

A healthy ROI for subscriber acquisition.

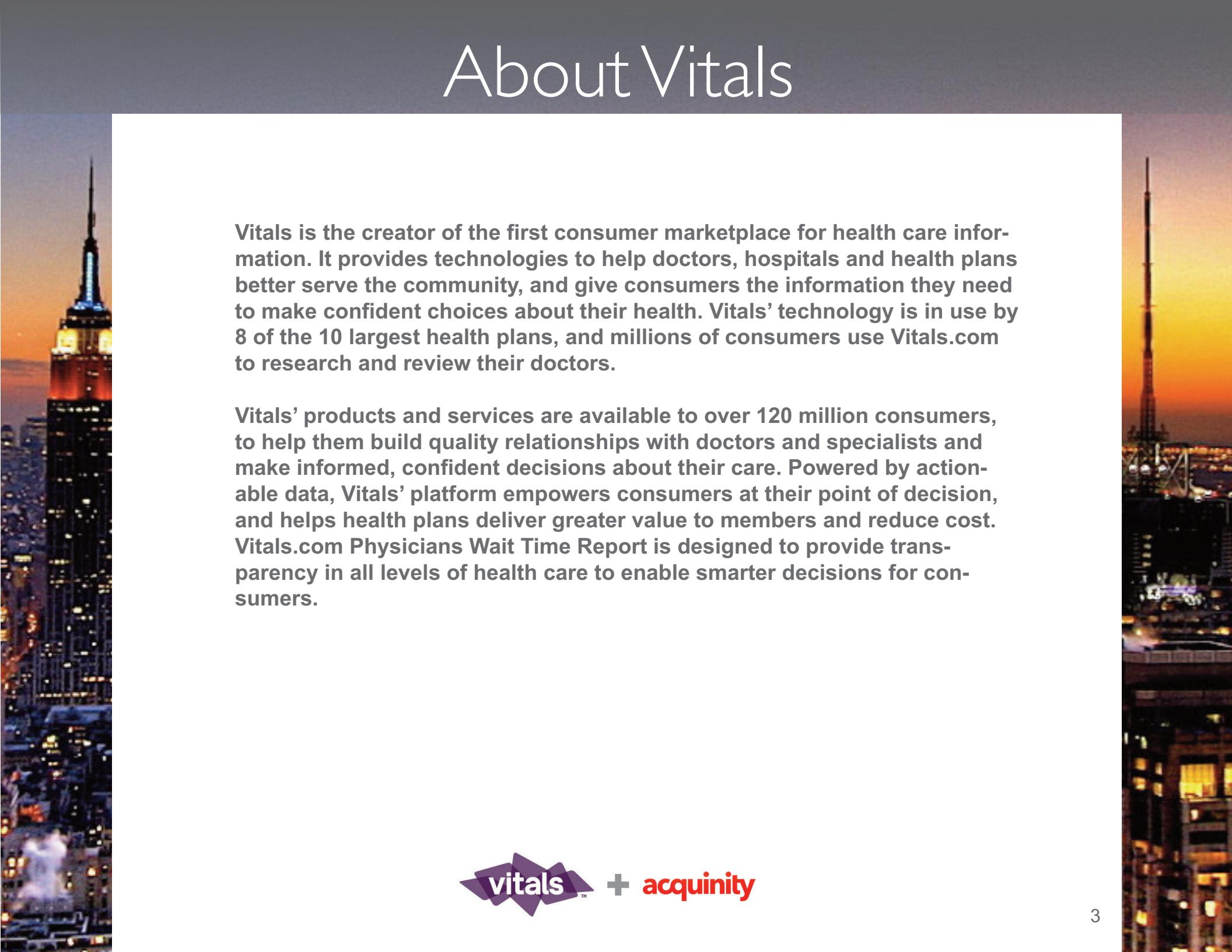


THE POWER OF PARTNERSHIP.

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About Vitals



Vitals is the creator of the first consumer marketplace for health care information. It provides technologies to help doctors, hospitals and health plans better serve the community, and give consumers the information they need to make confident choices about their health. Vitals' technology is in use by 8 of the 10 largest health plans, and millions of consumers use Vitals.com to research and review their doctors.

Vitals' products and services are available to over 120 million consumers, to help them build quality relationships with doctors and specialists and make informed, confident decisions about their care. Powered by actionable data, Vitals' platform empowers consumers at their point of decision, and helps health plans deliver greater value to members and reduce cost. Vitals.com Physicians Wait Time Report is designed to provide transparency in all levels of health care to enable smarter decisions for consumers.



Vitals headlines

ALLEY WATCH, APRIL 2013:

Becoming an authority on your healthcare is vital

Mitch Rothschild co-founded a healthcare portal called Vitals in 2008. **Vitals provides information on doctors in the area so that average people can make more informed decisions.** The site also gives you the ability to search doctors by specialty, location and the type of health insurance they accept, and offers patient-written reviews and ratings. “Our mission is to make you a little more intelligent or a lot more intelligent about the decisions you make,” said Rothschild.

And knowledge of local doctors will become even more valuable with the influx of new patients to the healthcare system in the wake of the Affordable Care Act.

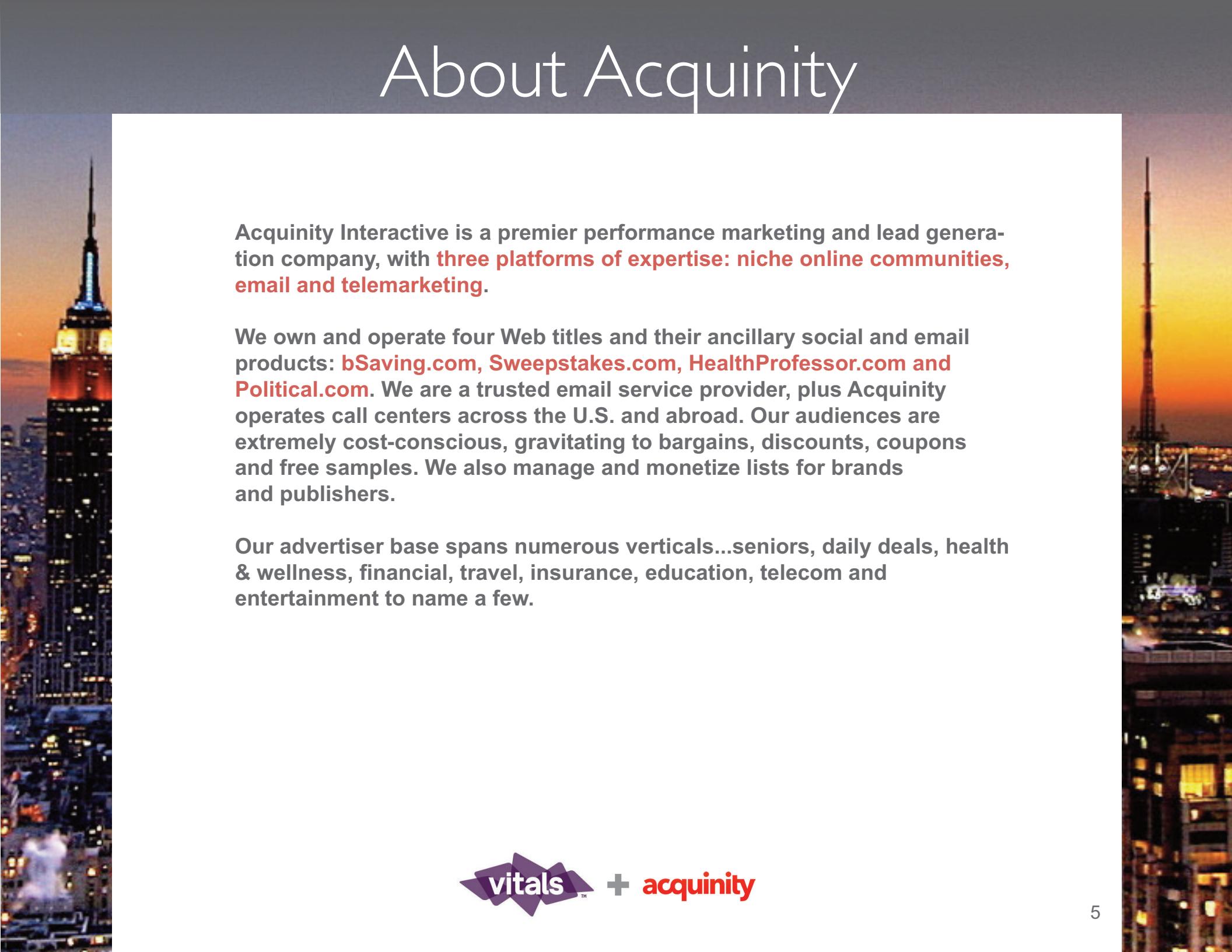
WALL STREET JOURNAL, APRIL 2013:

The doctor won't see you now

For your next doctor's visit, it might be a smart idea to bring a good magazine -- or two. Wait time at physicians' offices are getting longer, according to a new study out from review site Vitals.com.

The overall average wait time hasn't changed much. Nationwide, patients lingered 20 minutes and 15 seconds in 2012, 45 seconds less than 2011.

About Acquinity



Acquinity Interactive is a premier performance marketing and lead generation company, with **three platforms of expertise: niche online communities, email and telemarketing.**

We own and operate four Web titles and their ancillary social and email products: **bSaving.com, Sweepstakes.com, HealthProfessor.com and Political.com.** We are a trusted email service provider, plus Acquinity operates call centers across the U.S. and abroad. Our audiences are extremely cost-conscious, gravitating to bargains, discounts, coupons and free samples. We also manage and monetize lists for brands and publishers.

Our advertiser base spans numerous verticals...seniors, daily deals, health & wellness, financial, travel, insurance, education, telecom and entertainment to name a few.



our products



Acquinity has the ability to launch, host and engage tailor-made communities for Vitals



driving traffic

Collectively, the AI media buying team is responsible for driving targeted traffic to AI's proprietary products and web properties using various online media channels such as, but not limited to, **search, display, contextual and social media.**

By partnering with premium publishers like **Bing, CBS, Facebook and Yahoo**, they are able to pinpoint specific traffic sources that drive consumers to various web properties, resulting in the generation of leads, registrations, sales and brand awareness.



partners



intro to bSaving.com

b saving



bSaving member demos



- 90% Female
- 22% 25-34
- 22% 35-44
- 22% 45-54
- Median HHI \$105,000

registration page

bSaving

Why pay when you can get it free?

Please complete the form below to sign up

Street Address:

Zip Code:

Home Phone:

Cell Phone:

Email me exclusive JC Penny coupons and sales!

Email Daily Deal Alerts for 70% off Electronics from TigerDirect.com

Receive Cash from GetPaidtoTry for trying your favorite Products!

Have Sweepstakes.com email me an entry for a \$1,500 Cash Prize?

Send Me Samples

By clicking [Send Me Samples](#), I agree to bSaving.com's [Privacy Policy](#) and [Terms & Conditions](#), and to receive newsletters and promotions by email, and I am providing my electronic signature expressly authorizing calls from bSaving.com and this list of marketing partners.

Copyright © 2012 bSaving.com | [Privacy Policy](#) | [Terms & Conditions](#) | [Unsubscribe](#)

Data captured on registration:

- Age
- Gender
- First Name/Last Name
- Address/Zip/State/City
- Email
- Home Phone/Mobile Phone

Data Validation

The data for each registration is validated, confirmed and enhanced in real time

Yes/no opt-ins

survey page

Data captured on survey:

- Homeownership Status
- Employment
- Interest in Education
- Level of Education
- Method of Payment
- Credit Rating
- Income
- Debt
- Smoking Habits
- Health Insurance
- Prescription Fulfillment
- Ailments (Diabetes, Sleep Apnea, Back Pain, etc.)

WE CAN ADD A
QUESTION FOR
VITALS.COM.



In order to better serve you, please tell us which types of special deals, coupons, and samples interest you? Check all that apply:

- Cosmetic/Beauty Clothing & Apparel
 Food/Cooking Shoes & Accessories
 Health & Fitness Movies & Entertainment
 Travel Psychic Reading

Are you a home owner?

- Yes No

How would you rate your credit score?

- Excellent Good Fair Poor I don't know

What is your household income?

- Under \$30,000 \$100,000 - \$150,000
 \$30,000 - \$49,999 \$151,000 - \$200,000
 \$50,000 - \$74,999 \$201,000 - \$250,000
 \$75,000 - \$99,999 Over \$250,000

Do you have children?

- Yes No

If you could go back to school to get a better job and make more money, would you?

- Yes No Already taking classes

How many prescriptions do you fill on a monthly basis?

- 0-1 2-3 4-5 Over 5 None

Do you smoke?

- Yes No

Do you suffer from any of the following medical conditions?
Check all that apply:

- I have diabetes I see a doctor for my back pain
 I have sleep apnea I use a nebulizer
 I use an oxygen concentrator I have heartburn or acid reflux
 I have impotence I use disposable catheters

Like and Follow for even more samples, freebies and deals!



Submit

opt-in stack

Saving money is just a click away! Simply click each deal below that interests you. When finished, click **Submit** to continue.

Yes No

 The RetailMeNot Newsletter
SIGN UP TODAY!

Retail Me Not - Looking for a better way to save?
The RetailMeNot newsletter makes sure you never miss a chance to save at your favorite stores! Save more. Shop better!

Yes No

 Recipe of the Day! - Get the latest in Food and Recipe ideas delivered daily to your inbox!

Yes No

 Watch your email for the welcome confirmation from Shell Gas.

Yes No

 Vindale Research - Make Money from Home! Get paid \$5 - \$75 to review products and give your opinion for Vindale Research.

Yes No

 Job Alert - Looking for a new career?
Let us help you by delivering alerts for new Job openings in your area - chosen just for you!

Yes No

 TigerDirect.com - Up to 70% OFF Tech Deals!
Receive DAILY deal alerts with CPUs, Hard Drives, Laptops, TVs, Tablets and much more! Plus you'll get FREE SHIPPING on thousands of products. Start saving today!

Yes No

 THE SMARTER WAY TO PAY AND GET PAID
NetSpend - Get your tax refund in as few as 10 days and get paid up to two days faster with the NetSpend Prepaid Visa Card. 100% Approved. No Credit Check. No Minimum Balance. It's the better way to bank.

Yes No

 JOIN Inbox Dollars - Get paid to read emails, take surveys, shop online and play games from InboxDollars! Join for Free!

Hosted and Co-branded with key properties

Best for:

- Newsletter opt-ins
- E-commerce opt-ins
- Coupons & Deals
- Linkouts
- Lead Generation

Our Partners:

- RetailMeNot
- Tiger Direct
- Overstock.com
- eBay
- Cheapflights.com
- Shell
- AARP
- Vindale Research

hosted forms



Targeted to member profile
and registration data

Key Verticals:
Auto Insurance
Life Insurance
Energy
Smoker
Credit Repair
Health
E-commerce

Our Partners:
Vonage
Kellogg's
LivingSocial
Shoedazzle

linkout stack

Claim Your Exclusive E-Cig Starter Kit!
Looks, tastes, and smokes like a real cigarette! The #1 Electronic Cigarette
[Click Here](#)

FINGERHUT - Shop Now, Pay Later!
Over 30,000 products. Fingerhut helps millions of people buy everything from furniture and bedding to jewelry to the latest electronics, all with affordable low monthly payments.
NO Annual Fees, NO Overlimit Fees.
[Click Here](#)

AMAZON LOCAL DEALS
Save up to 75% on local restaurants, spas and MORE!
BONUS: Subscribe NOW and we'll start sending amazing deals!
[Click Here](#)

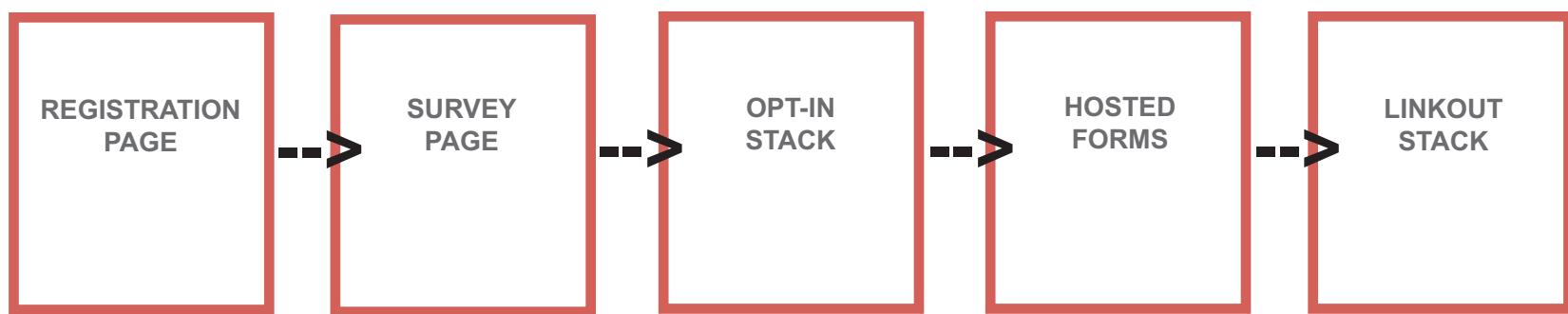
Free Bahamas Cruise Vacation
Book your complimentary cruise vacation! Package includes gourmet dining, casino, live entertainment, full service day spa, sun deck pool and much more!
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bSaving web inventory/flow



bSaving email

3,000,000 active email addresses in database

35,000 registrations gathered daily

Registration-triggered and daily emails

CAN-SPAM compliant

White-listed

Experts on creative (including subject lines), segmentation, testing, ISP receptivity, and messaging audiences with the highest propensity to open

We can filter on:

- Daily, weekly, and total budgets
- Geos/zips
- Age
- Gender
- Interests

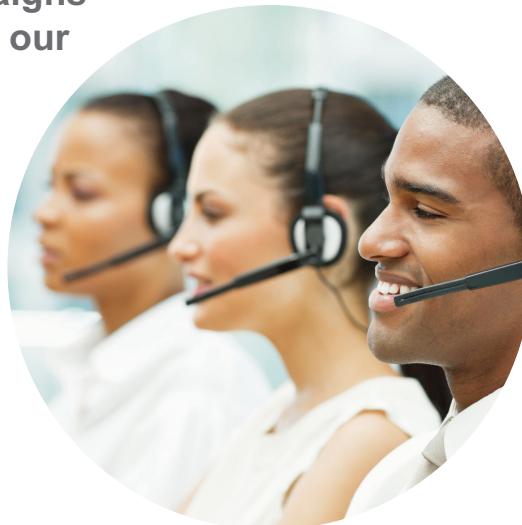
The screenshot shows the homepage of bSaving.com. At the top, there's a banner for 'Clear Men Scalp Therapy Sample - Get Yours Now!' with instructions to add solve@bSaving.com to your address book or safe sender list. Below this is a section for 'Today's Sample' with a 'GET SAMPLE NOW' button. A note says 'Sorry! Sample supplies are limited.' To the right, there's a 'Like us:' button and social media links for Facebook, Twitter, and Google+. The main content area features a 'Great Sample Deal:' for Clear Men Scalp Therapy hair products. Below this are sections for 'Today's Top Coupons' featuring logos for Bed Bath & Beyond, Macy's, CVS/pharmacy, Walmart, Lands' End, Target, Office Depot, and Best Buy. Each logo has a link to its respective coupon page. At the bottom, there's a footer with the bSaving logo, delivery information ('Delivered by bSaving.com, 2200 SW 10th Street, Deerfield Beach, FL, 33442'), and a privacy policy/unsubscribe link.

call centers

Our call team members are responsible for assessing customer needs so we may offer the best products and services available to them. We offer products and services such as Vonage, energy, health, pharma and insurance verticals, and our very own bSaving brand, which offers discounts and coupons as well as our own prepaid MasterCard debit card. We handle over 400,000 calls per day, and qualify over 2.6 million leads per month for our partners.

With 400 seats (200 in the U.S. and 200 abroad), Acquinity's call centers are easily scalable and capable of handling campaigns of every size. Advertisers may choose to have our telemarketers lead-verify, close or transfer phone customers.

- **400 seats, scalable to any-sized campaign**
- **2.6 million leads qualified monthly**



successful campaigns

Through targeting, filtering, and time parting, we customize the user experience with focus to deliver quality leads. Leads are qualified based on quantitative data and known user behavior.

Prilosec
850/day cap,
thousands of
revenue actions
monthly

AARP

Consistently met client caps,
autoresponders used,
client saw 18-20% open rate

Yes No **AARP**
Real Possibilities

Enjoy the benefits of AARP for only \$16 a Year!
Join AARP to take advantage of all the exciting benefits & resources. Receive a gift when you confirm your membership by email. Confirm your membership by mail, and your spouse still signs up for **FREE**.

By selecting this offer, you agree to receive a confirmation e-mail.

[Privacy Policy](#)

**ONE PILL A DAY. 24 HOURS.
ZERO HEARTBURN.***

REQUEST A FREE SAMPLE

* It's possible while taking Prilosec OTC. Use as directed for 14 days to treat frequent heartburn. Do not take for more than 14 days or more often than every 4 months unless directed by a doctor. Not for immediate relief.


**LARRY THE CABLE GUY
ACTUAL USER**

With one Prilosec OTC® pill a day, you can block frequent heartburn symptoms before they strike for a full 24 hours of heartburn relief. That's because Prilosec OTC fights a heartburn day and night by shutting down many of the acid pumps in your stomach. It's the all-day, all-night heartburn protection you need.*

* It's possible while taking Prilosec OTC. Use as directed for 14 days for treating frequent heartburn.

Please answer a few questions to see if you qualify for a free sample of Prilosec OTC®

How often do you treat heartburn?

Never 1 day per week or less
 2 - 3 days per week 4-6 days per week
 7 days per week

Date of Birth

Month / Year

[See If You Qualify](#)

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thank you!

If Vitals is looking to:

- influence specific populations, on the state or regional level
- disseminate its messaging across web, telemarketing and email channels
- target consumers via demographics, behaviors, interests and shopping patterns
- monetize its lists and databases

Acquinity can help.



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