

ORIGINATOR <b>MARY BROWNING</b>	DESCRIPTION MOBILE BIDDING SOLUTION FOR EBAY USING IVR PROMPTS	<ul style="list-style-type: none"> <li>✗ VISUAL IDENTITY</li> <li>✗ WEBSITE DESIGNS</li> <li>✗ ONLINE PROJECTS</li> <li>✗ COLLATERAL</li> </ul>	<ul style="list-style-type: none"> <li>✗ MARKETING PLANS</li> <li>✗ SALES PROMOTION</li> <li>✗ INTERACTIVE MEDIA</li> <li>✗ EVENTS</li> </ul>
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EBAY LIVE EXHIBIT

WEBSITE V3



SLIDES FROM 6 MONTH ROLLING MARKETING PLAN

### Marketing Plan Objectives

- Increase eBay market penetration; capture 2% of top users
  - 11,000 subscribers by end of April 2006
  - 23,000 subscribers by end of June 2006
- Drive marketing programs to convert to users
  - Achieve + 4% conversion rate & reduce Subscriber Acquisition Cost (SAC) by 50%
- Drive affiliate program to secure users
- Reduce incomplete subscriptions by 10% & increase usage by 2X
- Secure strategic relationship with
  - Leverage their marketing channels
- Establish UnWired Buyer as the
  - preferred mobile bidding solution

### Value Proposition

Buyer	Seller	Buyer
Always have a chance to bid & win	Reach more buyers = more bids	More buyers can bid
Increase your bid to win value	More bids = more revenue	More bids per auction = better auctioneer on auction
It's simple to use	More bids = more revenue	Higher ending prices

### Brand Promise & Tag Line

- Brand Promise**
  - Provide useful and innovative service that enhance the general eBay shopping experience and users to get what they want
- Tag Line**
  - UnWired Buyer: When you absolutely need to win it on eBay

Brand Essence	UnWired Buyer - When you absolutely need to win it
Value	I can always bid in the final minutes on eBay without having to be on my computer
Emotional Benefit	With UnWired Buyer, I never miss out on things I want - it has me covered
Functional Benefits	UnWired Buyer is the first solution with auction status and bid bid history
Attributes	Essential, Trustworthy, Convenient, Easy to Use, Smart and Cool

COLLATERAL

### UnWired Nation how business is heard...

...enabling communication, reaction, engagement and release by providing a single point of integration for TV, Web and speech applications.

UnWired Nation is a leading provider of mobile marketing solutions for eBay, offering a comprehensive suite of services for mobile marketing.

### UnWired Nation Where Business Is Heard!

"UnWired Nation is the only mobile marketing solution that provides a single point of integration for TV, Web and speech applications."

"UnWired Nation offers new ways of advertising."

### unwired nation

Delivering a powerful mobile advertising solution that provides reach, relevance and revenue to businesses by removing barriers to getting results.

UnWired Nation is a leading provider of mobile marketing solutions for eBay, offering a comprehensive suite of services for mobile marketing.

### Mobile Voice Advertising

UnWired Nation's mobile voice advertising solution provides a powerful way to reach mobile users and drive revenue to businesses by removing barriers to getting results.

UnWired Nation is a leading provider of mobile marketing solutions for eBay, offering a comprehensive suite of services for mobile marketing.

