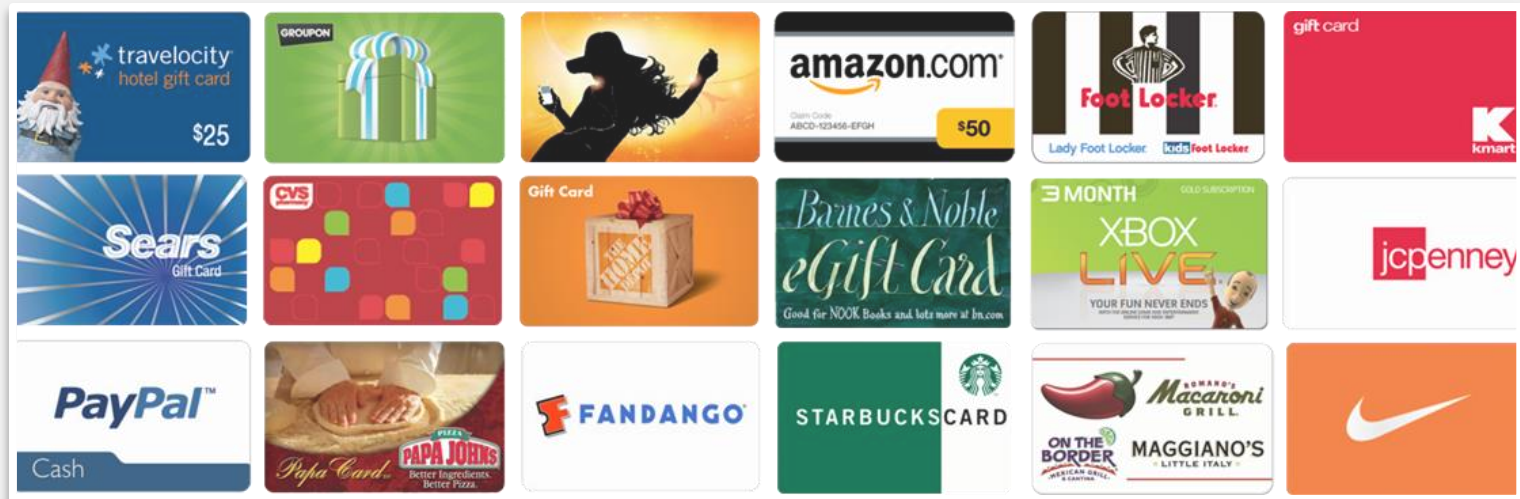
ON MOBILE

Earn on the Go

Swagbucks and SBTV (Videos and Entertainment) are also available for all iOS and Android devices and anywhere life takes you. Enjoy earning rewards for viewing premium content, including a massive library of movie trailers on your mobile device.



ENJOY REWARDS



Accumulate Swag Bucks while searching the web, shopping, watching videos, playing games, taking surveys and discovering new content. Redeem Swag Bucks for real gift cards from more than 125 top brands!

MANAGEMENT TEAM

**Chuck Davis, Exec Chairman (1 year)**

A seasoned 20+ year online leader who has had multiple successful exits as CEO including Shopzilla and Fandango.

Prior to Shopzilla/Bizrate, Chuck held senior level positions at the Walt Disney Company, NewsCorp and Time Inc.

**Josef Gorowitz, CEO (5 years)**

An experienced entrepreneur, Josef Gorowitz is the owner and founder of Prodégé LLC.

Prior to founding the Company, Josef founded MYM Trading, a physical commodity trading company that has grown from a small start-up to a \$50 million revenue per year company with his guidance.

**Brad Kates, CFO (1 year)**

A financial executive with 14 years of experience as CFO who navigated both sales of Shopzilla to Scripps Interactive and later to Symphony Technology Group for nearly \$750M combined.

Prior to Shopzilla, Brad oversaw all finance related ecommerce efforts of the Walt Disney Company.

**Scott Dudelson, COO (5 years)**

Along with Josef Gorowitz, one of the founders of Prodege LLC. A business development leader with an extensive background in building online partnerships, customer service and public relations.

Prior to joining the Company, Scott was the founder of Music for Charity Productions.

**Shane O'Neill, CTO (< 1 year)**

A technology executive with over 15 years of experience as Shane O'Neill is the newest member of the executive team having joined the team in September of 2013 and leads all of the technology efforts.

Prior to Prodege, Shane was CTO of Accretive Labs, Fandango and The Synapse Group.

**Joe DeTuno, CPO (2 years)**

A leader in consumer, advertiser and mobile product strategy for over 10 years. As Chief Product Officer, Joe DeTuno leads all product and user experience efforts as well as the promotions and social media teams.

Prior to Prodege, Joe has led various product teams at GoPoint, FunnelBrain, Move/REALTOR.com, E&Y and BofA.

**Gary Ervin, SVP Marketing and BD (<1 year)**

An online marketing and business development veteran, Gary Ervin heads both areas focusing on user acquisition, engagement and retention.

Prior to Prodege, Gary was the SVP of Marketing & Strategy at Yapstone, CMO of Cheerful Inc., and SVP of Business development, Marketing and Operations at Shopzilla.

**Eron Zehavi, Chief Rewards Officer (5 years)**

A seasoned marketing, sales, and analytics executive, Eron oversees Swagbucks rewards operations and business intelligence.

Prior to Prodege, Eron led the marketing, promotional and sales efforts in the Oakland A's organization with the Stockton Ports Baseball Club

OUR AWARDS

2013 SOCAL Tech Top 50 Executives Award

- Josef Gorowitz



Ernst & Yong – Entrepreneur of the Year

- Chuck Davis -- 2005 E&Y Los Angeles Entrepreneur of the Year – WINNER
- Chuck Davis -- 2004 E&Y Los Angeles Entrepreneur of the Year – FINALIST
- Josef Gorowitz -- 2012 E&Y Los Angeles Entrepreneur of the Year – FINALIST



Deloitte 500 - Fastest Growing Private Companies

- 2013 #21 In the US



LA Business Journal - Fastest Growing Company

- 2011 #3 | 2012 #8 | 2013 #25
- LA Business Journal Best Place to Work
- 2013 #21 (Private, Medium Sized category)
- 2011 Los Angeles CFO of the Year



INC 500 - Fastest Growing Private Companies

- 2011 #43 | 2012 #194



THANK YOU

Questions?

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