

Local Matters provides technology solutions to online publishers of local information to help them achieve leadership in local search and advertising.

Local Matters empowers dozens of the world's top local media brands with clients in 17 countries. With over 100 employees and offices in Denver, Amsterdam, and Melbourne, Local Matters has been an established leader in digital publisher solutions since 2002.

LOCAL MATTERS PRODUCTS AND SOLUTIONS

Local Matters provides technology solutions to online publishers of local information to help them achieve leadership in local search and advertising. For business directories, we help publishers establish and manage website portals that successfully engage and connect consumers and local businesses, as well as achieve broader exposure for advertisers. For real estate clients, we build website portals that engage consumers to facilitate agent and home selections.

With over 18 million unique monthly visitors worldwide, and almost 100 yearly software releases, our deep and broad expertise in consumer websites means that our publishers realize the fastest time-to-market with the highest return from their investment and are able to demonstrate clear value to advertisers.

Our flagship product, Destination Search, is a publisher-branded solution that transforms the publisher's database of local information into a consumer-focused website. By emphasizing buyer needs we increase buyer engagement, producing more leads for the businesses listed there.

Our newest product, Traffic Director, helps publishers extend their reach beyond their branded websites to generate new leads to advertisers through syndication and major search engines such as Google. This brings in new buyers to the publisher's website, further increasing the leads to their advertisers and sellers.

Our Local Marketing Services help publishers reach consumers where they are. With a comprehensive knowledge of local media, our expert search and social marketing team delivers services uniquely tailored to drive optimal ROI for local media publishers.

Local Matters delivers highly-customized solutions that are deployed on time and within budget. Using our deep and broad expertise, we collaborate with our customers to deliver solutions which consistently help them achieve their business goals, including traffic and revenue growth, brand recognition, advertiser retention, and return on investment.

LOCAL MATTERS MANAGEMENT TEAM

Matthew J. Stover *Chief Executive Officer*

Mat Stover is Chief Executive Officer of Local Matters, Inc. Mr. Stover has served as a member of the Local Matters Board of Directors since December 2005, and became Chief Executive Officer in January 2009. Over the past 25 years, he has served as a senior executive with global corporations and growth companies in the fields of communications and information and marketing services across traditional and online media. He was Chairman and Chief Executive Officer of print and online yellow pages directory company ypOne Publishing from 2006 to 2008. From 1994 to 1999, he served as group president of Bell Atlantic Directory Group and its predecessor companies, where he founded the first national online yellow pages in the United States and established Global Directory Services Company to provide print and online shopping directories in Poland, Greece, Czech Republic, Slovakia and China. Mr. Stover is a past director and chairman of the board of the Yellow Pages Publishers Association. In addition, he is and has been a director and adviser for public and private companies, as well as not-for-profit organizations and associations. Mr. Stover is a graduate of Yale University and the Executive Program of the Colgate Darden Graduate School of Business Administration at the University of Virginia.

Nancy Hamilton *Chief Financial Officer*

Nancy K. Hamilton has served as a director since December 2005 and has held the position of CFO since November 2009. From April 2007 until September 2009, Ms. Hamilton served as Chief Financial Officer for Southwest Windpower, Inc., the world's leading provider of small wind turbines. From June 2005 until

December 2006, Ms. Hamilton served as the Chief Operating Officer for Roving Planet, a provider of network access solutions. From March 2005 until June 2006 Ms. Hamilton held the position of Chief Financial Officer for Roving Planet. From June 1999 until April 2004, Ms. Hamilton served as Vice President of Finance and Administration, Chief Financial Officer and Secretary of SpectraLink Corporation, which designs, manufactures and markets wireless telephone systems. From November 1993 to May 1999, Ms. Hamilton served as the Chief Financial Officer and Senior Vice President for Intrado Inc. (formerly SCC Communications Inc.), a provider of 911 management solutions to communications service providers and public safety organizations. Ms. Hamilton holds a BS degree from Regis University.

Chris Black

Senior Vice President of Technology

Chris Black is the Senior Vice President of Technology, overseeing software architecture, software development, quality assurance, technical support and data center operations for Local Matters. He joined the company in 2005 as a software architect and search expert. Previously, Mr. Black was Director of Engineering and Enterprise Architect at Requisite Technology, where he led the design and development of the company's suite of B2B electronic cataloging applications. Prior to Requisite, Mr. Black held engineering positions at The Paradigm Exchange and Sabre Decision Technologies. He holds a BS in Computer Science from the University of Arkansas.

Bruce R. Huebner

Senior Vice President, Sales, Marketing and Product Management

Bruce R. Huebner brings over 27 years of software experience in the personal, client/server and Internet computer areas to his role as the Senior Vice President of Sales and Marketing. Most recently, Mr. Huebner was the President and CEO of TurnKey Solutions, a computer software firm in the Denver area. Prior to that, he was President and CEO of TeamShare, a Colorado Springs software company. He also spent 13 years with Microsoft Corporation as a general and district manager with responsibilities ranging from sales, marketing, partnerships and consulting services for a 7-state region. Notably, he opened both the New England and Rocky Mountain regional offices for

Microsoft, propelling significant employee and revenue growth. Mr. Huebner has broad in-market experience in customer selling, business development, corporate development and marketing across virtually every customer segment and vertical. He holds a bachelor's in business from the University of New Hampshire's Whittemore School of Business. Additionally, Mr. Huebner is a past board advisor for several software firms in Colorado, as well as a current Trustee at St. Mary's Academy.

Nico Brooks

Vice President of Advertising Services

Nico Brooks is the Vice President of Advertising Services, previously acting as Vice President of Online Media Publishing. Nico is a recognized authority in the fields of search engine management and advertising optimization with numerous published articles, research papers and conference speaking engagements. Mr. Brooks has worked in online marketing and ecommerce since 1997. He has extensive hands-on experience working with marketers and advertising agencies and was involved in the development of automated tools for search marketing campaign management at Atlas/aQuantive/Microsoft for the four years prior to joining Local Matters. He has a BA in Mathematics from Earlham College in Indiana.

Greg Gruse

Vice President, Corporate Development

Greg Gruse brings 23 years of extensive technical and business development skills to his role as Senior Vice President of Corporate Development. Most recently, Greg served as Vice President, New Ventures at ISx, a Local Matters Company. Before joining ISx, he worked at IBM on the architecture and business development teams for The Madison Project, a secure distribution system for entertainment content. Prior to IBM, Mr. Gruse was one of the founders of Citrix Systems, a leader in virtual workplace solutions. He also was a co-founder of Fairway Technologies, a joint venture between IBM and Blockbuster Video. He earned a BS in Computer Systems from the University of West Florida.

Mick Collins

Vice President, Quality

Mick Collins brings over thirty years leading world-class,

international customer service organizations to his role as Vice President, Quality at Local Matters. Most recently, Mick was the Vice President, Customer Care and Vice President, Process Improvement and Optimization for Level 3 Communications. Prior to that role, he served as the Vice President of Customer Service Operations - USA at Concert Communications, as the Vice President of Global Customer Service Operations for British Telecom, and in several customer facing and executive consulting roles throughout his career. His rich experience as Customer Operations leader is a welcome asset to the team at Local Matters. He holds a degree in Communications from London City College in the United Kingdom.

Dave Kinnear

Vice President of Client Delivery, Asia Pacific

The Vice President of Client Delivery, Mr. Kinnear joined Local Matters in February 2008 as Vice President of Media Solutions for Europe. Dave previously worked for Telstra Corporation Limited where he served in a variety of roles including Group Manager, Wireless and Online Content. Prior to his time at Local Matters, Mr. Kinnear served as Operations Manager at Sirex Group Pty. Ltd. in Melbourne, Australia.

Kris Skavish

Vice President of Products and Marketing

Kris Skavish, Vice President of Products and Marketing, has been with Local Matters since March 2005. She acted first as Director of Product Management and then as Vice President of Product Management for Media Services. From 2002 to 2005 Ms. Skavish was the Director of Product Management at Jabber, Inc., which developed an advanced real-time messaging platform and instant messaging software. She held positions in marketing and project management at AccelX, a division of Webb Interactive Services, Inc., a portal and directory software solutions company, working with international directory customers. Ms. Skavish has also held positions in new media at companies including software developer Quark. She holds a B.S. degree from Cornell University.



1221 Auraria Parkway
Denver, Colorado 80204

Phone: 303.572.1122

Fax: 303.572.1123

Email: Info@LocalMatters.com

Twitter: www.twitter.com/MattersLocal

General Inquiries: info@LocalMatters.com

Employment: employment@LocalMatters.com

Press & Public Relations: press@LocalMatters.com

Sales: sales@LocalMatters.com