

From: "Boris Nikolic (bgC3)" <[REDACTED]>
To: Jeffrey Epstein <jeevacation@gmail.com>
Subject: FW: Ring Back Tone Advertising
Date: Wed, 17 Nov 2010 07:43:23 +0000
Inline-Images: D3B96C84-1652-4351-A61C-52C557E55092.png

This is from a friend of mine. Not sure if of any interest to you. I am not sending you this as an investment opportunity but rather as a potentially great advertising. I am always intrigued by a new way of capturing large number of people. Not sure that I agree that IP path will be smooth. It seems to me that it might be an easy patent to invalidate. After that the whole company goes south.

B

From: [REDACTED]
Sent: Friday, November 12, 2010 4:25 AM
To: Boris Nikolic (bgC3)
Subject: Ring Back Tone Advertising

Boris,

I thought I'd run my brother and I latest deal by you. Its more of a Google/Facebook play but I didn't want to automatically exclude MS. Our portfolio company RingPlus has a patented technology and platform to deliver Ring Back Tone Advertising. **Just over a month ago the company won a final ruling in a case against Cingular/ATT, creating a stir and defining the enforceability of our IP in this large market.** A Ring Back Tone is what you hear when you call someone, usually ringing while waiting for an answer. Some providers are now offering music (which with the new ruling could be in violation of newly affirmed patents). Our technology platform and IP covers not only just replacing the Ring Back Tone (RBT) with a substitute sound but also covers interactive which is great for advertising. Imagine calling Pizza Hut and if they didn't buy the RBT Advertising for their number a Dominoes ad plays and offers you a buy one get one free pizza deal if you say yes or press *. Or if while you were in Vegas and made a call the RBT ad said come to Wynn Casino for \$10 in free play say yes or press * for a coupon.

The average Ring Back period is 30 Seconds and its a time in which you have an attentive listener as they are waiting for their party to answer. Below is a chart outlining the market size for these ads, 1.2 billion a day in the US alone!!!! That's 3X the size of the search market that Google Adwords serves and we have proven enforceable IP preventing competition. Google already recognizes this huge opportunity and Eric Schmidt made public statements outlining that Google plans to use Ring Back Tone Advertising to monetize Google Voice (<http://www.mobiadnews.com/?p=3753>). I've initiated contact with Google and Facebook (imagine 4 ads a day to their 500 million users if they rolled out a voice product) and have begun to reach out to select VC's to field investment interest should we need it.

Below are the key links to the legal rulings regarding RingPlus along with a chart outlining the market opportunity. Please advise if you have interest in meeting with us when we come to SV in the near future.

<http://www.cafc.uscourts.gov/images/stories/opinions-orders/09-1537.pdf>
<http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&p=1&u=%2Fenetahtml%2FPTO%2Fsearch-bool.html&r=8&f=G&l=50&col=AND&d=PTXT&s1=seelig&s2=erickson&OS=seelig+AND+erickson&RS=seelig+AND+erickson>

Regards,

Rich Stromback
Stromback Ventures
www.stromback.com

U.S.: +1 888 400 3166 x100
FAX: +1 310 684 3595

Email: [REDACTED]
LinkedIn: [REDACTED]
Twitter: [REDACTED]

RINGBACK OPPORTUNITY PER DAY

GLOBAL OPPORTUNITY

Approx. 3 BILLION SUBSCRIBERS

12 BILLION CALLS PER DAY

NORTH AMERICA & EUROPE

Approx. 600,000,000 SUBSCRIBERS

2.4 BILLION CALLS PER DAY

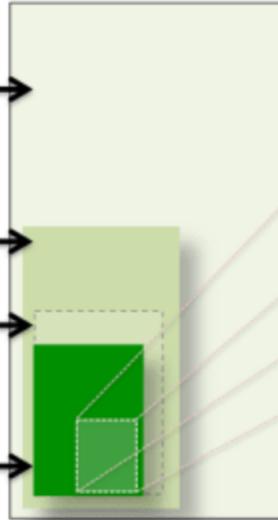
AFRICA 395m Subscribers

NORTH AMERICA:

Approx. 300m Subscribers

1.2 BILLION CALLS PER DAY

Nelson Mobile reports that as of Q2 2008 a typical U.S. mobile subscriber between ages 18-45 makes or receives 242.4 phone calls per month, or approximately 4 inbound calls per day.



WEB SEARCHES PER DAY

US:

383m Web Searches
Per Day

GOOGLE - US:

242m Searches Per Day

45m Paid Click-Throughs

According to comScore Releases August 2008 U.S. Search Engine Rankings." comScore, Inc. September 18, 2008.
Available at:

<http://ir.comscore.com/releasedetail.cfm?ReleaseID=335556>

Google receives 63% of the 11.7 billion searches per month.

The approximate CTR on Google Searches across all Categories is 18%.