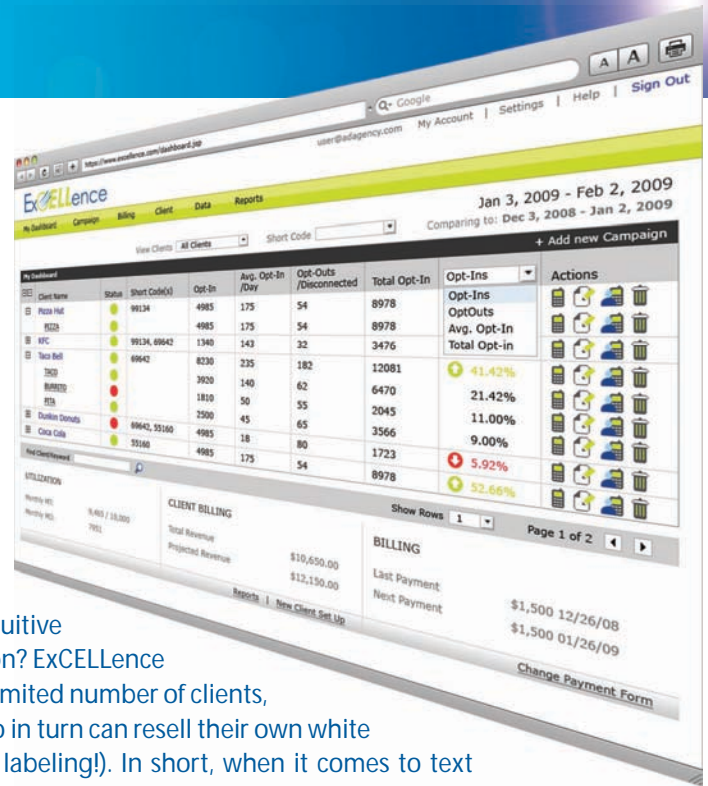


## Comprehensive Text Messaging Campaign & Business Management Platform

CellForce's ExCELLence is a proprietary technology platform that allows ad agencies, brands and companies of all sizes to manage every aspect of text message communications. The platform offers the most robust set of features to facilitate consumer engagement via cell phone or the web. Whether you want to launch a broadcast a campaign to your subscribers as well as to social networking sites (such as Facebook or Twitter), engage your clients with text2vote, text2win or text2quiz, collect data or develop a dynamically scripted conversation with your target audience, ExCELLence allows you to launch such campaigns at ease while using our intuitive interface, no technology background required. Need a white labeled solution? ExCELLence offers a one of a kind, market leading, feature set that allows you to have unlimited number of clients, who, in turn, have their own white labeled solution for their own clients, who in turn can resell their own white labeled solution to their own clients (yes, we said it, three levels of white labeling!). In short, when it comes to text messaging business and technology, ExCELLence is the undisputed market leader.



### Supported Technologies

- Standard Rate SMS
- Premium SMS
- MMS

### Data Sources

- Cell Phone
- Web
- API (Other software)

### Campaign Types

- Broadcast
- Auto-Responder
- Data Collection
- Scripted
- Text2Vote
- Text2Win
- Text2Quiz
- Text2Screen

### DataBase Management

- Seamless OPT-IN / OPT-OUT management
- Network Lookup / Carrier Verification
- Handset Identification
- Blacklist Management
- Disconnected number suppression

### Features

- Full White Label Solution
- Resell up to 3 levels of clients
- Feature Rights & Permissions
- Real Time Reports & Logs
- Financial / utilization management

### Connectivity / Aggregation

- Dedicated Short code acquisition
- Tier1 Carrier connectivity / Compliance
- Multi Aggregator / Short Code
- Global Aggregation solution

### Pricing: ExCELLence Packages

Package Name	Description	Monthly Cost
API	API Connectivity + 1 Standard Keyword	\$100
Client*	Client account with up to 2 keywords	\$100
Agency - Basic**	Agency account with up to 10 clients / keywords	\$500
Agency	Agency account with unlimited clients / keywords	\$2500
Operating Company	OC Account with unlimited agencies / keywords	\$5000

\* Each additional keyword above the initial 2 costs \$50/mo

\*\* Each additional client account or keyword above the initial 10 costs \$100/mo

### Aggregation Packages

Minimum Volume Obligation #of Messages	\$250	\$500	\$1000	\$2000
1 - 250,000	\$0.035	\$0.025	\$0.020	\$0.015
250,001 - 500,000	\$0.033	\$0.023	\$0.018	\$0.013
500,001 - 750,000	\$0.030	\$0.020	\$0.015	\$0.012
750,001 - 1M	\$0.028	\$0.018	\$0.013	\$0.010
1M	\$0.025	\$0.015	\$0.010	\$0.008
Network Lookup	\$0.01	\$0.01	\$0.01	\$0.01

Shared short code – Included in pricing

Dedicated short code - \$2500 one time full provisioning cost, \$600 per month for non vanity, \$1100 per month for vanity.