Delivering the World's Information
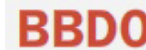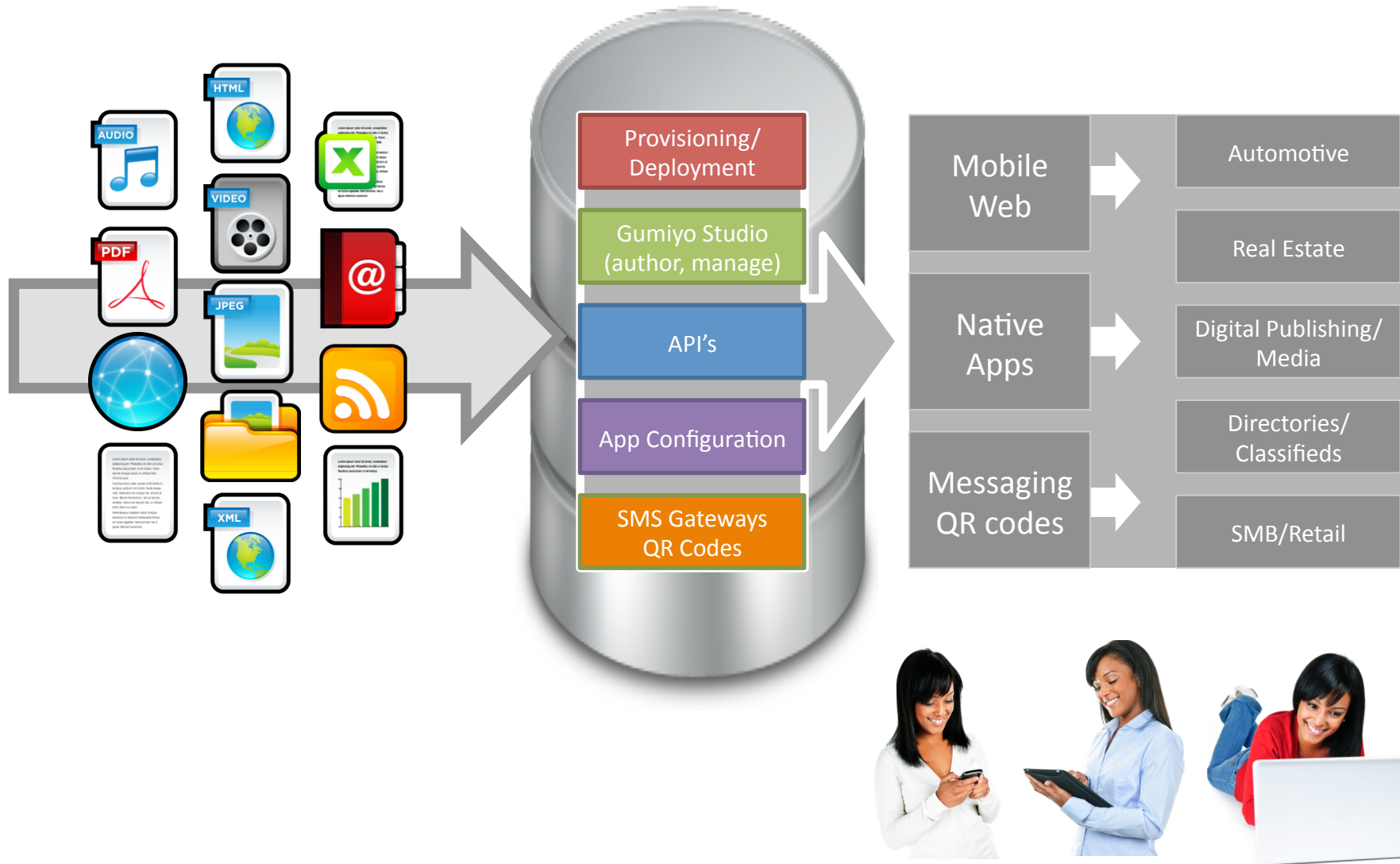
Connecting publishers and businesses to consumers across 2,200 device profiles

Innovating for Scalability

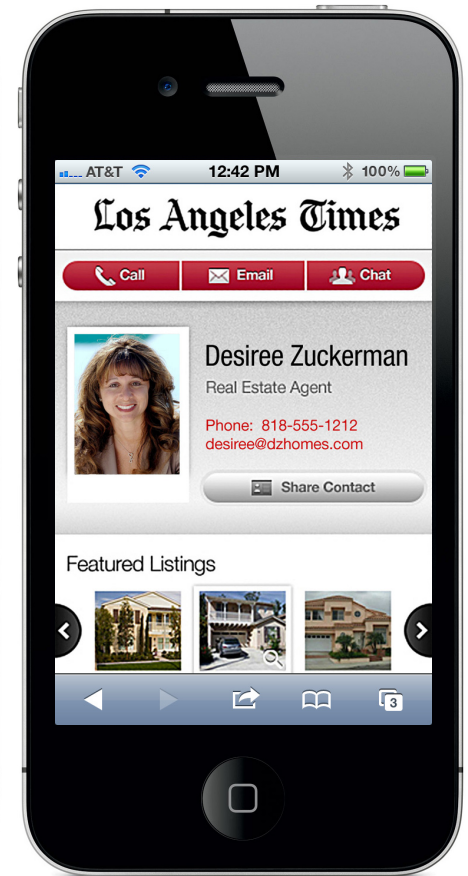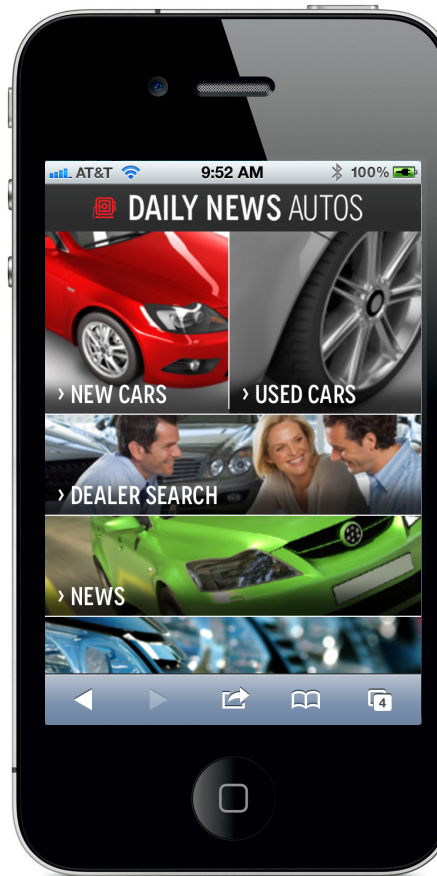**GUMIYO™**

Provisioning/
Deployment

Gumiyo Studio
(author, manage)

API's

App Configuration

SMS Gateways
QR Codes

Mobile
Web

Native
Apps

Messaging
QR codes

Automotive

Real Estate

Digital Publishing/
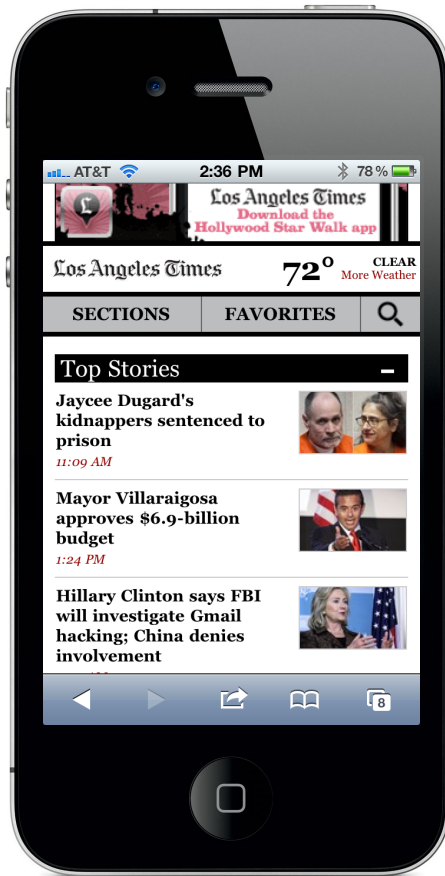Media

Directories/
Classifieds

SMB/Retail

Innovating for quality and usability

GUMIYO™

News and Editorial

Classified Portals & Directories
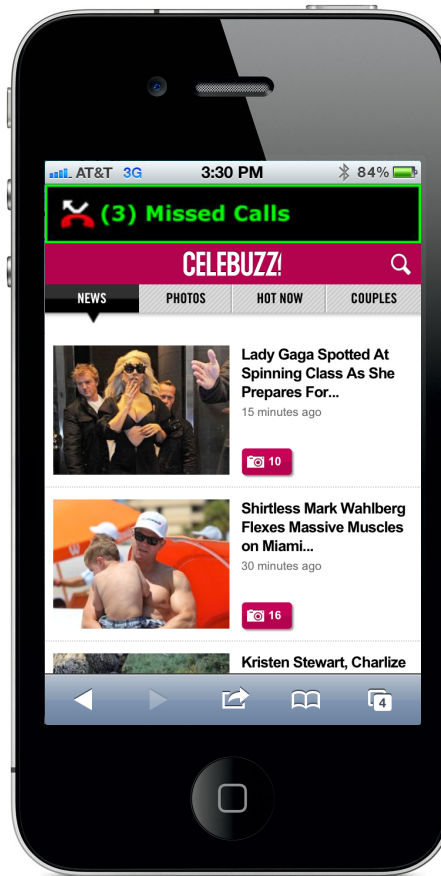
One platform to all devices

GUMIYO™

dailynewsautos.com

WORKS ON HUNDREDS OF MOBILE DEVICES

Combining Traditional and Mobile

GUMIYO™

Daily News Auto Dealer Network

View New and Used Car Inventory on the go from your mobile phone

- Text **dnauto** to **48657**
- Scan the QR Code
- Text code below to directly access the featured dealer's mobile website

---

Acura

Major World Accura
Text **MAJORACCURA** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

Paragon Acura

MANAGER'S SPECIAL

2010 Acura TL
$20,000 + 1.9% Financing
Text **PARAGONACCURA** to 48696
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Ford

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2009 Ford Focus
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Lindsay Ford
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877-356-5030 - www.lindsay.com

Sansone Ford
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877-356-5030 - www.sansone.com

Honda

Sansone Honda
Text **SANSONEHONDA** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.sansone.com

Honda (cont'd)

Major World Honda
Text **MAJORHONDA** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

Ford

Paragon Infiniti
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43-40 Northern Blvd. Queens, NY
877-356-5030 - www.paragonauto.com

Sansone Isuzu

MANAGER'S SPECIAL

Infiniti
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Island City, Queens
856-5030 - www.sansone.com

Jeep

Lindsay Jeep
Text **LINDSAYJEEP** to 48696
Northern Blvd. Queens, NY
356-5030 - www.lindsay.com

Paragon Jeep

MANAGER'S SPECIAL

Jeep Cherokee
$20,000 + 1.9% Financing Text **PARAGONJEEP** to 48696
Northern Blvd.
Island City, Queens
356-5030 - www.paragon.com

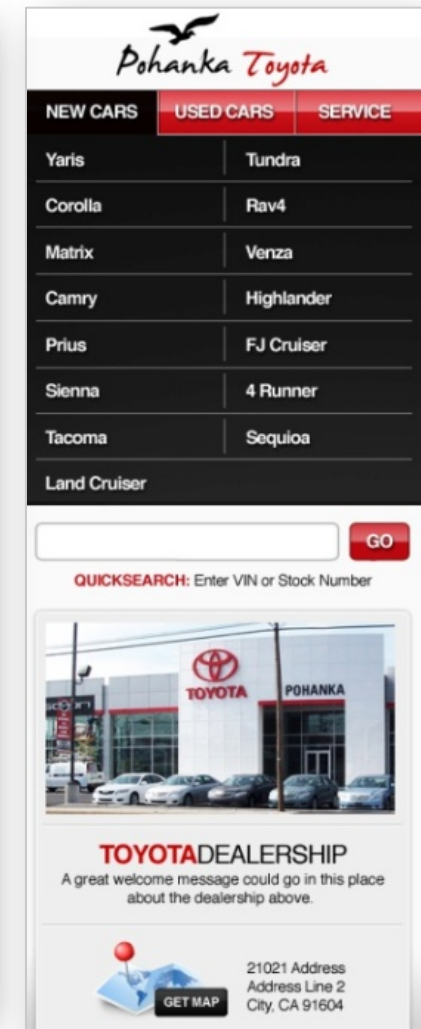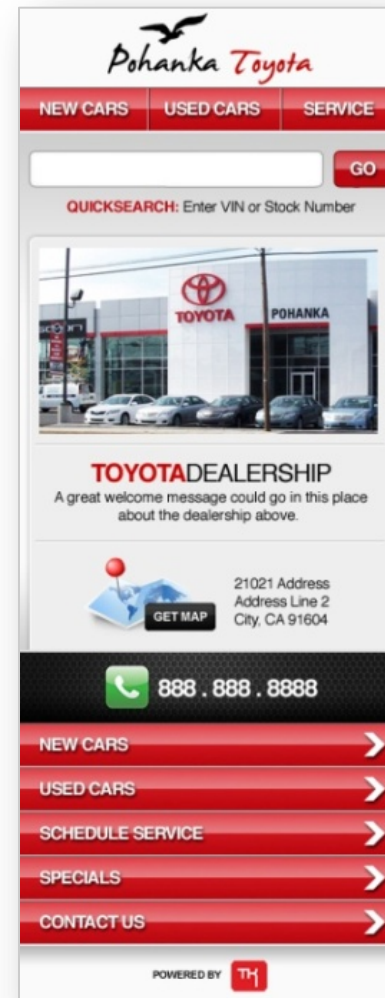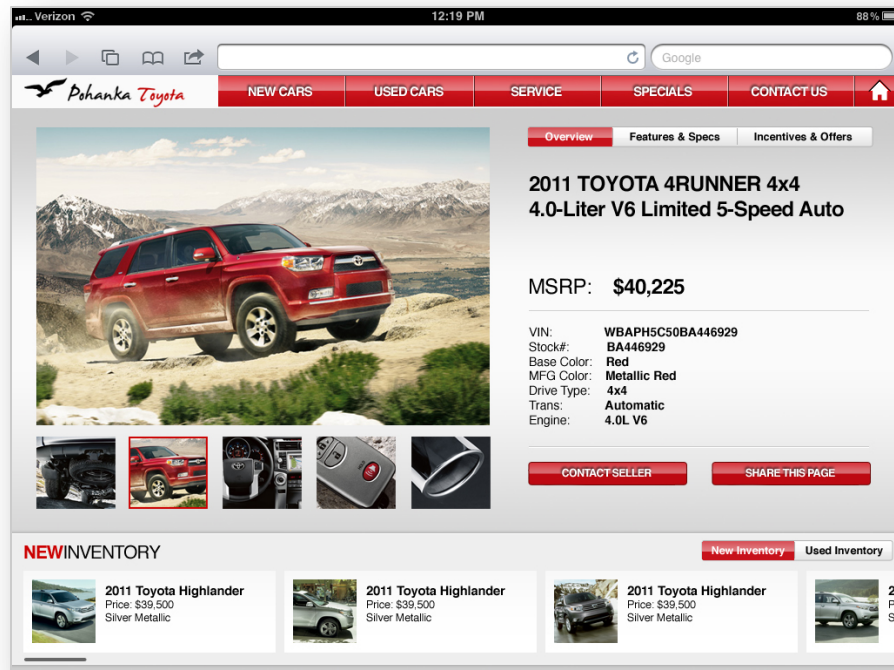## MANAGER'S SPECIAL

2009 Ford Focus
$20,000 + 1.9% Financing
Text **MAJORFORD** to
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.majorauto.com

Advertiser Sites

GUMIYO™

Gumiyo maintains a solid practice in site design for both smart phones and tablets
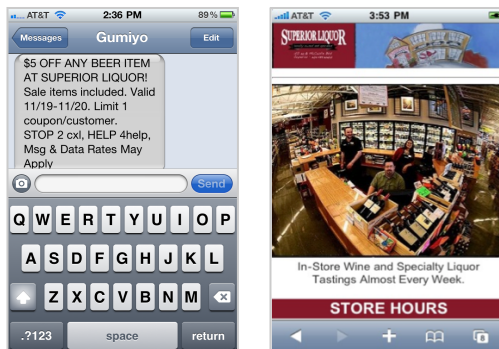
Delivering Mobile Solutions at Scale
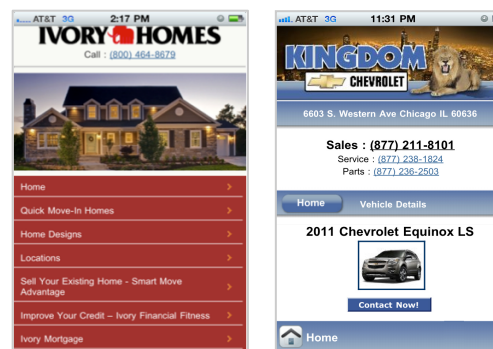
GUMIYO™

Platform-as-a-Service to create, mass-deploy, and manage mobile sites, messaging programs, apps
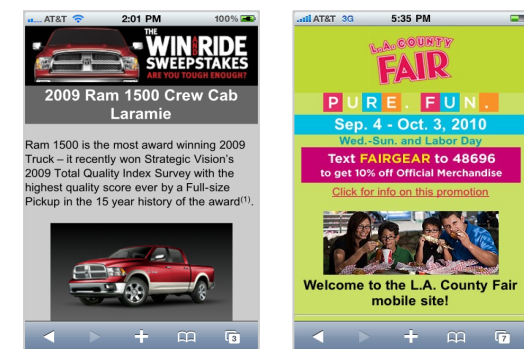
Basic and Starter Packages

- 1 Go Code
- 250 outbound SMS
- 1 custom landing page
- Reports

Professional Packages

- 6 Go Codes
- 300-1,000 SMS
- 10-20 page mobile site
- Reports
- Mobile lead capture/forms
- Mobile coupons
- Standard inventory/data feeds

Large or Custom Packages

- 20 Go Codes
- 2,500-5,000 SMS
- Unlimited pages mobile site
- Reports
- Mobile lead capture/forms
- Mobile coupons
- Mobile redirects
- Custom inventory/data feeds

Turnkey and proven in key verticals

GUMIYO™

Editorial | Retail - Coupons | Broadcasting | Digital Publishers
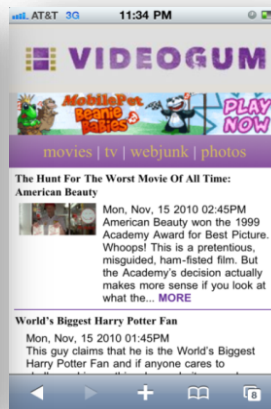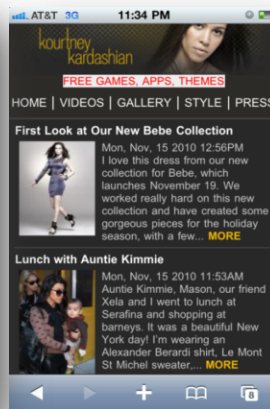
"...**Los Angeles Times** Media Group generated **$500,000 in revenue** from the automotive solution alone in 2011..."

Eddy Hartenstein, CEO Tribune & Publisher the Los Angeles Times
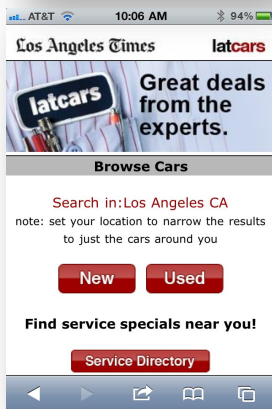
Classifieds - Portals | SMB – Real Estate | SMB - Automotive | Events/ Campaigns | SMB- Retail | Brands
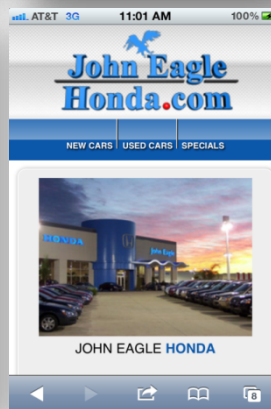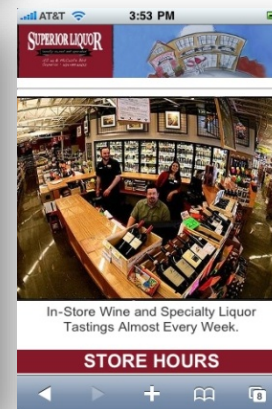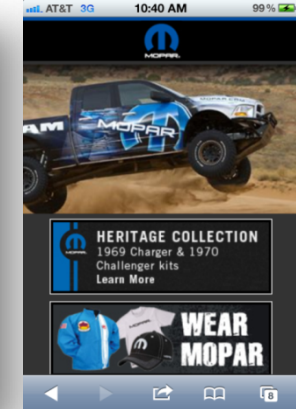
Case study: Tribune Company

GUMIYO™

980 data feeds from Tribune, updated multiple times/day

- 37 mobile sites – Newspaper, broadcast, radio, magazines

- 8 iPad apps

- 14 auto, real estate, and recruitment mobile site portals with SMS and QR codes

- 3,000 local and SMB sites sold to auto dealers, retail, real estate, recruiters

- National and direct-response mobile campaigns

- Local control over content, sections, look-and-feel

- Global control of general templates, functionality, Tribune brand, and reporting

- National, enterprise scalability and flexibility
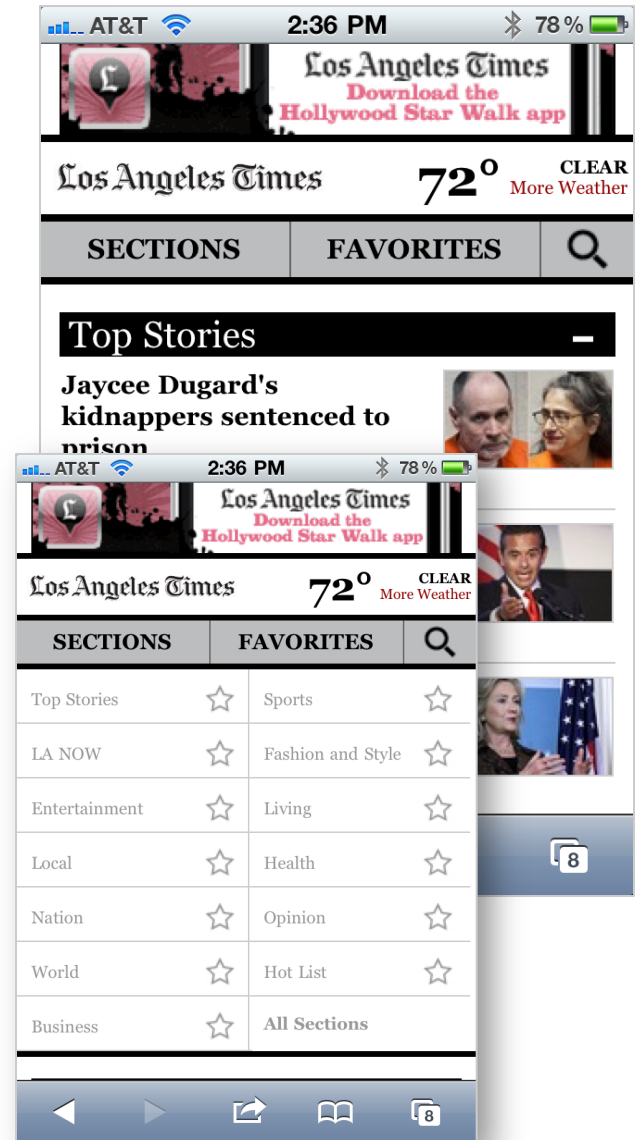
Case study: Tribune News Properties

GUMIYO™
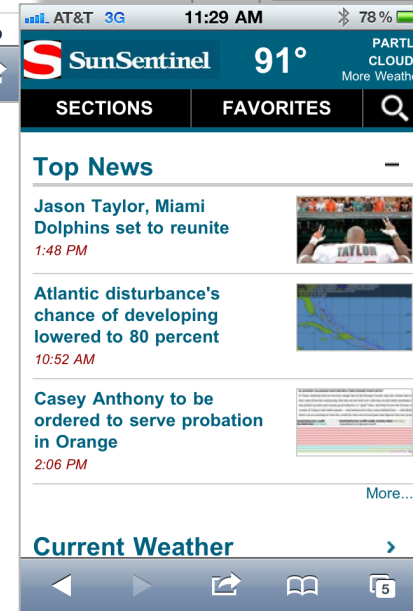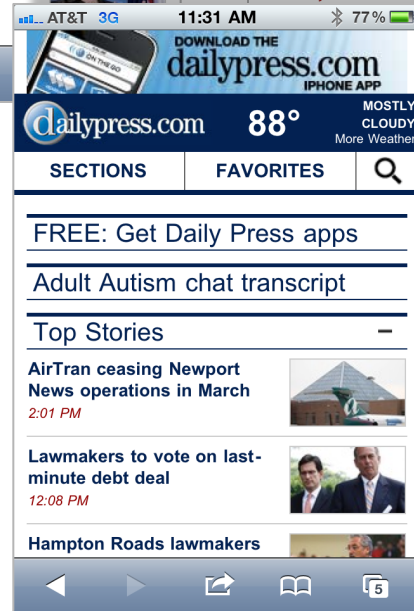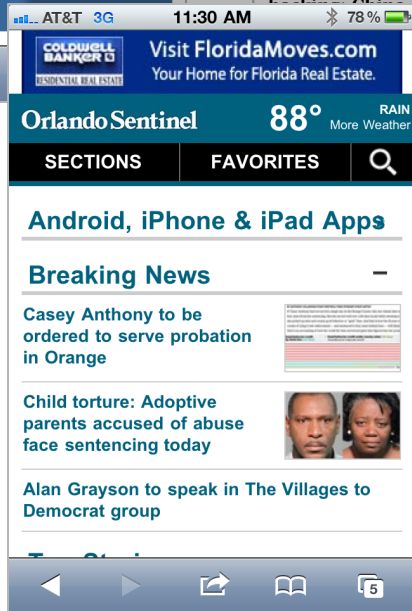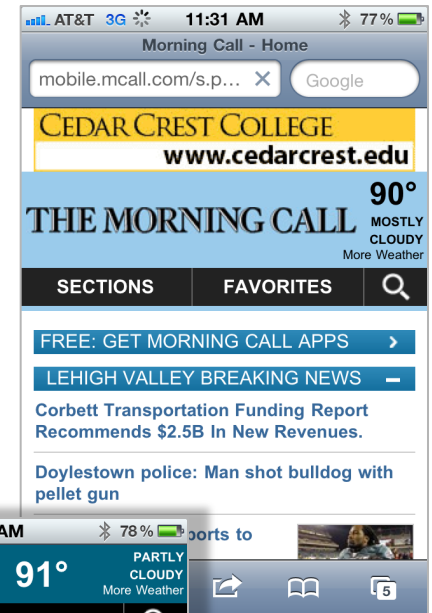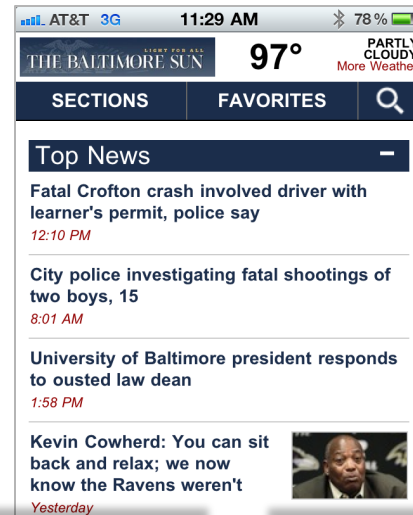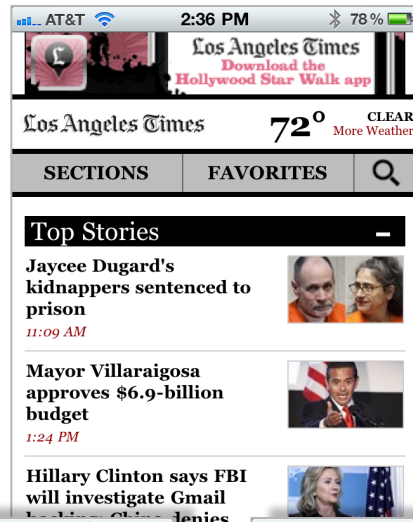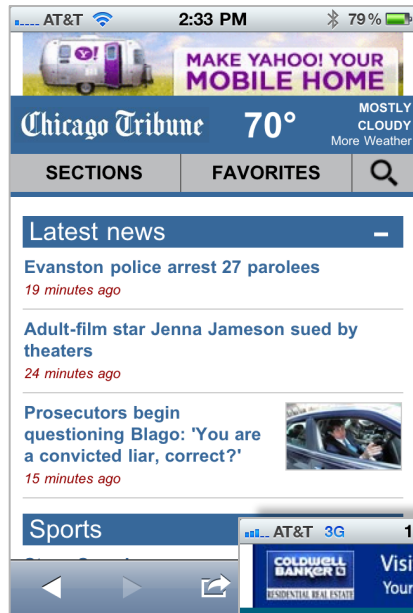
Case study: Tribune Broadcast Sites

GUMIYO™

Built-in Social sharing tools

mobile.ktla.com

mobile.wgntv.com

mobile.wgnradio.com

mobile.joeswall.com

mobile.q13fox.com

mobile.nw32.com

mobile.wpix.com

mobile.southflorida.com

mobile.ctnow.com

mobile.dc50tv.com

mobile.abc26.com

mobile.nola38.com

mobile.myphl17.com

mobile.fox43.com

mobile.fox17online.com

mobile.the33tv.com

mobile.39online.com

mobile.fox40.com

mobile.fox5sandiego.com

mobile.ct.com

mobile.fox59.com

Real Estate

GUMIYO™

Innovation to create value

Text LATHOMES to 12345

Los Angeles Times Homes Portal

A destination mobile website for Los Angeles Shoppers

- Lets readers search for homes on their mobile device by features, neighborhoods, address, MLS# and Web ID#
- Includes photos, videos, and detailed property information

Agent Mobile Solution

Let home shoppers on the go view your listings, research areas to live and learn more about you

- Attracts new home sellers and buyers
- Makes your print ads clickable
- Captures your branding

Includes:
- All your listings through a data feed - no further work needed!
- QR Codes & SMS Go-Codes
- Quick 1-Click Contact via Phone, Email and Chat

In the market for a new home? Selling your property? Just curious to see what's out there?

The Los Angeles Times Mobile Real Estate website is the **perfect place** to find all the properties in your area with complete listing information, images and an Open House directory to plan your house hunt. You can also search by WEB ID, Address or Featured Agent.

Text **LATHOMES** to **48696** to get started or scan this **QR Code** from any enabled device. Msg&Data Rates May Apply.

Los Angeles Times | Real Estate   www.latimes.com/realestate

Buzzmedia
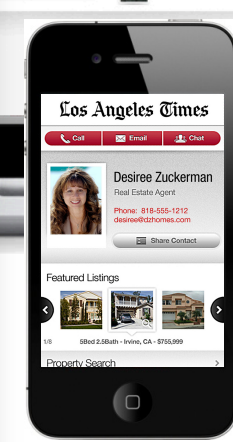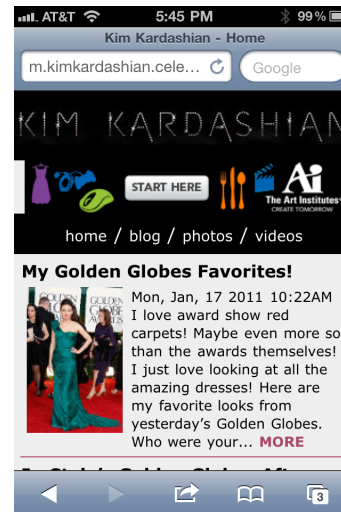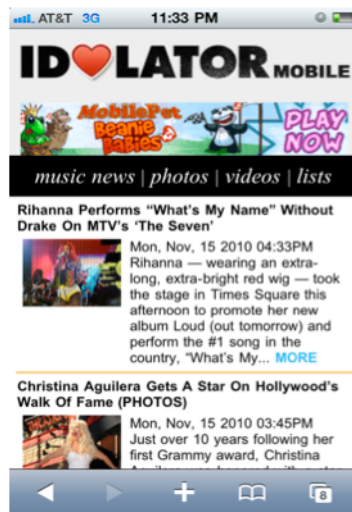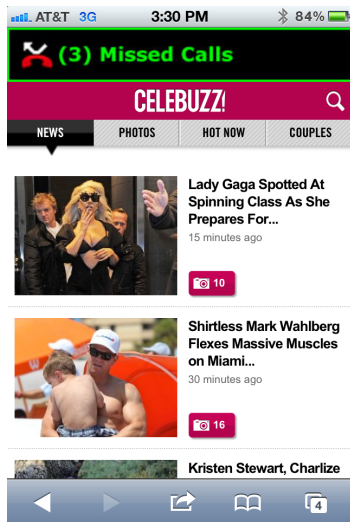
m.celebuzz.com

m.thesuperficial.com

m.stereogum.com

m.kimkardashian.celebuzz.com

m.officialkourtneyk.celebuzz.com

m.idolator.com

m.videogum.com

m.wwtdd.com

m.thelivebuzz.com

m.gorillavsbear.net

m.nicolerichie.celebuzz.com

m.kendrawilkinson.celebuzz.com

m.socialitelife.com

Buzzmedia

The Platform

User Login and Administration

Data Extraction, Mapping, Management and API's for Inventory, Listings, and Content

SiteBuilder	BlastBuilder	QRBuilder	ProductBuilder	CustomerBuilder
mobile sites/HTML5	text messaging	QR codes	mobile resale products	multi-tenant, advertisers and SMRs

Automotive	Real Estate	Recruitment	Classifieds	News/Editorial	Retail
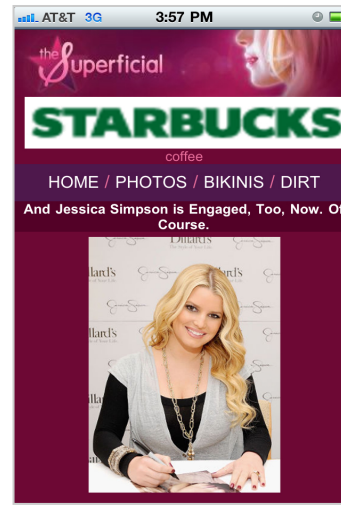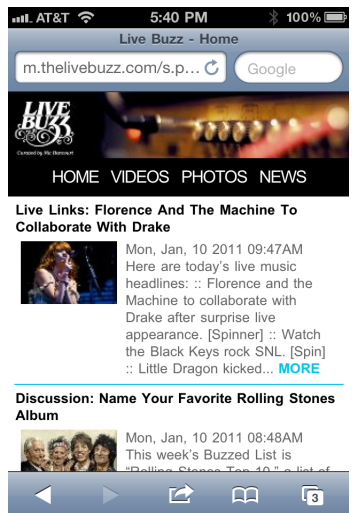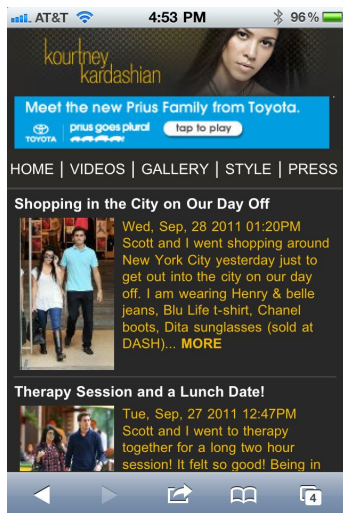
Inventory, Content, and Data Management

GUMIYO™
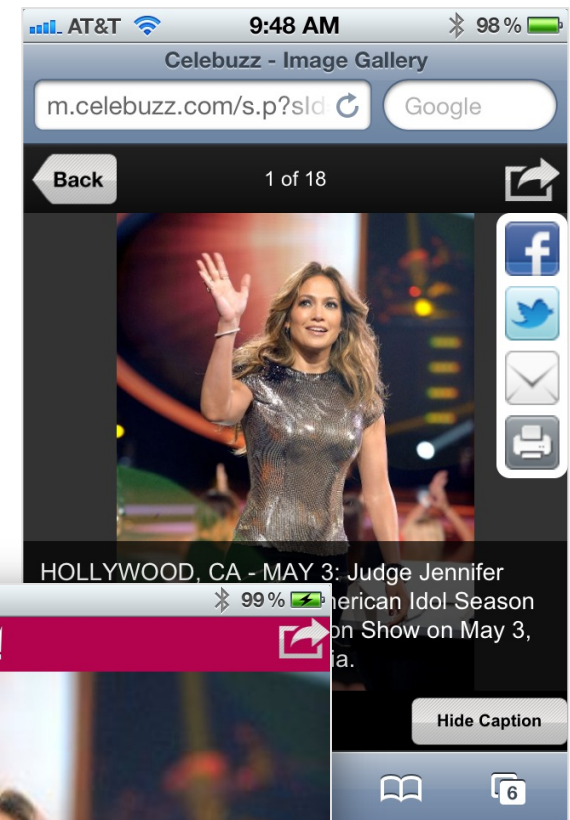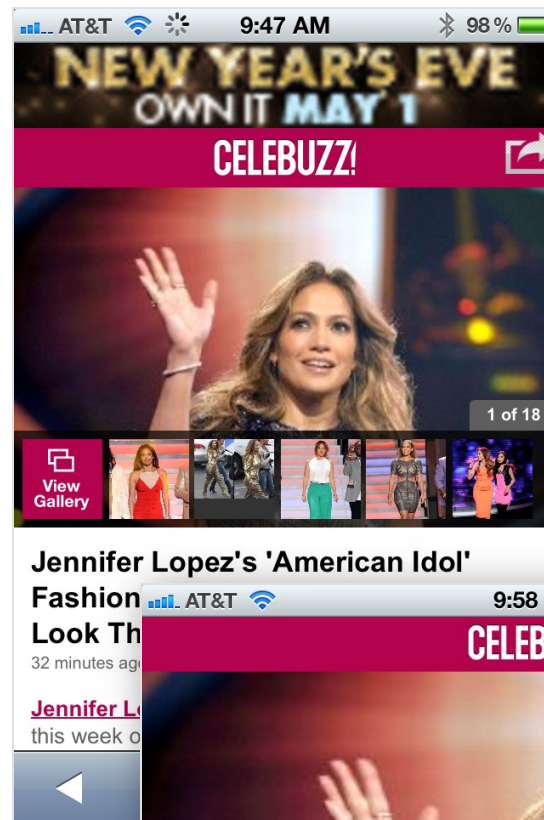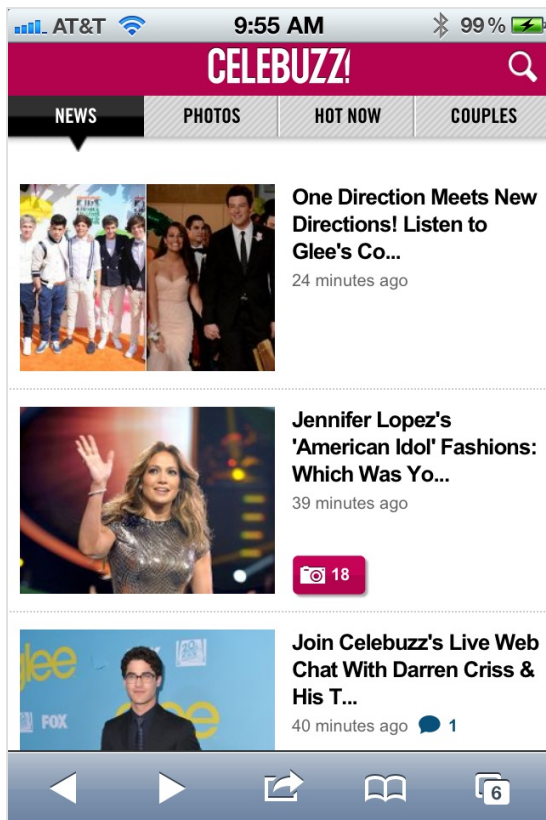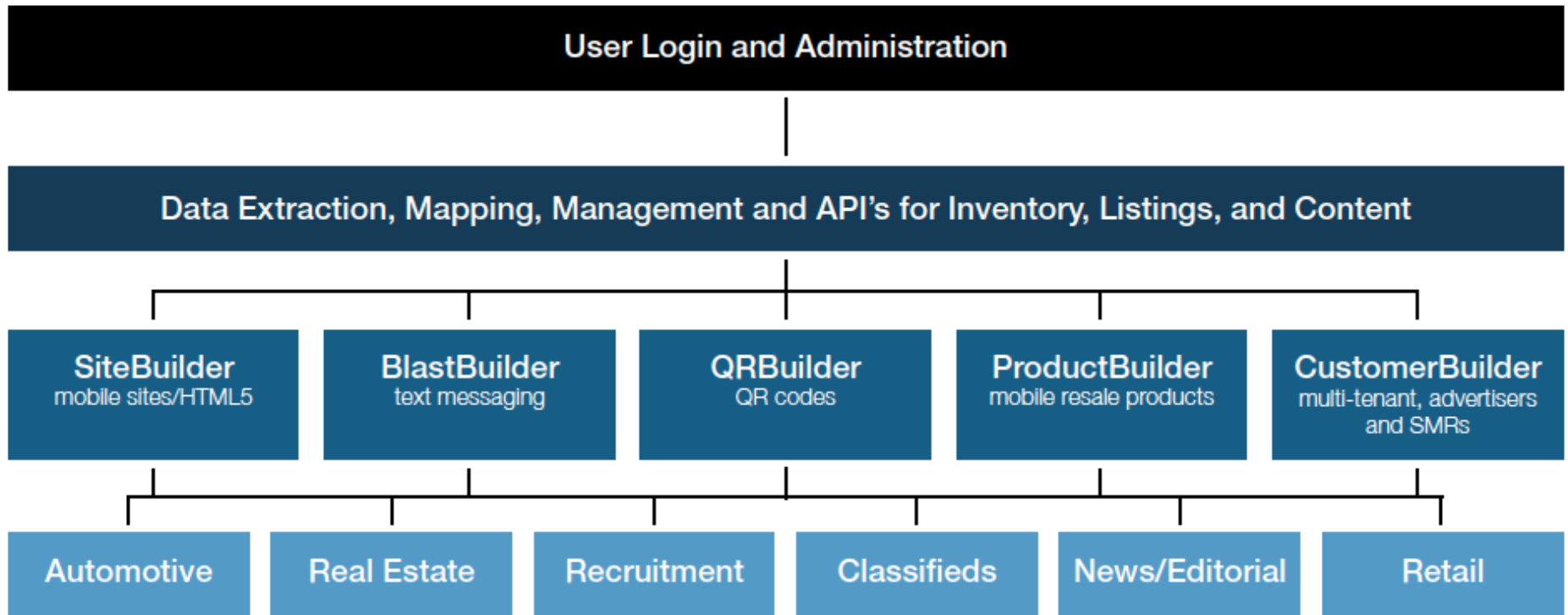
- **Vehicle inventory**
- **Property listings**
- **Editorial Content**
- **Blog Feeds**
- **Classified listings**
- **Job listings**
- **Local directories**
- **Store locations**
- **retail inventory**

XML, RSS, CSV, Web Service

Inventory, Content, and Data Management

Site Builder

GUMIYO™

- **Full HTML, CSS, and javascript control**
- **Drag-and-drop WSYWIG editor**
- **Custom form builder**
- **Reusable templates, menus, navigation bars and widgets**
- **SEO tools**

- **Dynamic link-shortening**
- **Media asset library**
- **Map integration, driving directions, and GPS support**
- **Search widgets**
- **Automatic page rendering and responsive web**

Message/Blast Builder

GUMIYO™

- **Shared or dedicated common short codes**
- **Unlimited keywords (dedicated short codes only)**
- **SMS campaign setup and scheduling**
- **Dynamic URL integration + link-shortening**
- **Mobile number capture and messaging lists**

- **SMS to Email Capture**
- **SMS to Web form integration**
- **SMS Coupons and Offers**
- **Carrier-compliant opt-in tools**
- **Alerts and Lead Generation with CRM integration**
- **Dynamic Inventory Integration (MLS, VIN, ID, etc.)**

Message/Blast Builder

GUMIYO™

QR Builder

GUMIYO

- **Dynamic Listing and Inventory Integration**

- **SMS Pairing**

- **Dynamic mobile page integration**

- **URL assignment**

- **Coupon pairing**

Product Builder

- **Standard mobile product templates**
- **Custom product configuration**
- **Product provisioning**
- **Price management**
- **Template integration**

Customer Builder

- **Nested accounts**

- **Product assignment**

- **Independent Gumiyo Studio access per customer account**

- **Demo accounts**

A few other platform points

GUMIYO™

- **Ad networks**
  o Works with network of choice (12 currently supported)
  o No revenue-share

- **Reporting & Analytics** – Plug into 3rd party (Omniture, Google Analytics, etc.)

- **Content**
  o CMS integration
  o Data feeds such as jobs, auto, real estate or coupons
  o Access to our data partners

- **Support & Administration**
  o Simple, enterprise-class online tool
  o 24/7 support
  o Dedicated training program