

ShowUhow Provides Insight into Your Consumers' Usage Trends



ShowUhow helps ensure your success by providing low cost sales and customer support tools and Video Instruction Guides (VIGs) for products that require assembly, installation, set-up, or detailed explanation of use. VIGs are powerful tools that help consumers see how to assemble, install and use a wide-range of consumer products from consumer electronics to small appliances, kids gear, furniture, and a whole lot more. ShowUhow combines web-based VIGs with a consumer friendly service platform that:

- Provides easy to use sales and customer support tools
- Offers step-by-step, easy-to-follow, visual instructions for assembly, installation and use
- Lets customers register their products, order parts, and share product feedback right from their desktop
- Provides data and analytics on customer support and product issues

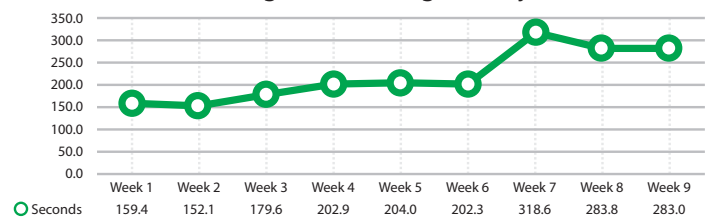
The ShowUhow platform provides unique reporting and data analysis capabilities as well as a new way of capturing meaningful customer feedback and market research data. ShowUhow provides you with direct access to consumer information you never had before. Receiving feedback from customers will help you identify new product opportunities and grow your sales. You can customize survey questions to gain valuable customer feedback, and have access to extensive platform usage data and analysis to better understand customer behavior and support needs.

The Client Support Center

The ShowUhow Client Support Center provides you with a host of reports and data analytics, including:

- A summary-level report that shows you your client usage statistics over time. This summary demonstrates the number of VIG plays, and page views, as well as the number of surveys taken and the number of coupons printed.
- Segment Plays and Segment Average Duration statistics show you which VIG segments are viewed most often, and for how long -- providing you with insight into where consumers seem to need the most help with product assembly, installation or use.
- The Customer Service page provides you with a table that shows, by product, how many product registrations have been completed, and how many support requests and parts orders were initiated from the ShowUhow platform. This includes both a historical archive program to date, as well as a view by current, active requests.

Average VIG Viewing Time by Week



The Client Support Center is also used to broadcast messages to your registered users, order Point of Sale (POS) materials to your retailers, and manage your VIGs. The broadcast feature is especially useful for distributing consumer product safety information, including communications regarding voluntary or mandatory recalls. Finally, the Client Support Center is used to set up coupons, product announcements, and survey questions.

Unprecedented Access to Consumer and Market Research Data

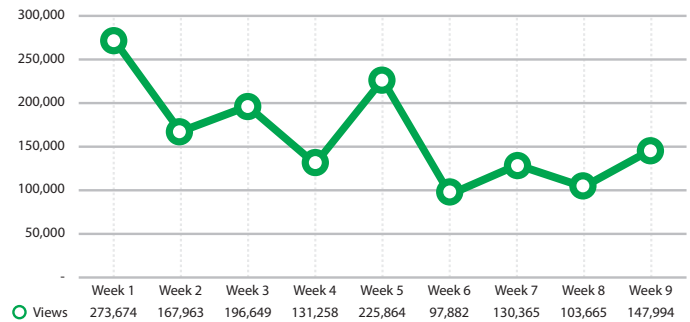
ShowUhow provides you with detailed information on how your consumers are utilizing the customer support platform, and provides you with a means of direct consumer communication and feedback gathering that you've never had before. You can customize survey questions to ask about whatever is most important to you – customer satisfaction, product design, consumer interest in new products or features, the opportunities are virtually endless.

Monthly and Quarterly Reporting

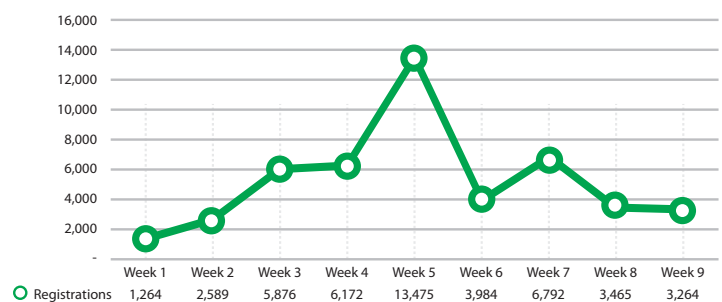
In addition to the self-service reports available any time through the ShowUhow Client Support Center, ShowUhow also provides manufacturers with a standard monthly and quarterly package of performance and usage reports. A quarterly report package is also provided to retailers. The monthly and quarterly reports include:

1. **Shopper Distribution** – Number of consumers, by product, who viewed the VIG introductory segment. In most cases this activity would originate from the manufacturer's website or by clicking through a pre-sale widget from an online catalog page on a retailer website. This distribution is typically viewed by week, and includes statistics from prior weeks to establish trends.
2. **Registered User Distribution** – Number of registered users, by product, who accessed the ShowUhow site in a given time period. Access could be to view a VIG, make a support request, or use any other available support tool. This distribution is typically viewed by week, and includes statistics from prior weeks to establish trends.
3. **Shopper/Registered User Distribution** – Shows the ratio of Shoppers to Registered Users, by product, over a given time period. This distribution is typically viewed by week, and includes statistics from prior weeks to establish trends.
4. **Viewing Distribution** – Shows the average time, in seconds, that each VIG is viewed over a given time period. This distribution is typically viewed by week, and includes statistics from prior weeks to establish trends.
5. **Summary of Activity** - A summary-level report that shows you your client usage statistics over time.
6. **Summary Survey Results** – A roll up of survey responses over a given period of time.
7. **Demographic Data**, including:
 - Time of usage
 - Location of usage
 - Zip Code and Census Demographics such as:
 - Salary/Income
 - Rates of Home Ownership
 - Average Education Level
 - Age

VIG Page Views By Week



New Users By Week



ShowUhow makes it easy for you to provide consumers with streamlined and cost-effective customer support tools. ShowUhow provides a valuable suite of web based services to purchasers of consumer products, including video assembly instructions and related product and service information, that enables retailers and manufacturers to:

- Provide higher levels of efficient customer service
- Retain existing customers and attract new ones
- Reduce product return related expenses
- Increase awareness and differentiation of products.

And you'll have access to robust data regarding your consumers and their use of the ShowUhow customer support platform, as well as their feedback on your products and services.

Contact Us Today To Get Started! Visit www.showuhowinc.com to learn more. The company can be reached through e-mail at info@showuhowinc.com, or by calling (858) 492-1222.