

Xpress II®

Subscription Delivery Solution



Remaining Competitive in the Information Age

The Xpress II® Subscription Delivery Solution enables you to monetize your organization's high-quality content. Stay in direct contact with your customers by delivering adaptive content to your viewership.

Xpress II® provides you with multi-tier subscription level capability, resulting in information and entertainment services with excellent specificity.

While your existing digital content can

readily be delivered with this off-the-shelf solution, your advertising inventory may be integrated based on your specifications.

Modification interfaces enable you to adapt the user experience to your desired corporate brand presentation.

The proven Xpress II® Subscription Delivery Solution may be purchased either as a Solution License or as a Managed Hosted Service.



Feature Set

- **Multiple Tiers of Subscription Levels** enable the bundling of content ranging from free, advertising-supported content to various paid services
- **Integrated delivery of both bundled subscription content and individual pay-per-item offerings**
- **Coupon Management**
- **Proven Reliability and Secure Content Delivery** through advanced Internet standards
- Customers may configure content delivery preferences, including **notification upon availability of new content**
- **Integrated invoicing and secure credit card payment processing**
- **Solution License includes IT Automation Solution** for reliable and low cost of ownership operational deployment at your data center
- **Xpress II® Managed Hosted Service** utilizes existing economies of scale for deployment via our data center partners



Low Cost of Ownership

The Xpress II® Subscription Delivery Solution provides a rapid and excellent return on your investment.

We offer the product as a **Solution License** putting you in control of the solution deployment within your data center, with solution support provided by Soquel Technologies.

Alternatively, we provide delivery through a **Managed Hosted Service** via our data center partners. We guarantee both deployment schedule and service availability. This option has identical capabilities to adapt the user experience to your specifications.

Contact

For more information regarding your ownership options, please contact:

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Benefitting from Growth

Recent years have seen rapid growth in portable, Internet connected media access. Customers connect



Smartphone customers are always connected via ubiquitous 3G networks in the U.S.

to the Internet via notebooks, smartphones and an increasing number of tablets, a low-cost version of notebooks.

More than 60% of people in the U.S. have broadband access at home, with participation rates of 70% in the 18-64 age group. While the 65+ age group had a lower participation at 40%, it showed solid growth by doubling since 2007.

Internet users spent about 9 hours per week accessing the medium from home and 8 hours of access from their workplace. Of that time, users reportedly spent an average of 1.1 hours reading newspapers, magazines and books. This share is expected to grow with the increasing convenience of mobile and portable media access that equals the freedom of traditional printed matter consumption.

Being Close to Consumers

A very important benefit from the subscriber perspective is that she will have access to **exactly the information that she is interested in**, whether it is local, regional, national, or international.

And she will have access to it **wherever she is** at that point in time, and with **the most current information** available, whether it is family matters, health, business, travel, technology, or other.

And she can save it on her access device, so that she can find it again at a later time, when needed.

And, if in addition to high-quality publishing, which for many people is excellent entertainment on its own, there are additional entertainment options offered, she might stay a little longer on that site.

And, if she likes a few of the entertainment pieces, she might buy a digital copy for herself to keep.

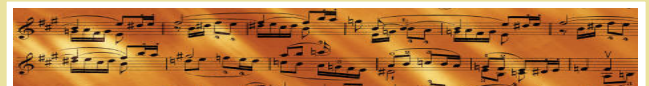
And if some of the content would make an excellent gift choice, she could choose to order a printed publication, CD or DVD.



New Information & Entertainment Services

Publishers have the expertise to provide valuable Information & Entertainment Services.

More than ever, all generations depend on timely, high-quality information to support them in their decision making process. Compelling subscriptions that include articles, images, music, audio and video commentary can substantially improve their quality of life and connect consumers with advertisers.



Among leading U.S. Daily Newspapers, it is not uncommon to see three times the number of website users compared to paper circulation:

USA Today	2.3m	7.1m
Wall Street Journal	2m	2.8m
NY Times	1m	9.3m
NY Daily News	.7m	1.72m
Washington Post	.6m	5.6m

Sept 2007 Data; Sources: 2007 Editor & Publisher International Yearbook; comScore Media Metrix, Inc.

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Auctions • Subscriptions • Consumer Options

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