



Press Presentation Kit

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Brief Introduction

SplurgeLab was originally founded as a paper based publication in Ontario, Canada with a goal to provide Canadian readers with an in-depth look into both today's and tomorrow's technology.

In early 2003, SplurgeLab made the transition to the world wide web, publishing it's articles both in print and online.

A mere 3 months later, our website was fully established and our articles, once seen by local Canadians only were now upon the eyes of the world.

It was then, that due to cost, the popularity of the internet and as a result of polls posted in our paper-publications, we decided to shut down our paper publication and expand on our web based medium.

Fast forward to today, where our website's popularity has exceed all of our original expectations and grown to a level far greater than we thought possible. Our reader-base continues to rise, the unique visits per month has surpassed 4,000 and page views is steadily approaching six figures.

SplurgeLab has grown significantly since it's inception, from a local Canadian audience to the world-wide stage. With it's growth we've assisted product marketing by providing the general public with sneak peaks, tips and tricks, in-depth analysis and review of some of today's and tomorrow's technology.

Our Primary Objective

SplurgeLab's primary objective is to assist in the marketing for specific products that are both active in todays technology market or products looking for additional media exposure prior to launch.

SplurgeLab works closely with either the manufacturer or retailer of specific products to provide a media outlet in which the products features, expectations and hands on analysis are careafefully written up and released to the public.

Site Statistics

SplurgeLab is meticulous when it comes to statistical data. In-depth analysis to provide accurate and detailed information to our press partners is something we take pride in.

All of our statistical data is gathered and sorted by our web experts and then carefully presented to our press partners.

Unique Visitor & Page View Statistics

SplurgeLab keeps track of each individual visitor and carefully logs each IP number to ensure accuracy when gathering it's statistical data. Our 2008 results and current 2009 statistics for unique visitor and page view statistics can be seen below.

2008 Unique Visitors/Total Pageviews

January, 2008: **1,595 / 8,583**
February, 2008: **1,643 / 7,494**
March, 2008: **1,610 / 6,752**
April, 2008: **1,545 / 5,077**
May, 2008: **1,597 / 5,732**
June, 2008: **1,572 / 4,609**
July, 2008: **1,562 / 4,978**
August, 2008: **1,667 / 5,793**
September, 2008: **1,741 / 6,796**
October, 2008: **1,965 / 7,932**
November, 2008: **1,909 / 7,239**
December, 2008: **3,216 / 10,301**

2009 Unique Visitors/Total Pageviews

January, 2009: **2,301 / 8,563**
February, 2009: **2,553 / 9,430**
March, 2009: **2,740 / 10,955**
April, 2009: **2,993 / 11,440**
May, 2009: **TBD**
June, 2009: **TBD**
July, 2009: **TBD**
August, 2009: **TBD**
September, 2009: **TBD**
October, 2009: **TBD**
November, 2009: **TBD**
December, 2009: **TBD**

As is evident by the above data, our reader-base has been steadily increasing. This of course includes the usual seasonal-fluctuations (less viewership in the summer, increased viewership during holiday periods).

Statistics for 2007 are available upon request.

Site Statistics (cont.)

On-Page Advertisement Click Through Rates

SplurgeLab has strategically placed advertisements throughout its website, each one of these advertisements is analysed each month to ensure optimum ROI (Return -on-Investment) for our partners.

2008 Click-Through-Rates (CTR)

January, 2008: **23.53%**
February, 2008: **23.96%**
March, 2008: **23.44%**
April, 2008: **27.54%**
May, 2008: **26.91%**
June, 2008: **26.14%**
July, 2008: **27.22%**
August, 2008: **27.85%**
September, 2008: **23.52%**
October, 2008: **24.76%**
November, 2008: **27.56%**
December, 2008: **29.49%**

2009 Click-Through-Rates (CTR)

January, 2009: **31.78%**
February, 2009: **35.92%**
March, 2009: **37.55%**
April, 2009: **40.05%**
May, 2009: **TBD**
June, 2009: **TBD**
July, 2009: **TBD**
August, 2009: **TBD**
September, 2009: **TBD**
October, 2009: **TBD**
November, 2009: **TBD**
December, 2009: **TBD**

Using the above information, it's clear that our advertisers are gaining substantial momentum with our CTR increasing on an almost monthly basis over the past year.

Statistics for 2007 are available upon request.

Manufacturer Benefits

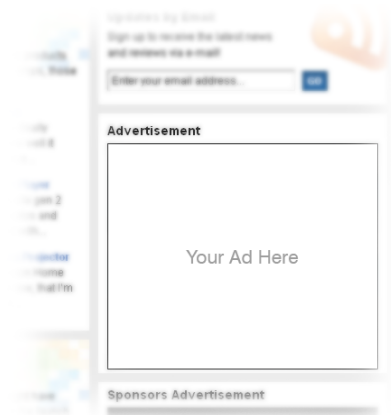
SplurgeLab prides itself with its close relationship with the manufacturers that help make the publication possible. In return to providing pre and post-launch products to analyze and review, SplurgeLab provides generous advertising opportunities and exposure for both existing and upcoming products.

On-Page Advertising

Our on-page advertising offers a 300x250 ad space for manufacturer advertisements. These ads can be animated (Flash) or static images.

This ad is the most popular because of its prime position and constant exposure throughout the website.

Our 2008/09 CTR statistics are based on the average statistics collected between this advertisement and the retailer ad placement.



Product Exposure

Our writing process ensures your product gets unrivalled attention. With each product being sampled and analyzed by 3 editors and each of their evaluations being passed on to the Senior Editor for review and compilation, we work hard to ensure our audience can visualize their own personal experience with your product.

Once complete, the article showcasing your pre or post-launch product will be entered into our web-based marketing system to ensure it receives not only the exposure of regular SplurgeLab readers, but also of those searching for news, information or reviews of that product with today's popular search engines such as Google, MSN and Yahoo.

Our marketing methods guarantee maximum exposure for your article both internally and from external sources such as search engines.

Retailer Benefits

SplurgeLab works closely with select retailers, as well as manufacturers. The dynamic differs slightly however the relationship and end result continue to be both beneficial and successful.

Sponsored Advertising

Our sponsorship advertisement is located just below the manufacturer advertisement.

Identical in size, the 300x250 ad provides ample screen real-estate for an animated (Flash) or static advertisement. This ad space is commonly used to publish seasonal sales or product specials.



Our 2008/09 CTR statistics are based on the average statistics collected between this advertisement and the retailer ad placement.

Where to Buy

Should a retailer provide a product for analysis or review, included in the detailed article would be a simple "Where to Buy" section. This would of course link to the specific retailers product page or category page, whichever was deemed necessary.

This would give our audience the ability to directly visit our sponsors website and purchase the product that was evaluated.

Site Exposure

In addition to the Where to Buy section, in-article mentions of the specific retailer would also link to a page of the retailers choice (most commonly the homepage), to allow for additional exposure and greater sales.

Contact Information

Should you wish to contact SplurgeLab to arrange a product review, sample, analysis or discuss an advertising opportunity, please do so using any of the available methods mentioned below.

Product Review, Samples & Advertising

Luke Barber // Senior Editor-in-Chief

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Tel: (613) 222-9211

Website Issues & Comments

Julie Ferresse // Web Developer

Email: julief@splurgelab.com

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We look forward to hearing from and working with you in the future!