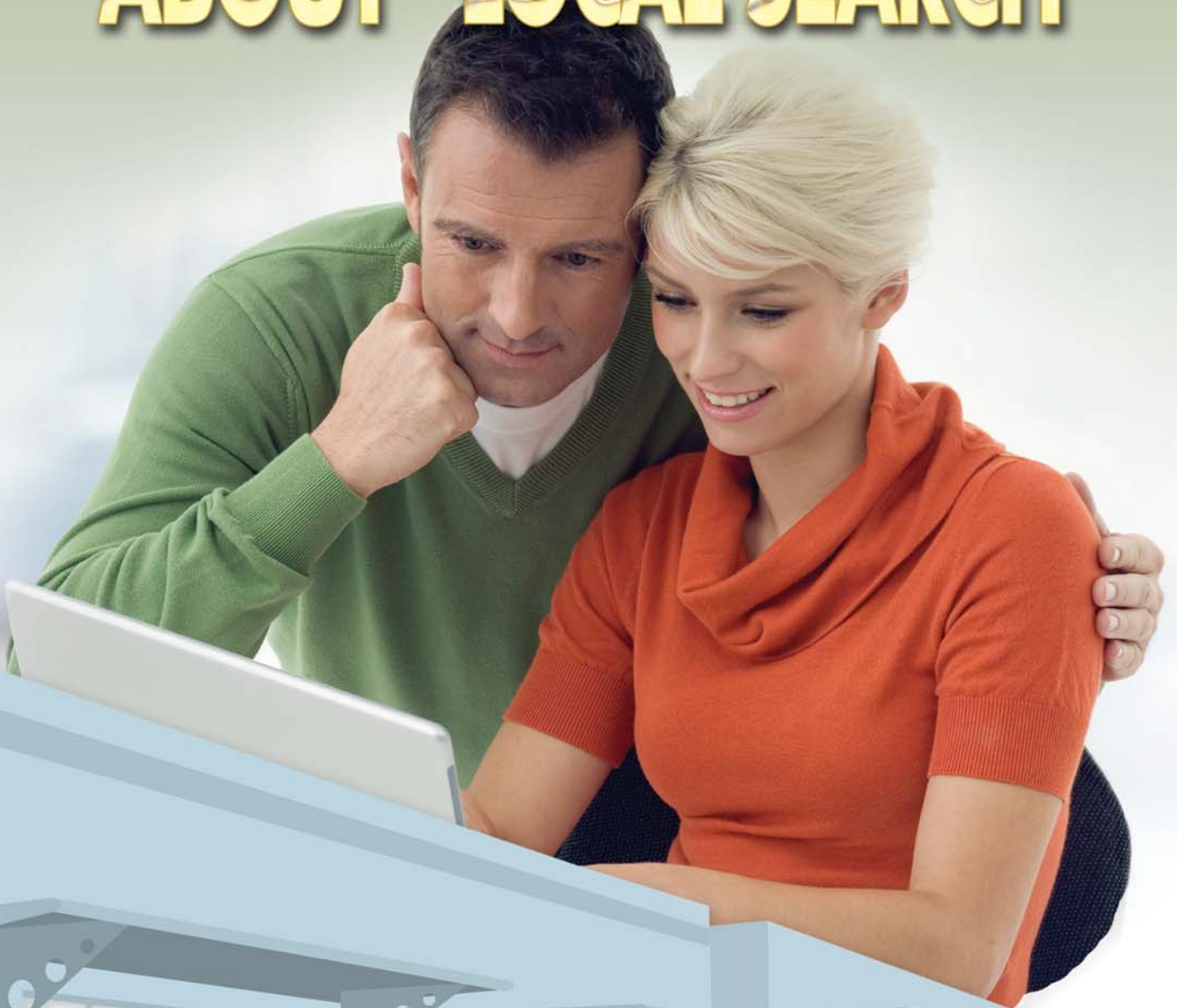


Increase Your Online Ranking and Gain More Exposure

FILTER THROUGH THE BUZZ ABOUT "LOCAL SEARCH"



WE **SEARCH LOCAL** SM

Harness the Power of Local Search Sites!

Harness the Power of Local Search

Insuring that your business is accurately and prominently displayed — and compellingly represented on local search sites is a critical piece of any local search strategy.

Welcome Express is the only welcome service which actually promotes your online visibility. We have forged partnerships with some of the larger entities who supply primary tier one data to search engines and yellow pages. For example, we are one of a select group of Localeze channel partners. Localeze is the world's foremost online local business data compiler—who in turn distributes content to 85+ local search sites—including mobile.

Localeze has the largest and most accurate set of business-verified content and the largest number of active relationships with national brands and local businesses. Working with the largest online business content manager in the industry, we distribute your enhanced content to the largest search engine network, often on a weekly basis. This network reaches 90% of U.S. consumer searches for local products and services, putting you in front of consumers ready to buy what you offer.

Thousands of organizations trust Localeze to collect, organize, and manage their online business content and distribute it to over 85 of the leading local search sites across the WEB. Consumers use scores of local sites and Internet directories to find qualified businesses. That's why Localeze has built the most robust, broad online content distribution network. With over 85 publishing partners and growing, your powerful enhanced content will be there working for you — wherever consumers are looking.

Why Local Search?

Local Search Engines were created to improve consumer's local search experiences and often receive priority placement over traditional local website results. Local search sites were created to dramatically improve consumer local search experiences — especially since the number of local searches has exploded over the past few years. **These localized sites receive priority placement over traditional search engine results.**

Consumer Fragmentation

Consumers use various local search sites for multiple reasons, therefore managing content on a few sites is no longer enough. Local searchers often begin on a major search



engine, but END UP on any of dozens of sites — places you need to be. It's all about Location, Location, Location! **WE Search Local** can optimize your online content by facilitating "prime real estate" visibility of your content for local search.

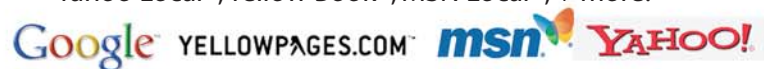
Local Search is growing exponentially:

- Over 2 billion searches online per month in 2008 (58% increase from 2007)
- Up to 30% of all searches are local
- 86% of Internet users follow up their search with a phone call or visit
- 80% of searches start with a search engine
- 61% of local searches result in a purchase (Source: Marketing Sherpa Search Marketing Benchmark Guide 2008)

Your business has an unprecedented opportunity to easily reach and cash in on this exploding marketplace!

Localeze Local Search Engine Distribution Network

- 85+ Partners and 100+ Sites
- Includes Google Maps®, Yellowpages.com® (AT&T), Yahoo Local®, Yellow Book®, MSN Local®, + more!



Call 949-481-0600 or visit

Why Broad Distribution Matters

1. Results are Served, and Consumers May Look...

Here...

Or Here...

Or Here...

Or Here...

2. So You Need To Be Listed...

Here...

And Here...

And Here...

And Here!

Sports Authority the: Vienna

All these partners in our distribution network play a roll in Sports Authority's strong web page citation numbers

- Exercise Fitness Equipment in Washington - YELLOWPAGES.COM
- Map Washington Results, Category Search: Exercise Fitness Equipment ...
- Category Search - Golf Equipment Supplies - YELLOWPAGES.COM
- Category Search - Golf Equipment Supplies - YELLOWPAGES.COM
- Falls Church City Sporting Goods
- The Sports Authority - Vienna 703.827.2206
- Rockville Plaza - Find Local Deals | ShopLocal
- Francisco Home Sports, Fitness and Exercise Hunting Hunting Accessories, Sports Authority 8355 Leesburg Pike, Route 7 Vienna, VA 22182

WE Search Local offers more!

Posting accurate business information is obviously critical, but even more can be done to drive new business your way. WE Search Local helps you organize and enhance your content across the board with deep, relevant keyword content that not only increases your local search engine ranking, but presents compelling information to ready-to-buy consumers.

The challenge for most businesses:

Local Search Listings are typically managed and maintained in separate Local Search Site Databases comprised primarily of data from print Yellow Pages — which can be up to 2 years old! This means some of your “current listings” as documented in Yellow Pages, inaccurately represent your “real time” information as posted elsewhere. Other than the obvious, here's why this inconsistency is so damaging: Inconsistency of listings/data negatively affect your confidence score or ranking with Google Maps. This is where WE Local Search can help.

WE Search Local is your One-Stop Shop!

No need for you to invest costly time and resources in submitting and managing your local listings site by site. Unlike some competitors that are limited to providing offline-only business listings to local search sites, we put you in control — empowering you to raise your local search visibility by enriching your core business listings with highly relevant information.

Why Are Citations Important?

The more times Google sees a business name and contact info together, the more confidence they have in that listing. It's important to make sure that listing data (business title, address and phone) is consistent across all platforms.

How it works:

Based on our partnership with the largest online local business content syndication company (Localeze) that organizes, enhances, and distributes local business content solely for local search, we:

- Capture your current online business listings which are currently being distributed across the Web by the U.S. Repository of all businesses.
- Correct, update, add, and enhance your listings with rich, robust content designed to improve your rankings and your visibility—thereby compelling motivated consumers to contact you.
- Specifically organize and structure your listings for easy local search site submission. Dramatically enhance your business visibility using a proprietary, hierarchical — based taxonomy engine.
- Distribute your up-to-date, enhanced listings across the most robust local search site network available — in a way that is optimized for direct local search results. Your information is distributed to over 85 top search engines, Internet Yellow Pages, and specialty directories.
- Manage your enhanced listings for ongoing continuous auto-submissions.

STAND OUT FROM THE CROWD!

Choose **WE SEARCH LOCAL** SM for your Local Search Solution

- Local Search is Growing Exponentially.
- Your ability to be "found" has a direct impact on your competitiveness in the market.
- Recency, accuracy, & depth of content are critical to your over-all ranking.
- Online customers are fragmented—broad content distribution is key.
- WE Search Local is an easy, affordable, one-stop-shop for top level management and distribution of your most important online Local Listing content.

What **WE** Do for You:

- 1.) Capture, correct, update, add, & enhance your listings with rich, robust content designed to improve your rankings & your visibility thereby compelling motivated consumers to find & contact you. Specifically organize & structure your listings — dramatically enhance your business visibility using a proprietary engine.
- 2.) Distribute your up-to-date, enhanced listings across the most robust local search site network available — in a way that is optimized for direct local search results. Your information is distributed to over 85 top search engines, Internet Yellow Pages, and specialty directories.
- 3.) Manage your enhanced listings for ongoing, continuous auto-submissions.

Google™ YELLOWPAGES.COM™ msn. YAHOO!

Don't be Fooled by Imitations & Don't Overpay!
WE SEARCH LOCAL SM Packages Average \$10-\$18/Month

Call 949-481-0600 or visit
www.WelcomeExpress.com/Local