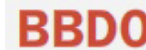




Delivering the World's Information

Delivering the World's Information

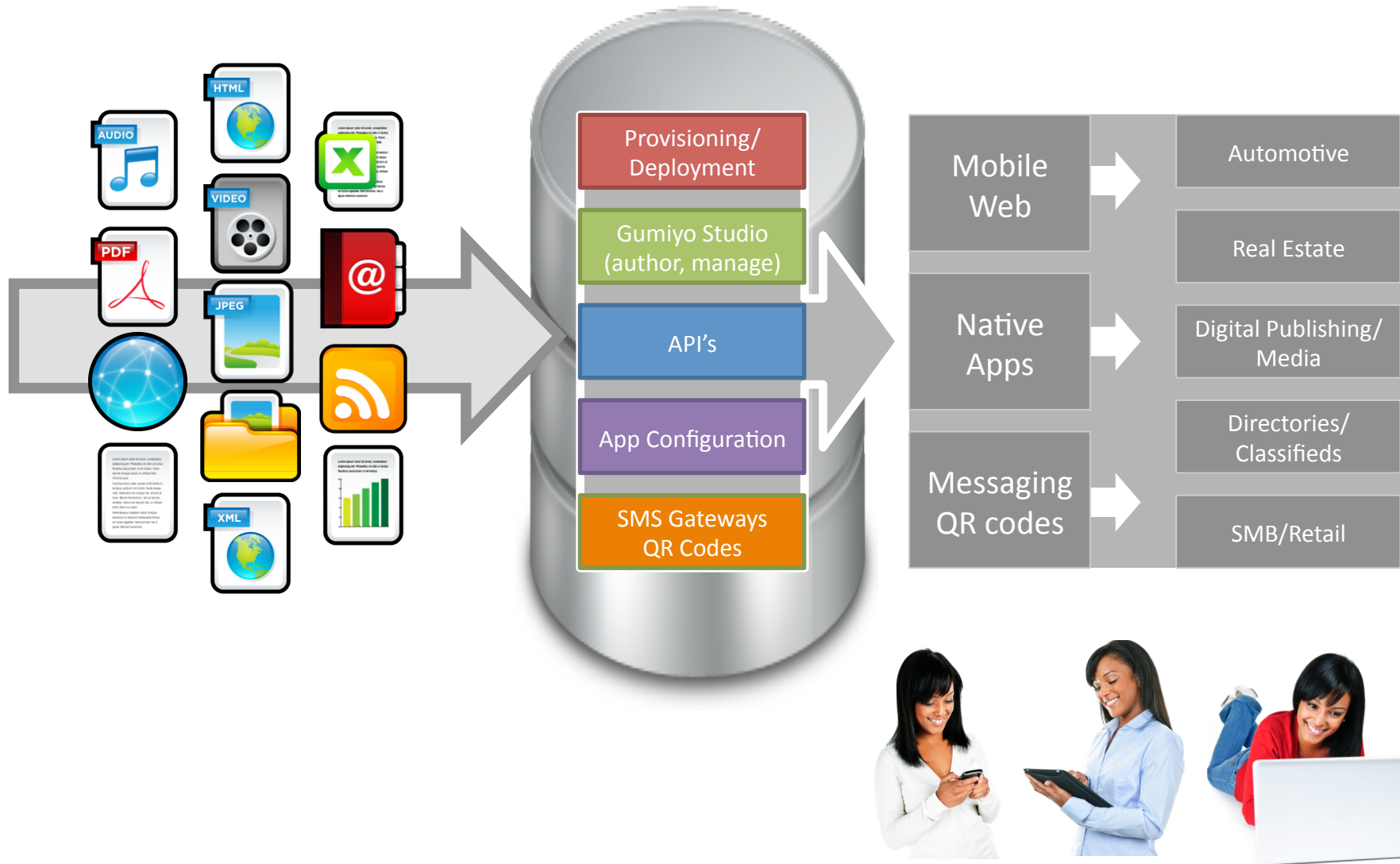
GUMIYO™



Connecting publishers and businesses to consumers across 2,200 device profiles



Innovating for Scalability

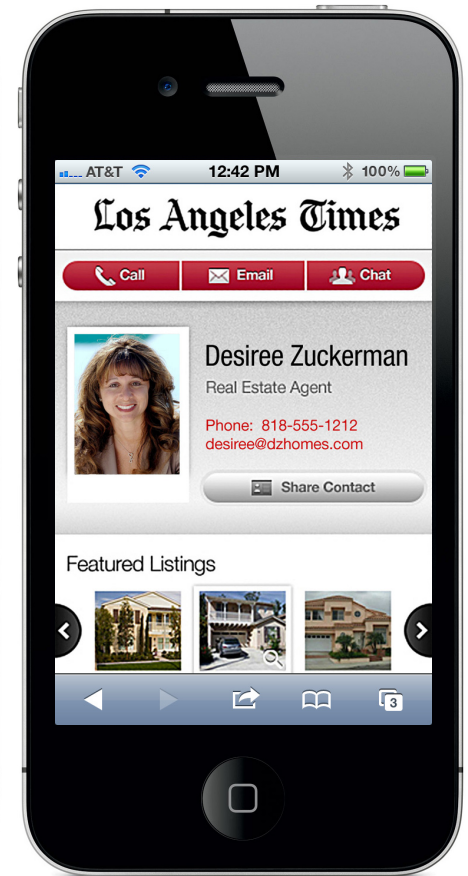
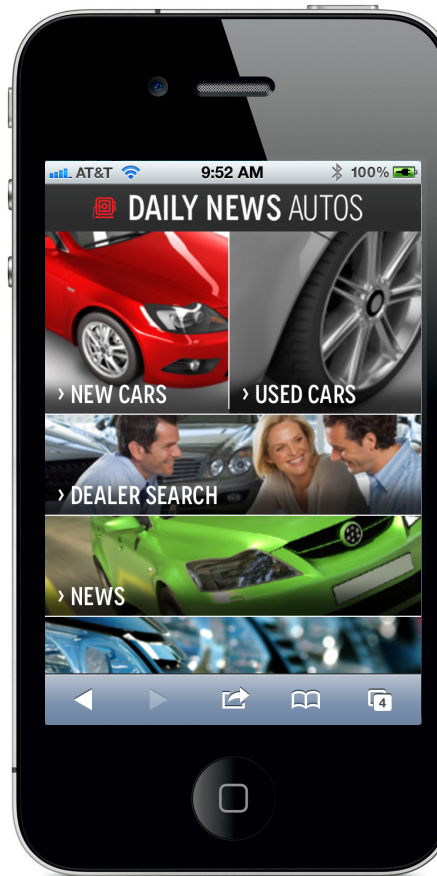
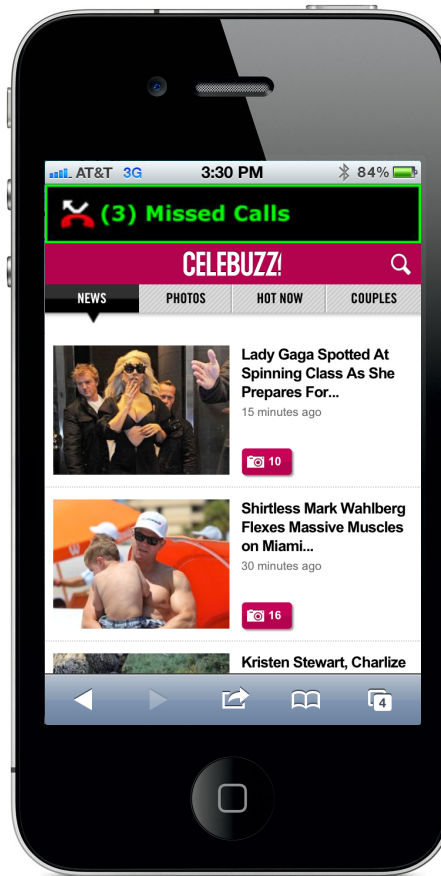
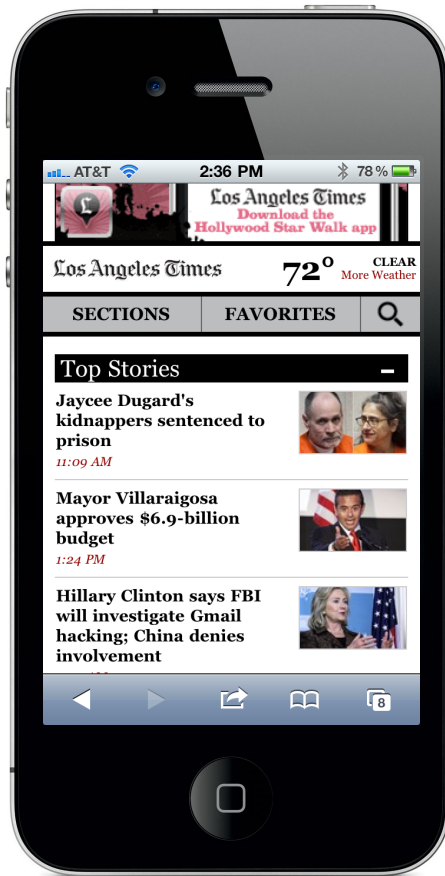


Innovating for quality and usability



News and Editorial

Classified Portals & Directories



One platform to all devices

GUMIYO™

dailynewsautos.com



**WORKS ON
HUNDREDS OF
MOBILE DEVICES**



Combining Traditional and Mobile



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



Msg. & data rates may apply. Text HELP for help. Terms & Conditions available at NYDailyNews.com

Acura

Major World Acura
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
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.paragon.com

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

Chevrolet

Paragon Chevrolet
Text **PARAGONCHEVROLET** to 8696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

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

Major Chevrolet

MANAGER'S SPECIAL



2008 Chrysler
\$20,000 + 1.9% Financing
Text **MAJORCHEVROLET** to 48696
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.majorauto.com

Paragon Chevrolet
Text **PARAGONCHEVROLET** to 4696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

Lindsay Chevrolet
Text **LINDSAY** to 4696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.lindsay.com

Dodge

Paragon Dodge
Text **PARAGONDODGE** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

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

Ford

Paragon Ford
Text **PARAGONFORD** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.majorauto.com

Major Ford

MANAGER'S SPECIAL



2009 Ford Focus
\$20,000 + 1.9% Financing
Text **MAJORFORD** to 48696
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.majorauto.com

Lindsay Ford
Text **LINDSAYFORD** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.lindsay.com

Sansone Ford
Text **SANSONEFORD** to 48696
43-40 Northern Blvd. Queens, NY
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
Text **PARAGONINFINITI** to 48696
43-40 Northern Blvd. Queens, NY
877-356-5030 - www.paragonauto.com

Sansone Isuzu

MANAGER'S SPECIAL



Infiniti
\$20,000 + 1.9% Financing
Text **SANSONEISUZU** to 48696
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.sansone.com

Paragon Jeep
Text **LINDSAYJEEP** to 48696
440 Northern Blvd. Queens, NY
877-356-5030 - www.lindsay.com

Paragon Jeep

MANAGER'S SPECIAL



Paragon Jeep Cherokee
\$20,000 + 1.9% Financing Text
Text **PARAGONJEEP** to 48696
440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.paragon.com

MANAGER'S SPECIAL



2009 Ford Focus
\$20,000 + 1.9% Financing

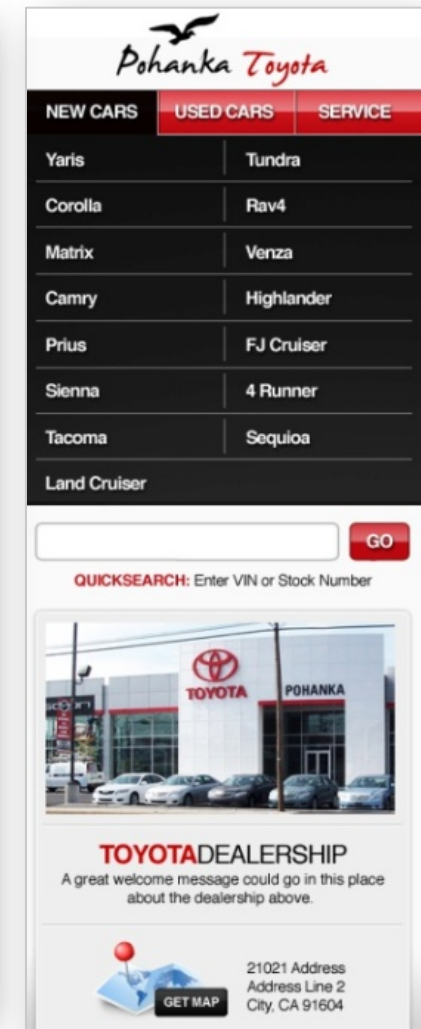
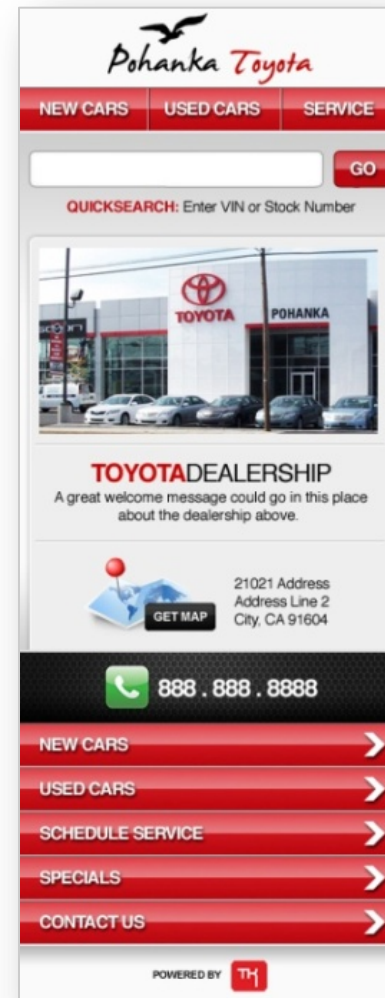
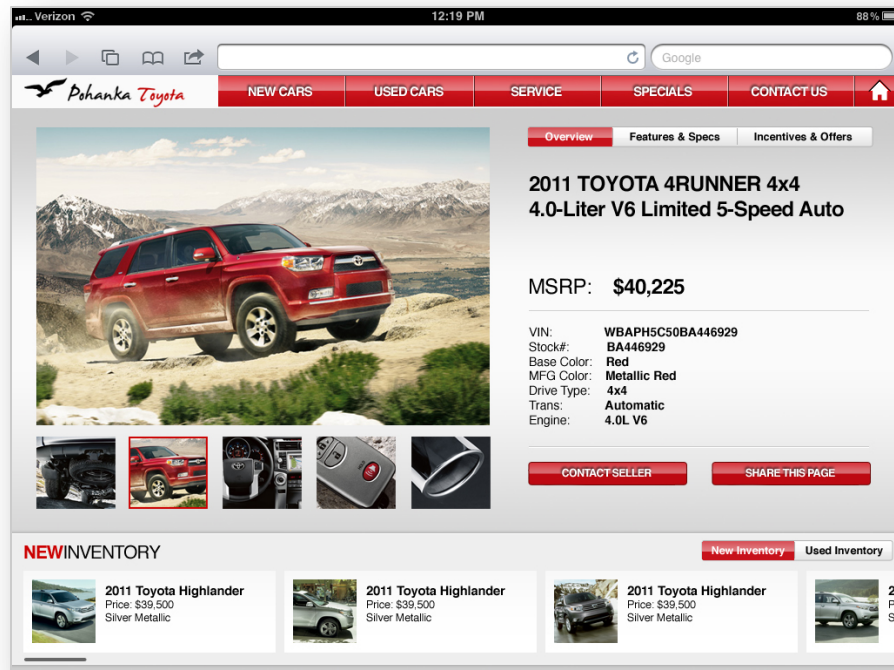
Text **MAJORFORD** to

440 Northern Blvd.
Long Island City, Queens
877-356-5030 - www.majorauto.com

Advertiser Sites



Gumiyo maintains a solid practice in site design for both smart phones and tablets

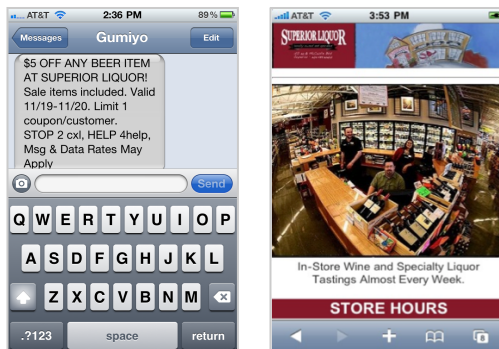


Delivering Mobile Solutions at Scale



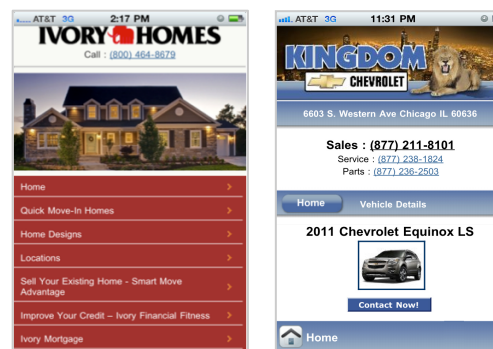
Platform-as-a-Service to create, mass-deploy, and manage mobile sites, messaging programs, apps

Basic and Starter Packages



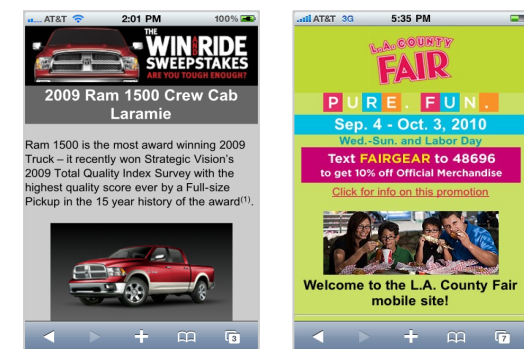
- 1 Go Code
- 250 outbound SMS
- 1 custom landing page
- Reports

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



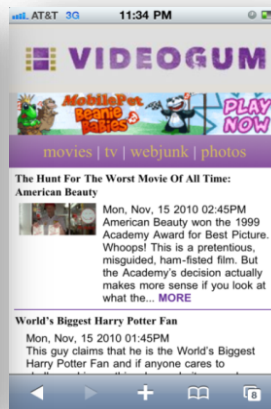
Editorial



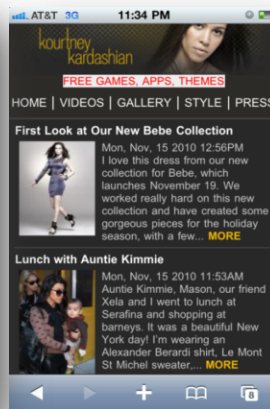
Retail - Coupons



Broadcasting



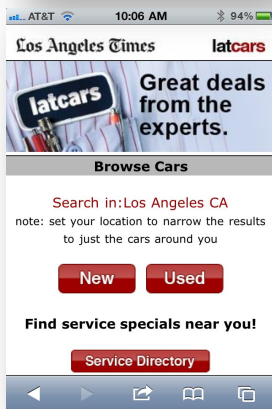
Digital Publishers



"...Los Angeles Times Media Group generated **\$500,000 in revenue** from the automotive solution alone in 2011..."



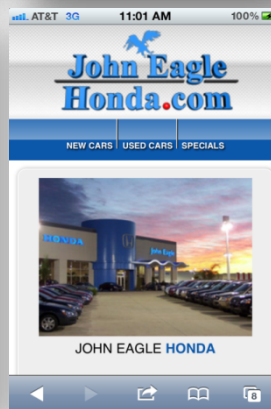
Eddy Hartenstein, CEO Tribune & Publisher the Los Angeles Times



Classifieds - Portals



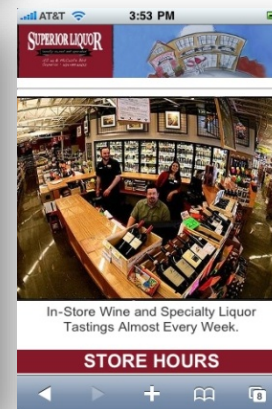
SMB - Real Estate



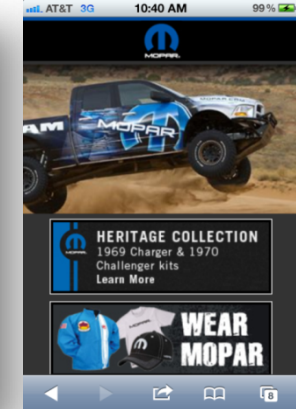
SMB - Automotive



Events/ Campaigns



SMB- Retail



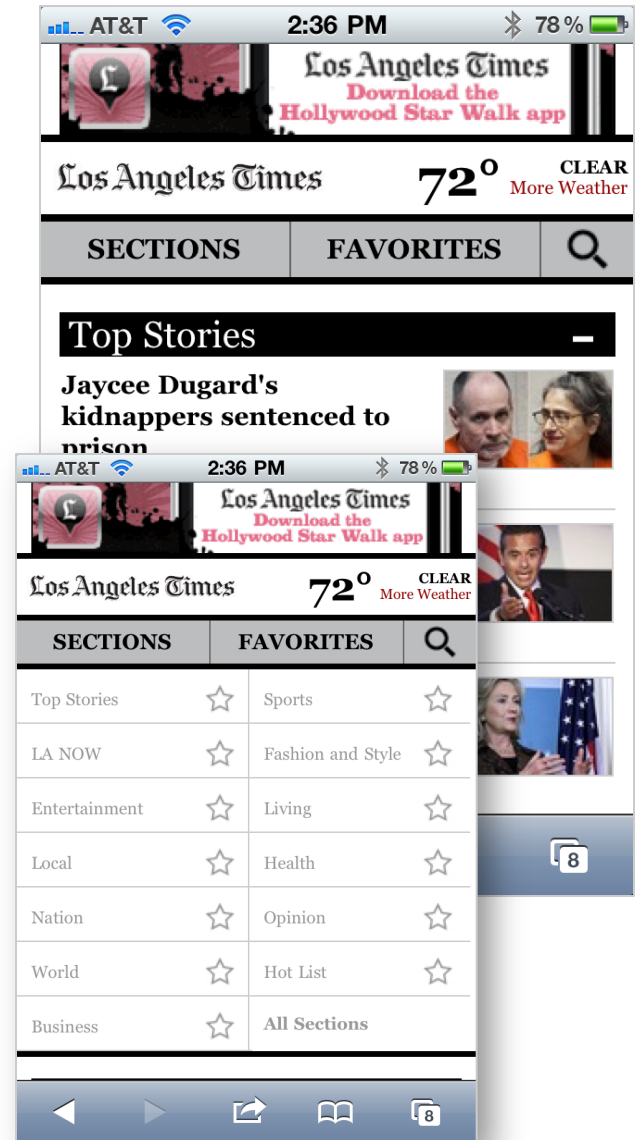
Brands

Case study: Tribune Company

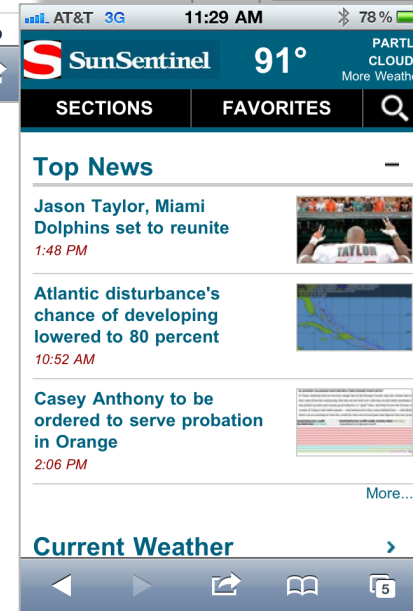
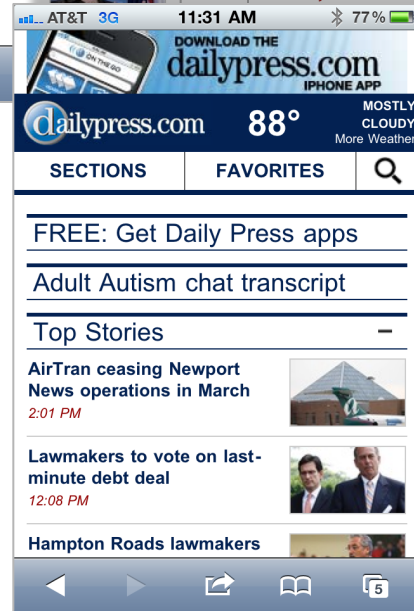
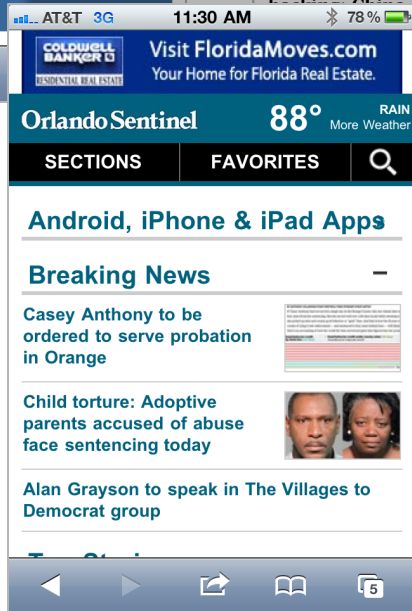
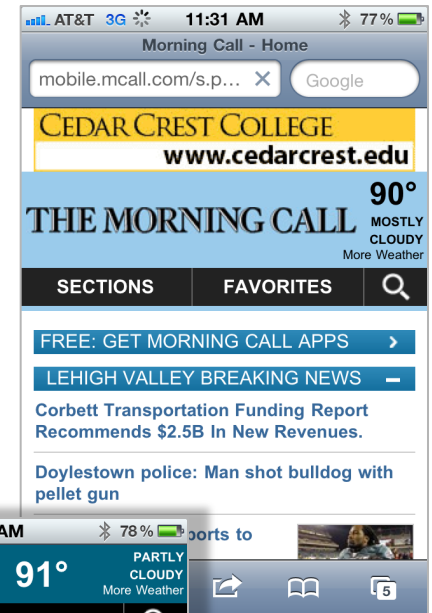
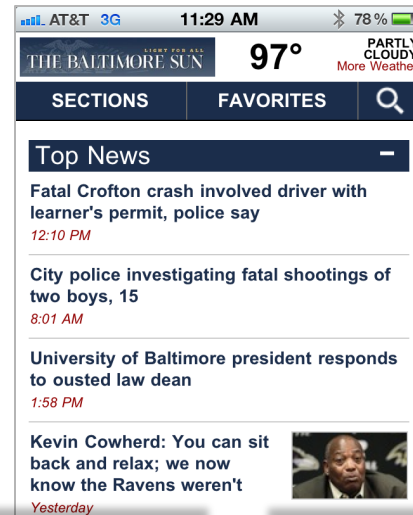
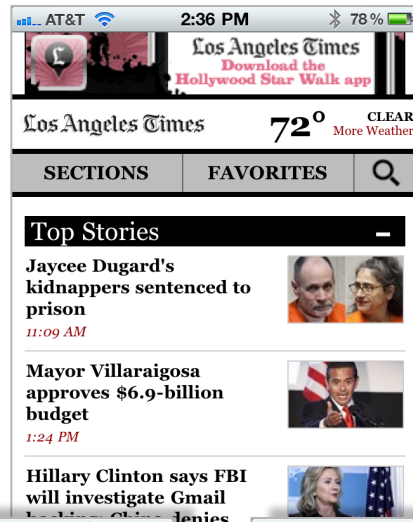
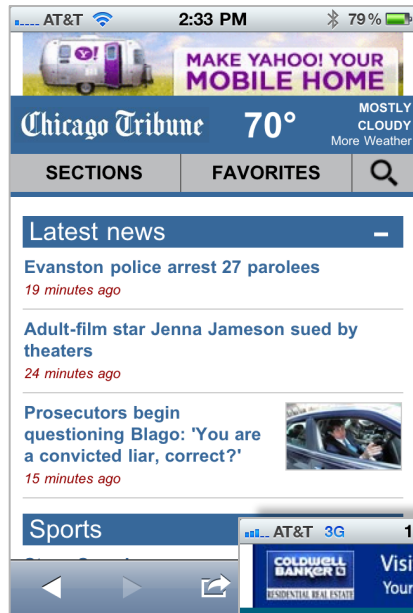


980 data feeds from Tribune, updated multiple times/day

- 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



Case study: Tribune Broadcast Sites



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.myp17.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



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

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

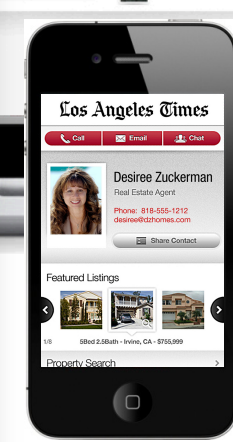
Let home shoppers on the go view your listings, research areas to live and learn more about you

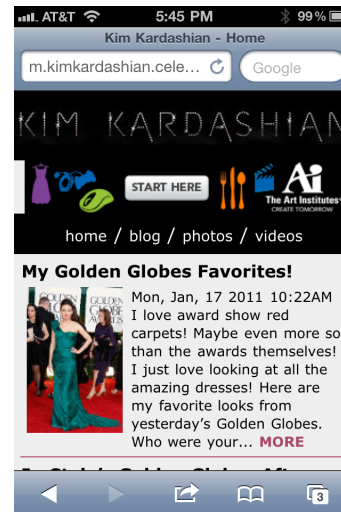
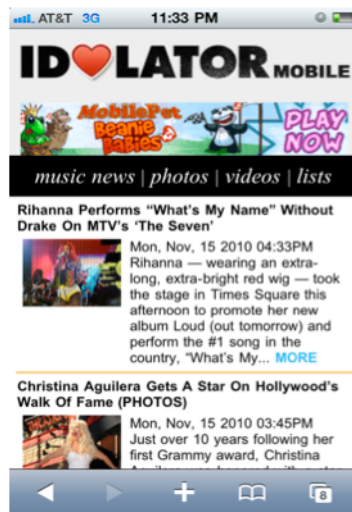
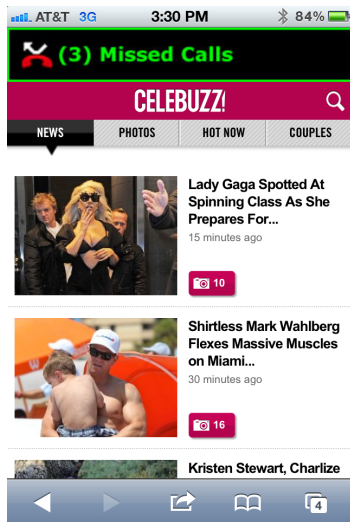
- Attracts new home sellers and buyers
- Makes your print ads clickable
- Captures your branding

Includes:

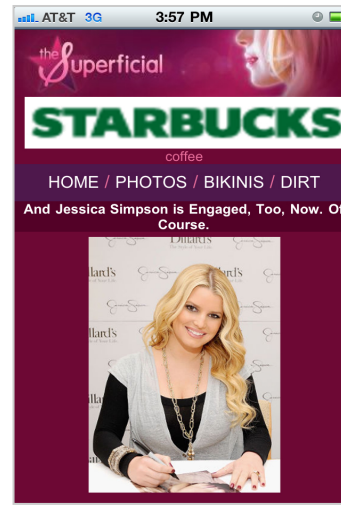
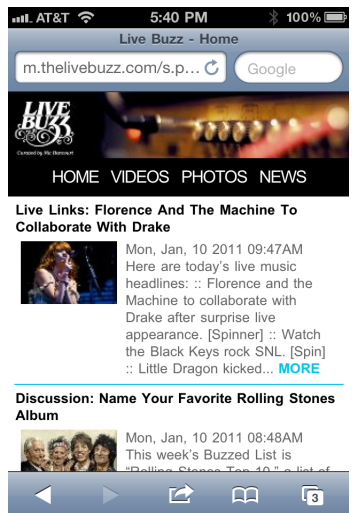
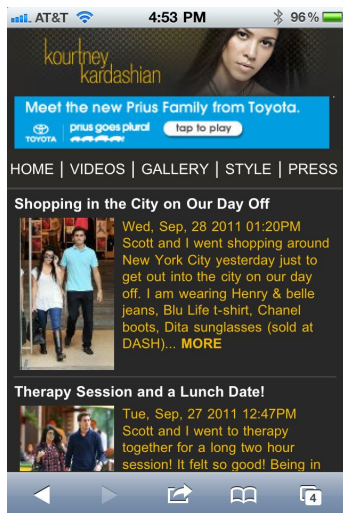
- All your listings through a data feed - no further work needed
- QR Codes & SMS Go-Codes
- Quick 1-Click Contact via Phone, Email and Chat

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



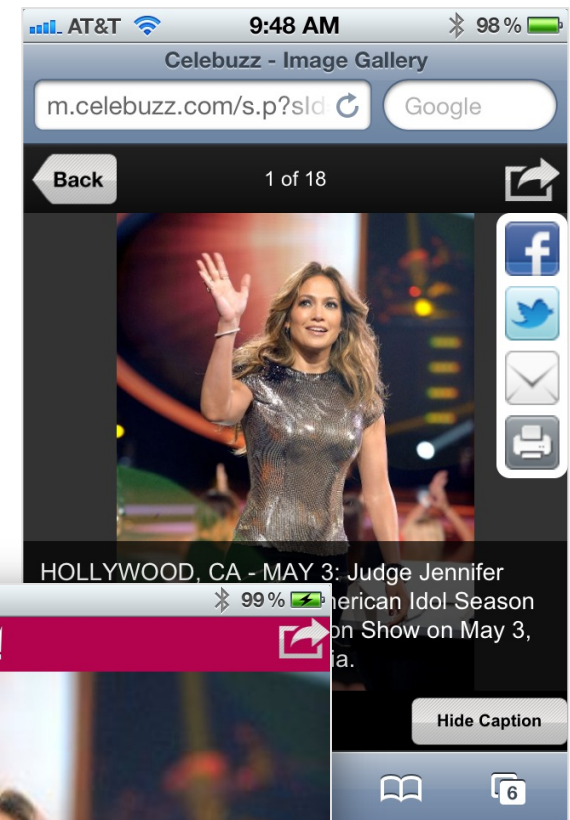
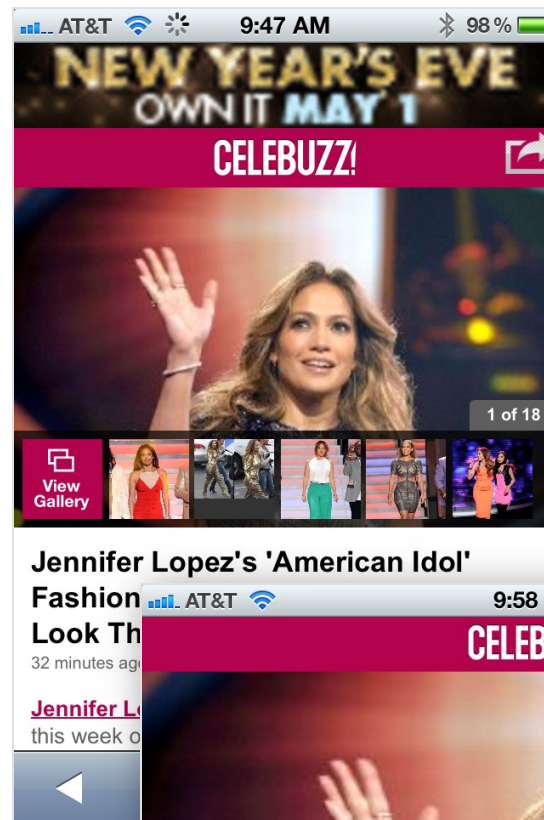
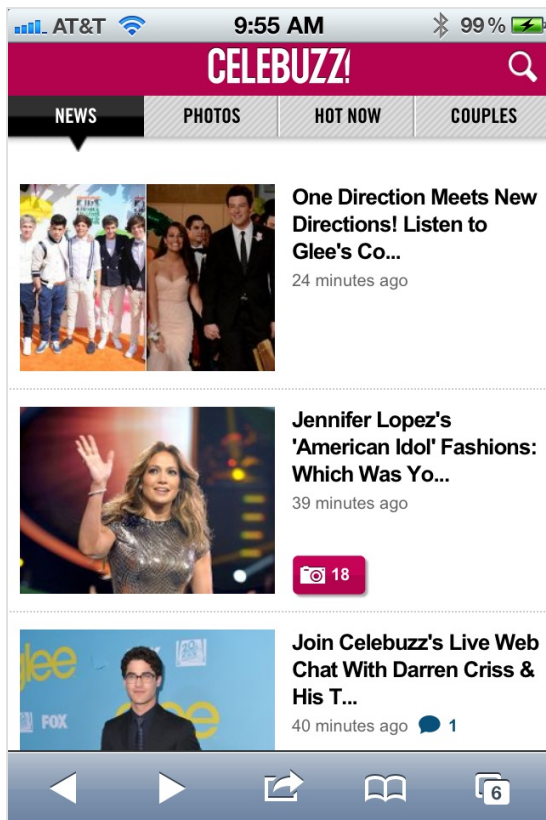


- m.celebuzz.com
- m.thesuperficial.com
- m.stereogum.com
- m.kimkardashian.celebuzz.com
- m.officialkourtneyk.celebuzz.com
- m.idolator.com
- m.videogum.com
- m.wtdd.com
- m.thelivebuzz.com
- m.gorillavsbear.net
- m.nicolerichie.celebuzz.com
- m.kendrawilkinson.celebuzz.com
- m.socialitelifelife.com

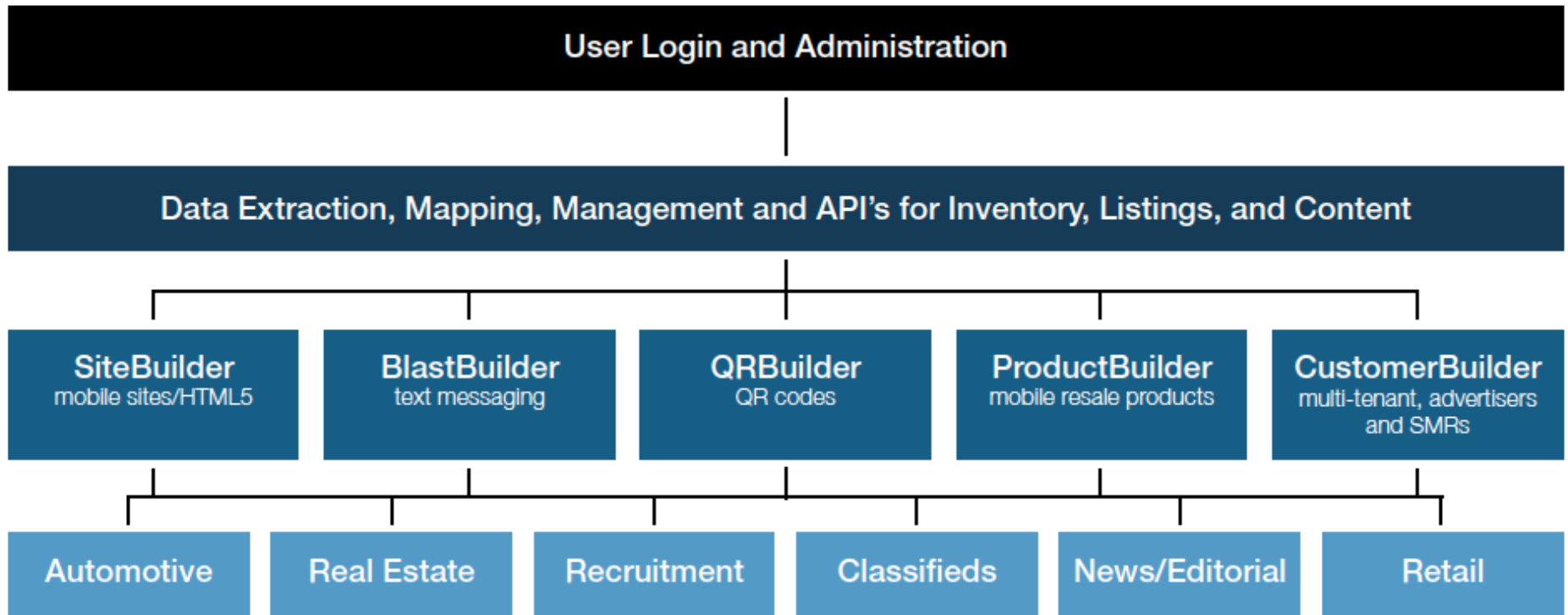


Buzzmedia

GUMIYO™



The Platform



Inventory, Content, and Data Management



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

XML, RSS, CSV, Web Service

Import Dictionary

Name: LA Times New Cars

Default Type: Vehicles

Default Category: All Vehicles

Default Import Source: LATIMES_AUTOS

All post locations are same as user location?

User Import Key Style: SOURCE_PREFIXEI

Allow to fall back on email/phone lookup?

Master Import Key Style: KEEP_AS_IS

Post Import Key Style: USER_PREFIXED

Qualifier Attribute Policy: ADD_NON_EMPTY_

#Columns in incoming feed: 39

Generate Slideshows From Images?

Buttons: Renumber Columns, Save, Delete, Export

| # | Name / Expr? | Type | Mapping | Format | Key? | Comp? | No Hash? |
|----|----------------|------|----------------|--------|--------------------------|--------------------------|-------------------------------------|
| 0 | Model Year | ATTR | year | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | Make Name | ATTR | make | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Model Name | ATTR | model | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Exterior Color | ATTR | color | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Interior Color | ATTR | Interior Color | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | ?? | SKIP | ?? | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 16 | Doors | ATTR | Doors | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Drivetrain | SKIP | Drivetrain | STRING | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Inventory, Content, and Data Management



Control Panel

http://www.gumiyo.com/mg2.p?action=viewMyPosts&page=true

Most Visited Apple Gumiyo Links News .Mac Bank of America Salesforce localhost Jira Consumer Reports Gumiyo Dev - Expre...

Control Panel

Sign Out | My Control Panel | Admin Console
Welcome, Rich Abronson

Control Panel

- Go Codes
- Message Builder
- Site Builder
 - Your Pages
 - Site Logo
 - Footer
 - Header
 - Style
 - File Manager
 - Settings
 - Form Submittals
 - Manage Roles
- Web Elements
 - Web Header
 - Web Navigation
 - Web Sidebar
- App Builder
 - Your App
- Reporting & Analytics
 - Reports
 - Analytics
- Account
 - Login Info
 - My Password
 - Company Info
 - Contact Info
 - Excluded Phone Num
 - Contact Groups
- My Card Anywhere
 - My Saved Searches
- Sub Accounts
- Campaign
 - Campaigns
 - Recipients

Publish A New Listing

Item for Sale | Vehicle | Real Estate | Service | Job | Coupon | Pe

My Listings

Filter
Add Criteria | Save Filter

Partner Group Enter tag to v

Listing Type

Seller Scope

What Find listing b

Find

Automatic Inventory Synchronization from:
INTERNAL

| Listing Title | Mobile Listing Id | Go Codes | Price | Status | Create Date | Update Date |
|--|-------------------|----------|-------------|--------|--------------|--------------|
| Guild F4CE Acoustic-Electr ic guitar | 119 | | \$500 | PAUSED | Nov 15, 2007 | Mar 2, 2007 |
| Bmw x5 | 463 | | \$28,000 | PAUSED | Nov 15, 2007 | Feb 20, 2007 |
| Bogner Ecstasy Headshell | 451313 | | | | | |
| toyota | 580051 | | | | | |
| 1234 Cherry Lane | 584233 | | \$1,200,000 | ACTIVE | Nov 23, 2007 | Apr 13, 2010 |
| 5656 Sunland Ave | 584235 | | \$345,000 | ACTIVE | Nov 23, 2007 | Apr 13, 2010 |
| 1441 Middletown Rd. | 2527791 | | \$2,500,000 | ACTIVE | May 14, 2008 | Apr 8, 2010 |
| A Real Charmer | 2528328 | | \$865,000 | ACTIVE | May 14, 2008 | Apr 15, 2010 |

Page 1 2 >

Site Builder



- Full HTML, CSS, and javascript control
- Drag-and-drop WYSIWIG 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

Add a Component: ⓘ

| | |
|----------------|----------------------|
| Download Text | External Link |
| Footer | Form |
| Graphic | Header |
| Headline | Javascript |
| Link To Page | Page Include |
| Page Navigator | Page Redirect |
| Pagelet | Post Location Filter |
| Post Navigator | Post Quick Search |
| Post Search | Proxy Pagelet |
| RSS/Atom Feed | Scriptlet |
| Search Results | Separator |
| Site Logo | Store Locator |
| Text | TextAFriend |
| Twitter | Video |
| Your Profile | |

Gumiy Site Builder - Pages

http://sandbox.gumiy.com/sb.p7a=editSite

Control Panel

- Go Codes
- Message Builder
- Site Builder
 - Your Pages
 - Site Logo
 - Footer
 - Header
 - Style
 - File Manager
 - Settings
 - Form Submittals
 - Manage Roles
- Reporting & Analytics
 - Reports
 - Analytics
- Account
 - Login Info
 - My Password
 - Company Info
 - Contact Info
 - Excluded Phone Num
 - Contact Groups
- My Card Anywhere
 - Listings
 - My Saved Searches
 - Sub Accounts
 - Campaign
 - Campaigns
 - Recipients

Your Mobile Site

Create a New Page

Click a row to preview the page or to attach Go Codes or Keywords.

| Page | Created | Modified |
|---------------------------------|------------|------------|
| Main | | |
| Follow us on Twitter | 2009-08-20 | 2009-09-18 |
| Sweepstakes Entry Success ... | 2009-08-20 | 2009-11-02 |
| Locate a Dealer | 2009-08-21 | 2009-09-29 |
| Locate a Dealer - Rodeo | 2009-09-24 | 2009-11-02 |
| Dealer Search Results - Rodeo | 2009-09-24 | 2009-11-02 |
| Locate a Dealer - Six Flags | 2009-11-02 | 2009-11-02 |
| Dealer Search Results - Six... | 2009-11-02 | 2009-11-02 |
| RAM | | |
| Win & Ride Ram Sweepstakes | 2009-09-09 | 2009-11-02 |
| Ram - Official Rules | 2009-09-14 | 2009-09-18 |
| Ram - 2009 Ram 1500 Crew Ca... | 2009-09-14 | 2009-09-16 |
| Ram - 2010 Ram 2500 Crew Ca... | 2009-09-14 | 2009-09-15 |
| Ram - 2010 Ram 3500 Crew Ca... | 2009-09-14 | 2009-10-23 |
| RODEO | | |
| Rodeo - Official Rules | 2009-08-20 | 2009-09-18 |
| Rodeo - 2009 Ram 1500 Crew ... | 2009-08-24 | 2009-09-16 |
| Rodeo - 2010 Ram 2500 Crew ... | 2009-08-24 | 2009-10-23 |
| Rodeo - 2010 Ram 3500 Crew ... | 2009-08-24 | 2009-09-15 |
| Win & Ride Rodeo Sweepstakes | 2009-08-31 | 2009-11-02 |
| Six Flags | | |
| Win & Ride Six Flags Sweeps... | 2009-10-16 | 2009-11-02 |
| Six Flags - Pindow Grand Car... | 2009-10-21 | 2009-10-29 |

Attach New Code

Attach one or more codes allowing you to guide traffic directly to this page. This site and the codes you list below are provisioned for short code 48696.

Gumiy User Site Builder -

http://sandbox.gumiy.com/sitebuilder.page7a=editSite

Control Panel

- Go Codes
- Message Builder
- Site Builder
 - Your Pages
 - Site Logo
 - Footer
 - Header
 - Style
 - File Manager
 - Settings
 - Form Submittals
 - Manage Roles
- Reporting & Analytics
 - Reports
 - Analytics
- Account
 - Login Info
 - My Password
 - Company Info
 - Contact Info
 - Excluded Phone Num
 - Contact Groups
- My Card Anywhere
 - Listings
 - My Saved Searches
 - Sub Accounts
 - Campaign
 - Campaigns
 - Recipients

Page Builder

Page Name: Ram - 2009 Ram 1500 Crew Cab Laramie

Folder: RAM

Site Logo

Headline

2009 Ram 1500 Crew Cab Laramie

Separator

1 Line

Text

Ram 1500 is the most award winning 2009 Truck - it recently won Strategic Vision's 2009 Total Quality Index Survey with the highest quality score ever by a Full-size Pickup in the 15 year history of the award!

Preview: Ram 1500 is the most award winning 2009 Truck - it recently won Strategic Vision's 2009 Total Quality Index Survey with the highest quality score ever by a Full-size Pickup in the 15 year history of the award!

Message/Blast Builder



- 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.)

The screenshot shows the 'Update Reply Message' interface in the GUMIYO Control Panel. The browser address bar shows the URL: <http://www.gumiyo.com/mg2.p7a=viewReplyMessageById&id=136>. The page title is 'Control Panel' and the user is logged in as 'Rich Abronson'. The interface includes a sidebar with navigation options like 'Go Codes', 'Message Builder', 'Site Builder', etc. The main content area has a form for updating a reply message. The 'Name' field contains 'Save \$1 on Dole Salad'. The 'Message' field contains: 'Save \$1 on any 1 DOLE blend or Kit. Exp. 3/31/08. No double. Limit 1/cust. GO: http://gumiyo.com/it/????????? STOP 2 cxt. HELP dhelp, Msg & Data Rates May Apply'. The 'Reply URL' field contains 'GO'. There is a 'Save Details' button at the bottom.

The screenshot shows the 'Campaign Gocodes' interface in the GUMIYO Control Panel. The browser address bar shows the URL: <http://www.gumiyo.com/camp.p7a=viewRecipients&gocode=Sanders&shortCode=48696>. The page title is 'Control Panel' and the user is logged in as 'Rich Abronson'. The interface displays a table of recipients for the 'SANDERS (48696)' campaign. The table has columns for 'Id', 'Mobile Number', 'Last Name', 'First Name', 'Page', 'Sent', and 'Action'. Below the table, there is a promotional banner for Lowe's Valspar Signature Colors paint, offering a 10% discount. The banner includes the text '10% off Valspar Signature Colors paint. Save paper! Send a coupon to your phone.' and a 'SEND TO PHONE' button. Below the banner, there is a 'Get started...' section with a form to enter a 10-digit mobile number.

| Id | Mobile Number | Last Name | First Name | Page | Sent | Action |
|-----|---------------|-----------|------------|------|-------|--------|
| 321 | 8182231249 | | | 1 | false | Remove |
| 401 | 9255802402 | | | 1 | false | Remove |
| 405 | 6109521702 | | | 1 | false | Remove |
| 407 | 4802820101 | | | 1 | false | Remove |
| 409 | 6612137801 | | | 1 | false | Remove |
| 413 | 6267050081 | | | 1 | false | Remove |

Message/Blast Builder



Control Panel

Sign Out | My Control Panel | Admin Console
Welcome, Rich Abronson

Control Panel

- Go Codes
- Message Builder
- Site Builder
 - Your Pages
 - Site Logo
 - Footer
 - Header
 - Style
 - File Manager
 - Settings
 - Form Submittals
 - Manage Roles
- Web Elements
 - Web Header
 - Web Navigation
 - Web Sidebar
- App Builder
 - Your App
- Reporting & Analytics
 - Reports
 - Analytics
- Account
 - Login Info
 - My Password
 - Company Info
 - Contact Info
 - Excluded Phone Num
 - Contact Groups
- My Card Anywhere
- Listings
 - My Saved Searches
- Sub Accounts
- Campaign
 - Campaigns
 - Recipients

Campaign Lists

[Add Campaign](#)

| Name | Id | Codes | Keyword | Message Title | Created |
|---|-----|-------------|---------|---------------------------------------|------------------|
| Von's Coupons | 14 | VONS | | Von's Coupon #1 | 12/31/2008 04:39 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Guitar Center | 17 | GC1 | | Guitar Center Price Plunge Campaign | 01/12/2009 04:23 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Guitar Center 2nd Campaign | 43 | GC1 | | Guitar Center Price Plunge Campaign | 03/24/2009 09:25 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Observe Campaign #1 | 45 | OBSERVE | | Observe and Report - Prize Pack Offer | 04/07/2009 04:10 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| NightLife Demo | 105 | GC1 | | Observe and Report - Prize Pack Offer | 04/23/2009 08:32 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Ben and Jerry's 2 for 1 | 111 | MONACHE | | Ben and Jerry's 2 for 1 | 05/01/2009 02:45 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| test | 143 | GUMIYORICH2 | test | Observe and Report - Prize Pack Offer | 06/15/2009 04:11 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Observe test | 151 | OBSERVE | | Observe and Report - Prize Pack Offer | 07/01/2009 04:58 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| My Sanders Campaign | 301 | SANDERS | | Guitar Center Price Plunge Campaign | 09/01/2009 02:00 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Chase Demo Campaign | 325 | SANDERS | | Chase Demo Campaign | 09/11/2009 01:22 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |

Schedule Campaign

Date: << **May 2010** >>

Time (*Pacific Standard Time):

Send only to new recipients

| M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

Schedules for Ben and Jerry's 2 for 1

| Id | Schedule | Send Only To New | Action |
|-----|---------------------|------------------|------------------------|
| 860 | 05/12/2010 08:00 PM | false | Remove |
| 866 | 05/21/2010 09:00 PM | false | Remove |
| 872 | 05/19/2010 11:00 PM | false | Remove |
| 878 | 05/22/2010 11:00 AM | false | Remove |
| 884 | 06/02/2010 08:00 AM | false | Remove |
| 890 | 05/21/2010 09:00 PM | false | Remove |

Campaign Lists

[Add Campaign](#)

| Name | Id | Codes | Keyword | Message Title | Created |
|---|----|-------|---------|-------------------------------------|------------------|
| Von's Coupons | 14 | VONS | | Von's Coupon #1 | 12/31/2008 04:39 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Guitar Center | 17 | GC1 | | Guitar Center Price Plunge Campaign | 01/12/2009 04:23 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |
| Guitar Center 2nd Campaign | 43 | GC1 | | Guitar Center Price Plunge Campaign | 03/24/2009 09:25 |
| Edit Send now Schedule Send now to NEW only Test Remove | | | | | |

QR Builder



- Dynamic Listing and Inventory Integration
- SMS Pairing
- Dynamic mobile page integration
- URL assignment
- Coupon pairing

The screenshot shows the GUMIYO studio interface. At the top left is the GUMIYO studio logo. At the top right are links for 'Sign Out', 'My Control Panel', and 'My Own Account', along with a welcome message for 'Daily News Autos' and a note about permissions from Chris O'Connell. On the left is a 'Control Panel' sidebar with various menu items. The main content area is titled 'QR Code Generator' and contains a form with the following fields: 'Go Code' (a dropdown menu set to 'NYDN'), 'Message (Keyword, Stock #)' (a text input field containing 'c90765'), and 'Size' (a dropdown menu set to 'Extra Large (400px)'). Below the form are 'Generate' and 'Download' buttons. A large QR code is displayed below the form.

Product Builder



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

8:42 PM
Gumiyo Admin :: Products
www.gumiyo.com/prod.p

Welcome, Rich Abramson
[Sign Out](#) | [My Control Panel](#) | [Admin Console](#)

Admin Dashboard

- Admin Tools
 - Admin Messages
 - Manage Realms
 - Edit Realm
 - Partner Setup
 - State Sports Data
- Users
 - Active Users
 - All Users
 - Merge and Purge
 - MultiChrg Configs
- Manage Roles
- Batch Imports
 - Import File Monitor
 - Dictionary List
 - Batch List
 - Import Sources
- Private Label, Scopes And Tags
 - Private Label Settings
 - Scope Settings
 - Tags
- Spammers
- Configuration
 - Configuration List
 - Device Management
 - Manage spiders and bots
 - EC2 Node Console
 - DRRight Console
 - Domain Forwards
- Tasks
- Custom Batches
- SMS WebService
- Partner Accounts
- Products

Existing Products

| Realm | Label | Type | Code | Price | Quantity | Unlimited | Yes | edit | delete | copy |
|------------|---|---------------|---------------------|-------|-----------|-----------|-----|------|--------|------|
| Any | Motorola Cell Phone | Miscellaneous | Phone | | | | | | | |
| Any | A \$10 Donation | Miscellaneous | Donation10 | | | | | | | |
| Any | CARFAX Vehicle History Report | Miscellaneous | CARFAXFSBO | | | | | | | |
| Any | Order a year of Thursday - Sunday LA Times home delivery for \$39 | Miscellaneous | LATIMISSUB | | | | | | | |
| Any | | Miscellaneous | neighborhood | | | | | | | |
| AUL | Unlimited - AUL | Edition | UNLIMITED_AUL | 250.0 | Unlimited | Yes | | edit | delete | copy |
| Any | Private Shortcode Unlimited | Edition | SHORTCODE_UNLIMITED | 250.0 | Unlimited | Yes | | edit | delete | copy |
| Any | Inventory | Edition | INVENTORY | 50.0 | Unlimited | Yes | | edit | delete | copy |
| Any | Basic | Edition | BASIC | 50.0 | Unlimited | Yes | | edit | delete | copy |
| Any | 15 Additional Go Codes | Add On | GC_15 | 0.0 | Unlimited | Yes | | edit | delete | copy |
| Any | 1 Additional Go Code | Add On | GC_1 | 0.0 | Unlimited | Yes | | edit | delete | copy |
| OneCommand | Service | Edition | SERVICE | 25.0 | Unlimited | Yes | | edit | delete | copy |
| Any | Basic MLS | Edition | BASICMLS | 0.0 | Unlimited | Yes | | edit | delete | copy |

8:42 PM
Gumiyo Admin :: Products
www.gumiyo.com/prod.p

| Spectrum Film Agency | Rollup Site | Edition | ROLLUP | 0.0 | Unlimited | Yes | edit | delete | copy |
|----------------------|----------------------|---------|----------------------|-------|-----------|-----|------|--------|------|
| MediaOne Utah | Automotive Inventory | Edition | AUTOMOTIVE_INVENTORY | 125.0 | Unlimited | Yes | edit | delete | copy |

Create New Product

Product

Realm: Any

Maximum Demo Accounts: -1

Excluded from invoicing?:

Master Id:

Label:

Type: Miscellaneous

Price: [Set Schedule](#)

Description:

Code:

Success URL:

Cancel URL:

Lifespan (seconds):

Excluded User Ids:

Outgoing SMS:

Page Limit:

Max Active Go Codes:

App Store Subscription Duration: days

Campaign Enabled (applies to new sub-accounts?):

Application Enabled:

[Save](#)

Customer Builder



- Nested accounts
- Product assignment
- Independent Gumiyo Studio access per customer account
- Demo accounts

Control Panel

Go Codes
Message Builder
Site Builder
Your Pages
Site Logo
Footer
Header
Style
File Manager
Settings
Form Submittals
Manage Roles
Reporting & Analytics
Reports
Dashboard
Analytics
Account
Login Info
My Password
Company Info
Contact Info
Excluded Phone Num
Contact Groups
'Contact Now' Leads
My Card Anywhere
Listings
My Saved Searches
Sub Accounts
Campaign
Blast Builder **NEW**
Campaigns
Recipients

Sub Accounts

Search By Name **Search**

Search by Edition: **Search** **Export to Excel**

Create New Account **Provision Selected**

Active

Page 1 2 3 4 5 6 7 8 9 10 ... >

| * <input type="checkbox"/> | User Name | Email | InActive Phone | Status | Edition | ID | Tag |
|----------------------------|--------------------------|-------|-------------------|--------|---------|---------|-----------------------------|
| <input type="checkbox"/> | 101 Vermont Ford Hyundai | | | ACTIVE | | 3129171 | edit Switch |
| <input type="checkbox"/> | 714 Auto Sales | | | ACTIVE | | 3219519 | edit Switch |
| <input type="checkbox"/> | A & A Auto Sales | | | ACTIVE | | 3191127 | edit Switch |
| <input type="checkbox"/> | A & A Cars | | | ACTIVE | | 3132711 | edit Switch |
| <input type="checkbox"/> | A & B Motor Cars Inc. | | | ACTIVE | | 3197631 | edit Switch |
| <input type="checkbox"/> | A Buyer's Choice | | | ACTIVE | | 3197049 | edit Switch |
| <input type="checkbox"/> | A+ Auto Center | | | ACTIVE | | 3189267 | edit Switch |
| <input type="checkbox"/> | A+ QUALITY AUTO SALES | | | ACTIVE | | 3587139 | edit Switch |
| <input type="checkbox"/> | A-1 Plus Auto Center | | | ACTIVE | | 3170571 | edit Switch |
| <input type="checkbox"/> | A-Lux Auto | | | ACTIVE | | 3108843 | edit Switch |

A few other platform points



- **Ad networks**
 - Works with network of choice (12 currently supported)
 - No revenue-share
- **Reporting & Analytics** – Plug into 3rd party (Omniture, Google Analytics, etc.)
- **Content**
 - CMS integration
 - Data feeds such as jobs, auto, real estate or coupons
 - Access to our data partners
- **Support & Administration**
 - Simple, enterprise-class online tool
 - 24/7 support
 - Dedicated training program