



www.mjguides.com

Advertiser Overview August 2009

- Traffic Volumes
- New Functions
- Custom Travel Guides
- Affordable Listings

Clearwater Beach

MJ Guides – City & Travel Guides – August 2009

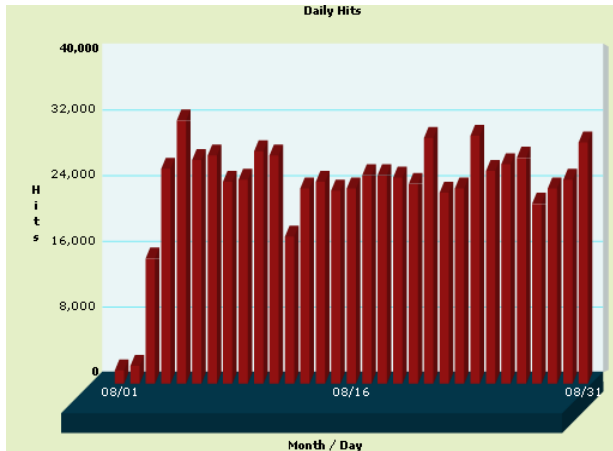
As MJ Guides continued to grow, the company experienced record traffic, in August. In particular MJ Guides experienced a **470% increase** in views and a **403% increase** in daily hits. This growth in traffic is attributed to our continued marketing efforts and the America’s Favorite Wing Competition (see below), both of which received an incredible response. The wing voting, which will proceed through September, continues to draw users to the site. Daily traffic volumes are outlined below (Note: Statistics are provided by site hosting company, Go Daddy, Inc.).

At the close of August, MJ Guides had **3,358 business listings** throughout its city guides.

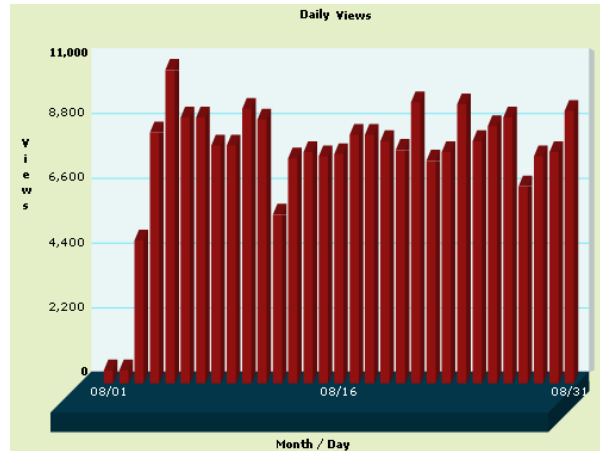
Month	Views	Hits	Views/Day	Hits/Day	Views +/-	Hits +/-	Event
JUNE '09	6,220	33,603	207	1,120			Startup
JULY '09	50,531	181,426	1,630	5,852	812.4%	539.9%	Initial Advertising Campaign
AUG '09	237,649	731,870	7,666	23,609	470.3%	403.4%	America's Wing Competition

**Historic
Traffic**

mjguides.com



August 2009 – Daily Hits / MJ Guides



August 2009 – Daily Views / MJ Guides

August Events

New Home Page - MJ Guides launched a new home page, in August, (displayed on right). The new page is “cleaner”, and includes interactive maps, a password protected sign on for the travel portals (being released in September) and quick links to focus cities.

Focus Cities – Cities that had a large number of listings were awarded quick links, where users are taken directly to these markets with a single click. Within the guide, these cities were also segmented into regions.

The cities that received quick links in the month of August were:

Atlanta, Orlando, Las Vegas & Los Angeles



Wing Competition – MJ Guides opened up nominations for America’s Favorite Wing Restaurants. In the three weeks that nominations were open over 1,000 nominations were received for 356 locations. The site is now letting the public vote on the nominations, and the location with the most votes at the end of September will be awarded the title of MJ Guides’ America’s Favorite Wing Restaurant. The winner will also receive free advertising on the site, in the form of a listing and banner ad.

September & Beyond

Additional Focus Cities –MJ Guides has identified the cities that, in September and October, will receive quick links, similar to those described on the previous page. Overall, they have a significant number of listings and can be divided into clear regions.

The cities scheduled to receive quick links, in no particular order, are:

New York City, Washington DC, Chicago & the Suburbs, Tampa/Clearwater, Miami, Dallas/Fort Worth

Fundraisers – When MJ Guides launched its site it provided, and continues to provide, Sales Contractors the opportunity to sell listings for a commission. MJ Guides is now working on developing a program where these ads can be sold as a fundraising opportunity for organizations across the country. For additional details about this program, contact Michael Heisman at mheisman@mjguides.com

Personal Travel Guides – In mid September, MJ Guides will launch the custom travel guides functionality. This service, which will be free to users, will allow users to create a profile...and from that profile create as many travel guides as needed. These travel guides will be created from the listings on the site, and will contain those businesses (hotels, restaurants, airlines, attractions, nightlife, etc) that the user selects from the site. When complete the user will simply click the “View” button, and they will see their selected listings, the weather at their destination, airport maps for the cities they are going to (if flying), events going on in there destination cities, and general maps to the area. Users will be able to create and customize as many guides as they would like for FREE.

The portal/dashboard for the traveler’s functions can be seen below. From the portal, the user can quick link to their favorite locations, create guides for their trips, see key messages and manage their trips. The unofficial launch date for this function is September 15.

The screenshot shows a user dashboard for Michael Heisman. The dashboard is organized into several sections:

- Traveler's Notes:** A message dated 5/8/2009 about system maintenance and a goal of 25,000 listings by January 1.
- Custom Travel Guides:** A section with buttons for "Important Links" and "My Travel Guides". Under "My Travel Guides", there is a list of guides, including "Thanksgiving Trip Home" with details on dates and destinations.
- Quick Access To Favorite Cities:** A section with a "Profile Information" button and a "Profile Maintenance" section containing links to "Update Your Name", "Update Your Email", "Update Your Password", and "Update Your Area".
- My Favorite Cities:** A list of city areas with "See City Guide" links: FL-Orlando LBV Area, GA-Athens Area, IL-Chicago Area, IL-Chicago Suburbs, and WI-Green Bay Area.

Annotations with arrows point from the following text labels to specific elements in the dashboard:

- Traveler's Notes** points to the "Important Messages" button.
- Custom Travel Guides** points to the "My Travel Guides" button.
- Quick Access To Favorite Cities** points to the "Profile Maintenance" section.

On the right side of the dashboard, there are several advertisements:

- Sky Mail: All The Cool Stuff, One Great Place
- IslandSurf.com: A beach scene with a person surfing.
- Comedy Show Tickets: FIND SEATS, TICKETS NOW
- MEXICANA airlines: HOT DEALS FOR HOT DESTINATIONS, RIVIERA MAYA ON SALE, BOOK NOW

Future Online Competitions– MJ Guides is developing future competitions, similar to its Wing Competition above. The specific competitions are still being developed, and we are open to ideas, and suggestions.

Note: Company names, logos, trademarks and intellectual property are property of the advertising company. MJ Guides is an independent company with no affiliation, excluding advertising agreements, to them.

Promote Your Company

Business Listings – LIST YOUR COMPANY FOR 5 YEARS FOR ONLY \$200 – Each listing is posted for 5 years, and can be modified an infinite number of times (FOR FREE) from the member portal. Each listing contains key information for a company's location, a link to the company's website and a place for images/logos (see below). Each listing will be assigned to a particular area/city. **A company must have a listing, in order to be included in the online travel guides!** This opportunity is a great way to reach a potential customer before they arrive in your city, unlike traditional local advertising options, and approximately 40% of all earnings are used to promote your listing and the city guides.

The offer of \$200 for a five year listing will only be made available to advertisers for a limited time. To list your company in our online guides, contact your Mike Heisman (mheisman@mjguides.com), your local Sales Contractor, or go to <http://www.mjguides.com/businesslistings.asp> and follow the directions. Additional details about these listings can be found at <http://www.mjguides.com/guideindex/listingcollateral.pdf>

The diagram illustrates the components of a listing for two Courtyard hotels. On the left, a red callout points to the hotel logos: "Picture or logo that can be changed/modified by advertiser". On the right, three red callouts point to specific parts of the listings: "Company Name & Website (Users can click on it to go to the site)" points to the hotel name and address; "Company Description (Copy)" points to the descriptive text; and "Company Information" points to the address and phone number.

Courtyard Fort Lauderdale Beach
Lodging -
FL-Fort Lauderdale Area
440 Seabreeze Boulevard, ,
Fort Lauderdale, Florida 33316
1-954-524-8733
Lodging Costs:
Located right on the beach, the Courtyard Fort Lauderdale Beach hotel offers spacious accommodations outdoor pools, whirlpool & exercise room.

Courtyard Fort Lauderdale East
Lodging -
FL-Fort Lauderdale Area
5001 North Federal Highway, ,
Fort Lauderdale, Florida 33308
1-954-771-8100
Lodging Costs:
Located one mile from the beach and in the heart of the business district, and is totally renovated and smoke free.

Benefits to Hotels: A listing on MJ Guides will give your property visibility to the estimated hundreds of thousands of users over the period of five years. MJ Guides has priced this advertising option where a break even can be obtained with a single week's booking.

Benefits to Airlines: Unless the user is a road warrior, they may not be aware of what airline options are available to them at a specific airport. Listing your airline within our city guides will provide the hundreds of thousands of users (estimated over a 5 year period) the opportunity to click on your listing and be taken directly to your booking site. Break even on the ads can be obtained with a single family booking.

Benefits to Restaurants: Restaurants are often considered the hidden treasure of a city. In order to make your treasure visible to the estimated hundreds of thousands of travelers over your five year listing, you could simply list your restaurant in our guides. Listings are priced to be extremely competitive to local advertising options, and are posted significantly longer. Local users can also see your listing as they plan their night out on the town.

Benefits to Rental Cars/Taxis/ Shuttle Companies: The best way to guarantee a customer is to secure them before they walk out of the baggage claim area. Reach out to and estimated hundreds of thousands of users over a five year period, and beat out the competition.

Benefits to Stores: Make your location a destination for travelers bound for your city. If they don't know about your store, how will they plan on going there while they are in town? Our guides can help you overcome this issue.

Benefits to Bars, Entertainment Venues, etc.: As our users plan to meet their friends out on the town, make your location visible to them as they plan their trip. Reach out to MJ Guides users and promote your business to the estimated hundreds of thousand of users over a five year period.

Benefits to Service Providers: Make your business visible to our users. They can plan on your service as they plan their trips, or you can secure their business as they do an impromptu city search within our guides.