

## Options Media Group Holdings, Inc. (OTC BB: OPMG)

Options Media is a multi-channel marketing firm specializing in the acquisition and retention of customers through internet and digital marketing programs. Option Media's ESP platform provides marketers with the ability to create, send and track email messages to their subscriber database through one of the most robust email delivery platforms in the industry. The Options Media Database enables marketers to reach new prospects through a multichannel database of over 70 million unique consumer records for opt-in email, sms and postal marketing. Additionally, the company offers web-based customized lead generation and social network advertising.

Increasingly, advertisers are moving out of print, TV and Radio and into email, sms and web marketing. Options Media has positioned itself to capitalize on this transition by putting in place the management, technology and services that will meet demands now and into the future.

For the quarter ending March 30, 2009 the Company reported revenues of \$2.2 Million. The resulting gross profit was \$1.5 million, which represents a 70% gross margin. SMS revenues grew more than 300% from the fourth quarter of 2008 to first quarter 2009.

Looking ahead to the future Options Media has expanded and improved services that will result in increased sales for the company and greater ROI for customers. It has widened its SMS Mobile Marketing capabilities for WAP (Wireless Application Protocol.) This added capability allows delivery of point of sale for the customer's marketing campaign to the recipients. The company has upgraded and improved the real-time performance tracking of list data, increased servers and bandwidth to expand service capabilities for ESP clients and upgraded systems and technologies for list counts and broadcasts.

**CURRENT PRICE:** \$0.28  
**52-WEEK RANGE:** \$0.24 - \$1.85  
**AVG DAILY VOLUME (90-DAY):** 54,100  
**FLOAT:** 49.0 million  
**OUTSTANDING SHARES:** 58.7 million  
**MARKET CAPITALIZATION:** \$16.4 million

### INCOME STATEMENT HIGHLIGHTS

**REVENUES:** \$5.6 million  
**GROSS PROFIT:** \$2.1 million  
**NET INCOME:** (\$4.8 million)  
**DILUTED EPS:** (\$0.10)

All figures for nine months ended March 31, 2009

### BALANCE SHEET HIGHLIGHTS

**CASH & EQUIVALENTS:** \$90.4 thousand  
**WORKING CAPITAL:** (\$2.6 million)  
**TOTAL ASSETS:** \$13.1 million  
**LONG TERM DEBT:** Nil  
**NET WORTH:** \$9.6 million

All figures as of March 31, 2009

### INDUSTRY HIGHLIGHTS

- 74% of marketers surveyed said they plan to increase their direct email spending, which is expected to grow at the expense of print ads, as 55% of respondents said they will probably decrease print ad spending in the next three years. - eMarketer
- Total US Internet ad spending will increase to \$25.7 billion in 2009, an 8.9% growth rate, representing a robust increase compared with nearly all other media. - eMarketer

### RECENT COMPANY HEADLINES

Mon, April 20, 2009

Options Media's 1TM list database was named as Top 50 List Manager in Nextmark's List Quality Report. 1TM lists ranked #2 in its category with a score of 99.4 out of perfect 100 for datacard quality.

### CORPORATE CONTACT INFORMATION

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