

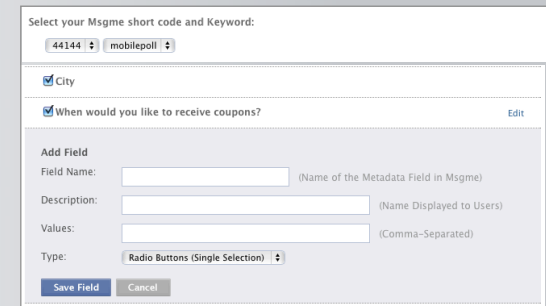
Here's The Dilemma. Facebook boasts an audience of roughly 700 million people, but your control is extremely limited. 'Likes' do not provide an explicit opt-in for direct communication. News and status feeds are overly packed with attention destroying noise and Facebook SMS alerts are 1-way communication channels that automate messaging to a general subscriber list.

So what's the solution? That's easy. **Msgme's mAlerts Application.**

- ✓ Install in less than a minute as an app onto your Facebook page
- ✓ Customize the number and type of fields for your subscriber profiles
- ✓ Connect directly to your Msgme account for automatic and real-time data synchronization
- ✓ Add as a tab on your Facebook page, ensuring visitors don't have to leave the Facebook environment
- ✓ Update at your convenience and on-the-fly with our easy-to-use interface

THE BENEFITS OF SOCIAL CRM WITH mALERTS

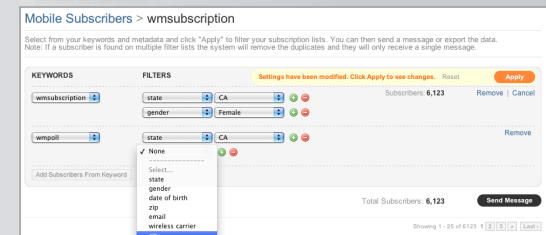
- Collect opt-ins for mobile and email communication simultaneously
- Ensure full compliance according to all carrier and regulatory guidelines
- Target outbound messaging directly to subscribers using metadata that YOU define
- Interact with your audience using Msgme's 2-way SMS, MMS and IVR messaging tools
- Sync metadata with your CRM system to activate cross-channel marketing strategy



Customizable metadata added directly to your digital subscribers' profiles



Instant opt-in list building within the Facebook interface



Segmentation and targeting using Msgme's 2-way, interactive communication tools