

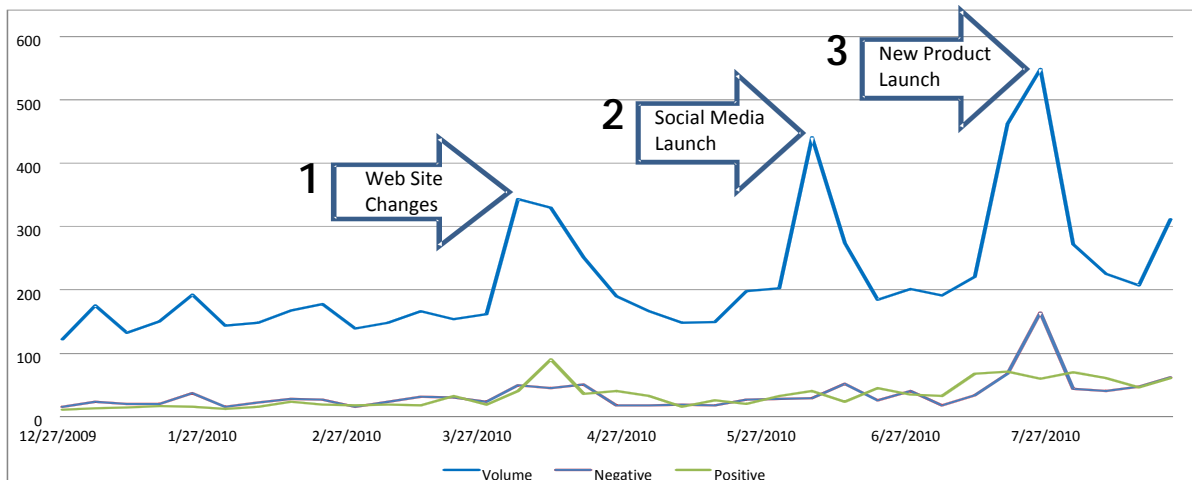
The Social Network Monitoring product we have developed reaches a broad array of discussion sources, including Facebook, Twitter, Product Boards and Industry Forums in addition to Wiki sites and the like. We focus initially, on company name, product categories, product names, related key words. We then include the same for competitors in your specific marketplace.

While most Social Network products focus on frequency and volume, we go beyond that and integrate specific sentiments and levels of influence.

We also can isolate authors, categorize them by sentiment, and discern their level of influence upon the social community. This level of optics allows you to address the author's sentiment, directly, from your the companies perspective.

Below is high level example of our "buzz" findings for a client of ours in the entertainment and gaming marketplace.

Weekly Volume and Sentiment Trend – Combination Chart



1. Any changes to your Web site will create buzz that is usually positive in sentiment.
2. Launching social media channels such as a Facebook page, will create a significant amount of discussion or buzz but may not always provide a sentiment change.
3. New product launches will create the most conversations and buzz, however, the sentiment is usually very charged and may be positive or negative.