

All SeniorHomes.com

AllSeniorHomes.com is an online media company serving the senior living industry.

The caregiver challenge: Forty percent (40%) of baby boomers currently support their parents - by providing housing, care, financial support or a combination of these. These "caregivers" are faced with critical decisions for which they may not be prepared. 70% start by searching the web. There are 20 million relevant searches conducted per month in the category. Yet, most caregivers don't find the information they need.

Providers are moving budgets to the web: There is over \$220B in annual revenue in the senior care market in the U.S. today. Senior care providers are just starting to switch their marketing budget online from un-measurable offline sources (e.g. Yellow Pages). We estimate the market for online media & lead generation within senior care is \$100M today and project it to grow to \$700M within 5-6 years.

AllSeniorHomes.com will become the leading site serving caregivers by offering thousands of expert-written articles, relevant local content, decision tools and a comprehensive directory of senior care providers. For providers, AllSeniorHomes.com offers a cost-effective media channel for finding new customers.

Traction: Progress since our May 2009 launch:

- Website fully launched in Washington & Oregon. California underway.
- 5 of the top 10 senior care providers in the U.S. as customers
- OMITTED qualified leads delivered
- OMITTED unique content pages published
- Staff of 15 freelance writers including nationally known expert, Liz Taylor
- Strong traffic and lead growth
- Strong revenue growth (quintupled since Sept)
- All of our larger customers have validated our lead quality and are asking for more
- \$840k in funding raised

Team: We have the most experienced team in the senior care category with many years of experience in online lead generation and search engine optimization. Our team comes from All Star Directories, a \$65M lead generation company in the education industry. We are taking a proven model we saw in Education and applying it to senior care.

- Chris Rodde, CEO; All Star Directories, Microsoft, Wharton MBA
- Jay Goldstein, COO; All Star Directories, Microsoft, Columbia MBA Honors
- Tom Blumer, CTO; All Star Directories, Vermeer, 10 patents

Other Key Points:

- **Business Model:** we operate on a pay-per-lead business model and later will introduce other advertising products as the engagement with our audience expands and deepens.
- **Marketing:** Initial traffic source from Internet search, both paid (SEM) and free (SEO).
- **Financial Projections:** OMITTED

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