



Linkstorm Corporation (Private)



Linkstorm Corporation, founded in 2000 and headquartered in New York City, is an advertising technology company, provides new approaches to online marketing, e-commerce, publishing and social networking. The company was established to commercialize the Handle System®, a next-generation linking system developed by Dr. Robert Kahn, a co-creator of the Internet and co-inventor of its underlying communication protocol, TCP/IP. Its resulting hyperlinking system enhances the performance of online display advertising by overlaying cascading menus onto various kinds of hyperlink and ad units. The company's proprietary solutions are covered by 8 issued patents and at least 30 additional still in the pipeline.

The company offers Banner Xpander that enhances various banner ad with navigational menu overlays that display on mouse roll over, which allows users to instantly access a multitude of advertiser information from one ad unit and Linkstorm Portable Gateway, a package of topical links that can be distributed anywhere on the Web to content and marketing partners, community/social networking sites, and bloggers, including viral distribution by end users. It also offers Portable Universal Profile, a widget that can be personalized by the clients customers and fans, and can be shared via social media personalized affinity marketing, as well as e-commerce solutions for embedding product catalogs into regular display advertising, turning affiliate marketing banners into product showcases and conversion machines and enhancing navigation of ecommerce sites themselves. In addition, the company offers Video Navigator that interlinks video content by category, creator, topic, and various metadata, which enables end users to find videos they are looking for; and enterprise custom solutions for scientific publishers, libraries, and content providers.

The company's clients, which include a variety advertisers, agencies and publishers in the U.S. and internationally, have used its products for campaigns with such renowned brand names as IBM, Sony, Cisco, Lowe's, Xerox, American Express, Prudential, Nikon, M&M's, Expedia, Infinity, Kodak, E-Trade, etc.



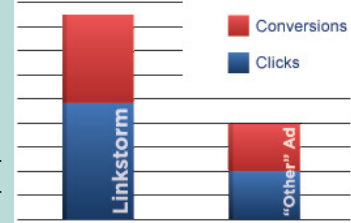
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LINKSTORM EFFECTIVENESS

Retail Financial Services

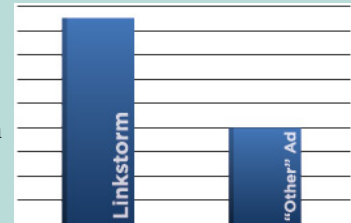
Direct Response Campaign

Result: 243% greater click-throughs and 185% greater conversions than non-Linkstorm ad.



B2B Technology Branding Campaign

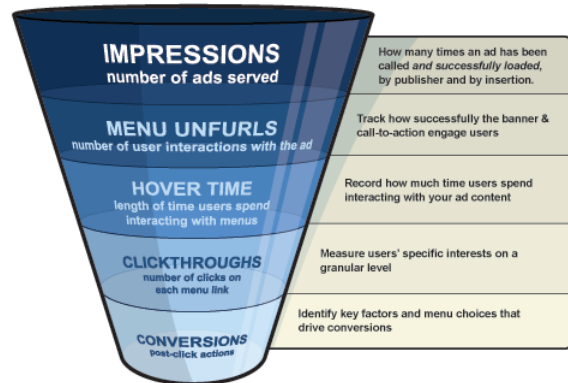
Result: Twice as many click-throughs compared to non-Linkstorm version of the ad.



Source: Linkstorm Corporation

LINKSTORM PERFORMANCE REPORTING

Linkstorm offers advertisers and agencies a further set of metrics beyond traditional campaign performance reporting.



CORPORATE CONTACT INFORMATION

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