LimeLife
The Mobile Lifestyle Company

Kristin McDonnell, CEO
January 2007
Paradox
Inspiration can come from unexpected places
A-ha!
LimeLife makes women’s lives easier and more fun... through their cell phones
Overview

- Market Opportunity
- LimeLife Products
- Technology Platforms
- Sales and Marketing
- Mobile Advertising
Women’s Media Drives Revenue

• Top 10:
  – Magazines (People, BHG, GH, Woman’s Day)
  – Syndicated TV (ET, Oprah, ETW, Judge Judy, Extra)
  – Cable (USA, Discovery, Lifetime)

• Top 30:
  – Internet (iVillage =~ $90MM annual revenue)

• Mobile is next
Mobile Consumer Software Market

$ Revenue (Billions)

Source: Juniper Research
Grow Women’s Use of Mobile Content

Number of Mobile U.S. Females Per Month (Millions)

110 Million

- Female cell phone subscribers
- Female text messengers
- Female downloaders
- Female game downloaders
- App Downloaders (both genders)

Source: @plan Summer 2006, M:Metrics; Telephia

Note: Mobile downloaders = downloaded any mobile content (e.g., ringtone, wallpaper, game)
LimeLife Games

Mobile Games

- Girls' Night Out
  - Blackjack
- Girls' Night Out
  - Solitaire
- Hollywood Hangman
- Word Heaven

Newsletter

Sign up and get the latest in games, giveaways and tips for the on-the-go gal.

Mobile Games

- Girls' Night Out
  - Blackjack
  - Solitaire
- Hollywood Hangman
- Word Heaven

Learn the classic casino table game — the easy, low-pressure way.

Uncover celeb-related words to advance to true mama razzle status.

Flutter

Mindlike and Freecell, plus virtual gal

Find words in a jumble of letters.
LimeLife Lifestyle Applications

InStyle Mobile

Your Personal Stylist

InStyle's mobile phone application is your on-the-go style news and shopping companion. Each day, wherever you happen to be, InStyle Mobile brings you new celebrity photos, the latest information about must-have fashion and beauty trends, and details on where to buy. Plus, you'll get coverage on the hottest parties, the Look of the Day, Hot Finds, Deals & Steals, and much more.

View the Demo

Buy It Now

InStyle Mobile Exclusives

Star Hair
Choose a face shape that best matches your own and then try on star hairstyles. If you find a match you like, you can save it to show your friends—or even your stylist.

InStyle.com Finds
Special links on the InStyle.com Web site let you send product pictures and details to your mobile phone.
Feel pretty every day with beauty-wise messages sent daily to your lovely cell phone.

Text BEA to 40443

Be your best self and get your daily body-smart reminder on your slim and trim cell phone.

Text FIT to 40443

Get all the love and sex advice you can stand every day on your cell phone.

Text LOVE to 40443

You and baby will be so peaceful after every healthy-baby text message to your phone.

Text BABY to 40443

Make every day a funny dog day afternoon with a text message sent to your cell phone.

Text DOG to 40443

Kitty has so much to tell you! Get her message every day sent to your cell phone!

Text CAT to 40443

Keep work and money under control with daily success messages sent to your cell phone.

Text CASH to 40443
Technology Platforms

- Web-to-mobile platform
- Development frameworks
- Wallpaper processing and delivery
- Text messaging/WAP
- Ad serving
- Community
LimeLife Mobile Server Platform and Revenue Flow

Real-time content and advertising delivery from many sources to many handsets
InStyle Web-to-Phone Feature
InStyle Community Feature

From your computer...

To your phone...

To your friend by email!

InStyle Mobile
Your Personal Stylist

InStyle.com finds
Satin slingbacks shoe
1 of 1

kmoss333@yahoo.com writes:
"Love this shoe!"

Satin slingbacks shoe*, Hollywood, $495

NEW! InStyle Mobile
Learn more about InStyle Mobile
BREW/J2ME Ad Serving Platform

AD Feeder
- Enter your AD and click the "Create AD" button.
- GUID: 11a3d8f88e903f16d41c1ee6d77e77
- ID: mahmoud
- Name: Target AD for IS
- Description: test
- Cost Per Impression: 444
- Cost Per Click: 444
- Date Created: 2006-08-21 08:23:22.0

AD Banners:
- Small
- Medium
- Standard
- XLarge

AD Pages:
- Screen-Canvas
- Banner

Limelife AD Viewer
- Name: Value
- GUID: 11a3d8f88e903f16d41c1ee6d77e77
- ID: mahmoud
- Name: Target AD for IS
- Description: test
- Cost Per Impression: 444
- Cost Per Click: 444
- Date Created: 2006-08-21 08:23:22.0
- Date Created: 2006-08-21 08:23:22.0

Small Banner (A)

Small Banner (B)

Medium Banner (A)

Exclusive for InStyle!

Target

Coupons
Click yes to receive text offers from Target:

Yes
No

Enter your email address to receive email offers from Target:

Email:
Sales and Marketing

- Top deck placement and carrier co-marketing
- Significant quant and qual market research

- Consumer promotion
  - PR
  - Online Marketing
  - Print Ads
  - Brand Partner Channels
  - Blogs and community sites
  - Online demos
Distribute thru Major U.S. Carriers and Others
InStyle Mobile Print Ad

YOUR PERSONAL STYLIST IS CALLING

Get IN STYLE mobile Today!

• Get the Look of the Day every day.
• See Last Night's Celebrity Parties first thing this morning.
• Plus, get your daily Hot Finds, Beauty Buzz, Deals & Steals and much more!

IN STYLE MOBILE is your on-the-go style and shopping companion, with all the latest must-have fashion and beauty trends and where-to-buy details, instantly available right on your phone.

For details and a video demonstration of IN STYLE MOBILE's very cool applications, visit inStyle.com.

• Appearing on page 78 in InStyle Magazine's February 2007 issue
InStyle Magazine - #1 Sprint Deck Placement
InStyle Mobile - Web Site Promotion
LimeLife Giveaway on Cingular
LimeLife Promotion at Cingular Store
Verizon Brochures Feature LimeLife Wallpapers

Get Personal!

Make a phone that's fit for you.

Ringtones
Choose from thousands of songs and sounds to hear when people call you. Prices vary by download and packages are available. It’s the easiest way to make your phone your own.
www.verizonwireless.com/GetitNow

Ringback Tones
With Ringback Tones, you can choose a song for your friends to hear instead of the same boring ring when they call you. Select certain songs for certain people or use a rotating jukebox function and keep them on their list.
www.verizonwireless.com/Getit

Choose your song and TXT the short code to RIT (7488)

Ringback Tones Pricing
$0.20 per use per month for Ringback Tones

How to Download Wallpaper
Select Get It Now on your phone.
Select the shopping cart icon then the Get It Now app.
Select the category and the application you want.

Fashion Prints
Wallpaper
Limelife Wallpapers
Mobile Office
MOBILE MAKEOVER: PENGUIN WALLPAPER


2. GFX: Penguin image stops moving and we pull out to reveal he’s actually a wallpaper on a mobile phone.

3. GFX: Whooosh.

VO: “Stylize your cell phone in seconds with this FREE wallpaper from LimeLife! Simply text the word on the screen to 56658 to receive…”

VO: “…this FREE loveable penguin! It’s our gift to you! Exclusively from LimeLife.”
P&G CoverGirl Mobile Ad: Girls’ Night Out Solitaire

• Promoted on:
  – CoverGirl.com homepage and “What’s New” page
  – Email blast to 1MM CoverGirl registered customers
LimeLife Summary

• Total focus on women’s market
• Brand and media partnerships
• Innovative mobile technologies
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