

## Corporate Fact Sheet

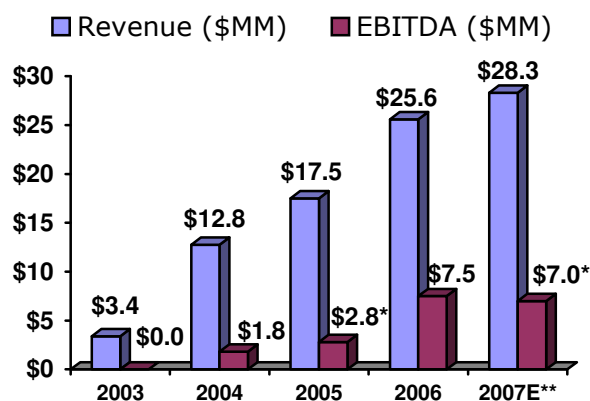
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<b>Share Price (11/28/07)</b>	<b>\$1.25</b>
<b>Market Cap* (11/28/07)</b>	<b>\$31.3M</b>
<b>Q307 Revenue</b>	<b>\$5.1M</b>
<b>Q307 Adjusted EBITDA**</b>	<b>\$0.1M</b>
<b>Q307 Gross Margin</b>	<b>51%</b>
<b>YTD2007 Revenue</b>	<b>\$23.1M</b>
<b>YTD2007 Adjusted EBITDA**</b>	<b>\$6.8M</b>

\* Market Capitalization based on 25 million shares out at 9/30/07.

\*\* Adjusted EBITDA excludes certain items.

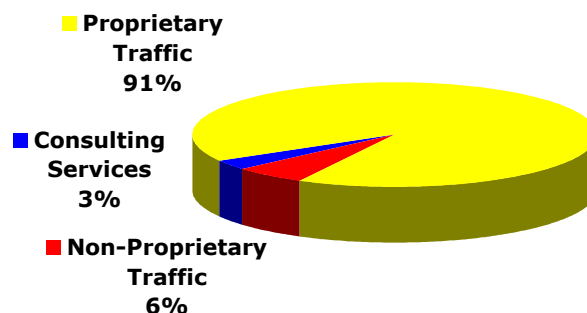
## Historical Financials



\* Adjusted EBITDA, excluding certain items.

\*\* Assumes midpoint of guidance issued 11/14/07.

## Revenue Composition (Q307)



## Recent Highlights

- ❖ Changed company name to Banks.com, Inc. to reflect the continued emphasis on the lucrative financial services vertical of online advertising.
- ❖ Enhanced [www.Banks.com](http://www.Banks.com) with the addition of a comprehensive bank and mortgage broker directory, rotating blog modules, robust video content and 10 new financial calculators.
- ❖ Grew [www.Banks.com](http://www.Banks.com) traffic to over 2 million unique visitors and 4.3 million page views in Q307, up from 617 thousand unique visitors and 1.1 million page views in Q207.
- ❖ Generated over 83.7 million paid clicks across all properties in the first nine months of 2007, an increase of 17% over the first nine months of 2006.

## Growth Strategies

- ❖ Expand the company's footprint in the financial services vertical through content build-out and acquisitions.
- ❖ Aggregate traffic from all financial services domains within current portfolio to enhance cross-pollination.
- ❖ Further develop direct sales model and deepen advertiser base.