

My Family Facebook Application

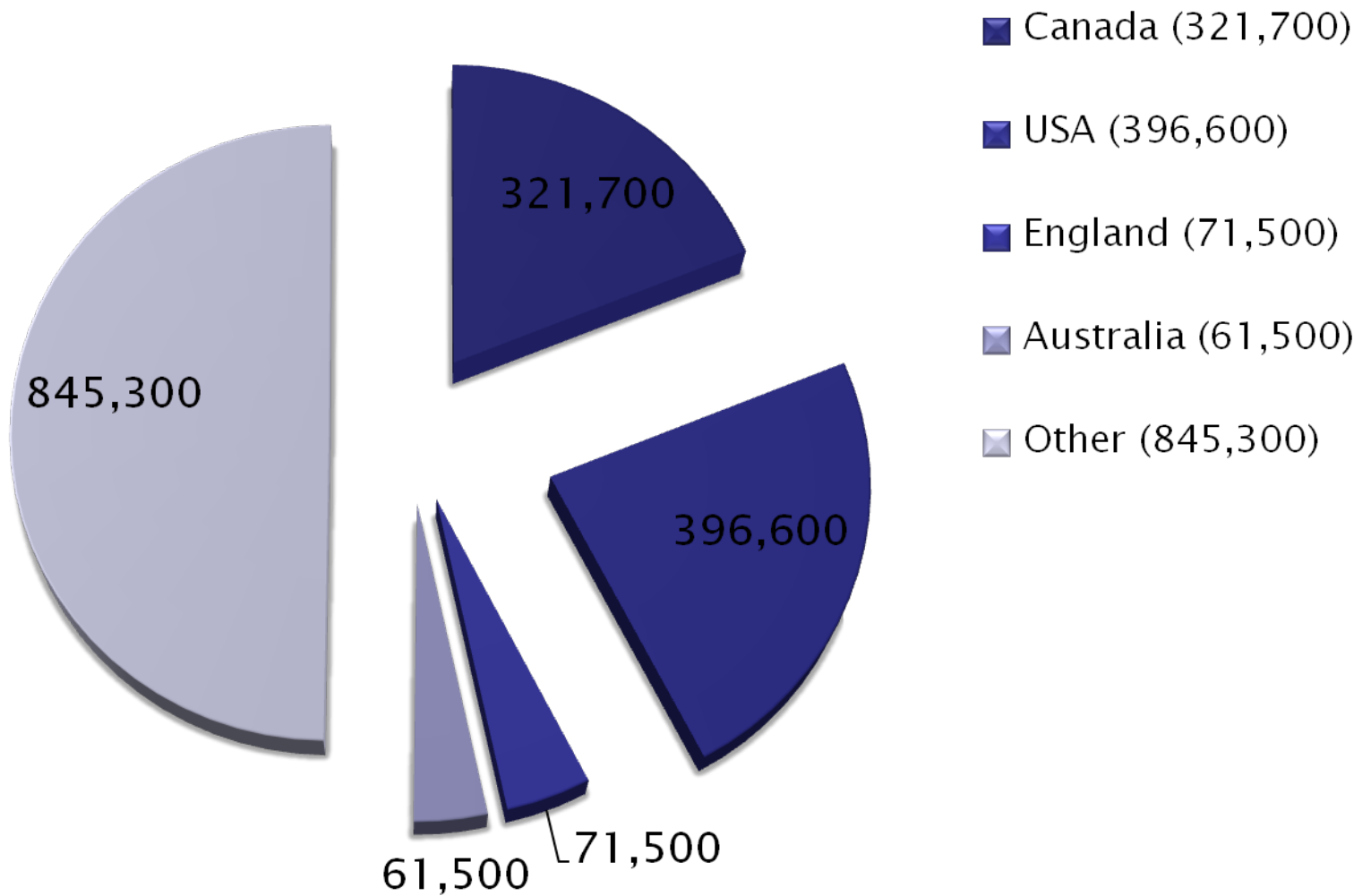
Sales Presentation

29th May 2008

- Developer: Paul Aschmann
- Go Live Date: 24 August 2007
- Total Installs: 1,290,000 (1.3M per Facebook)
- Daily Active Users: 16,000 (1%)
- New Installs Per Day: 8,000 (100% Organic Growth)
- 6164 Fans

- Advertising revenue:
 - 2008
 - Jan \$3997
 - Feb \$3589
 - Mar \$3781
 - Apr \$2604
- Total Monthly Expenses: +- \$200.00 per month (Amazon S3 & EC2) for hosting charges.

Installs by Major Country



Insights: My Family

Show Stats for: My Family

- Usage
- HTTP Request
- Allocations
- User Response
- Add/Remove
- About Page

Choose a graph: Daily Active Users



Usage Statistics

Daily Active Users: 18,237
% of total: 1%
Total Users: 1,319,790
Reviews: 748

Insights: My Family

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Choose a graph: Canvas Page Views



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Choose a graph: Unique Canvas Page Views



Usage Statistics

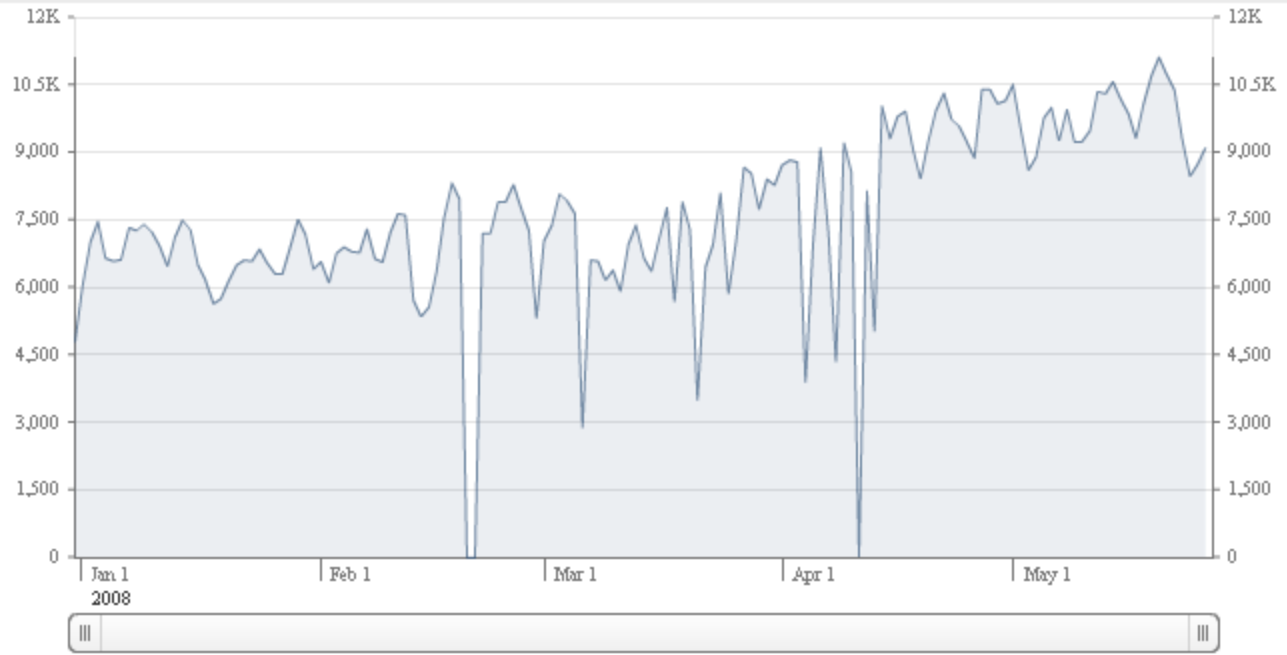
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Choose a graph: Unique Adds



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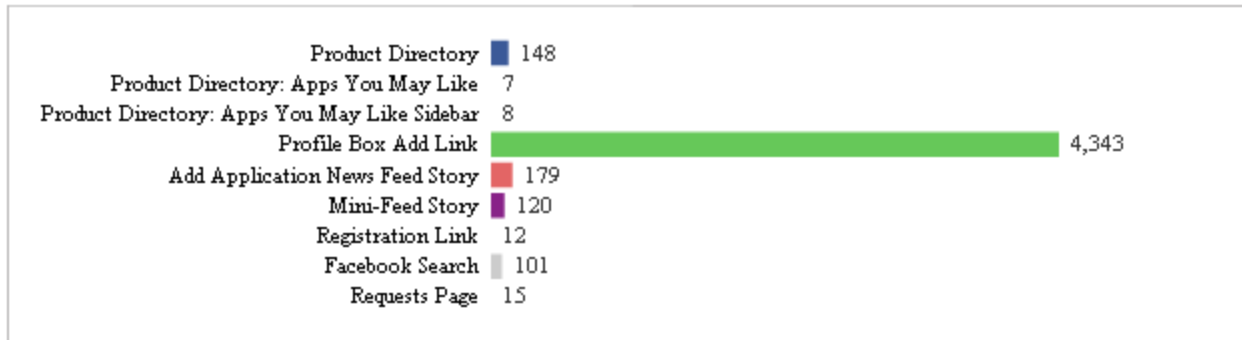
Insights: My Family

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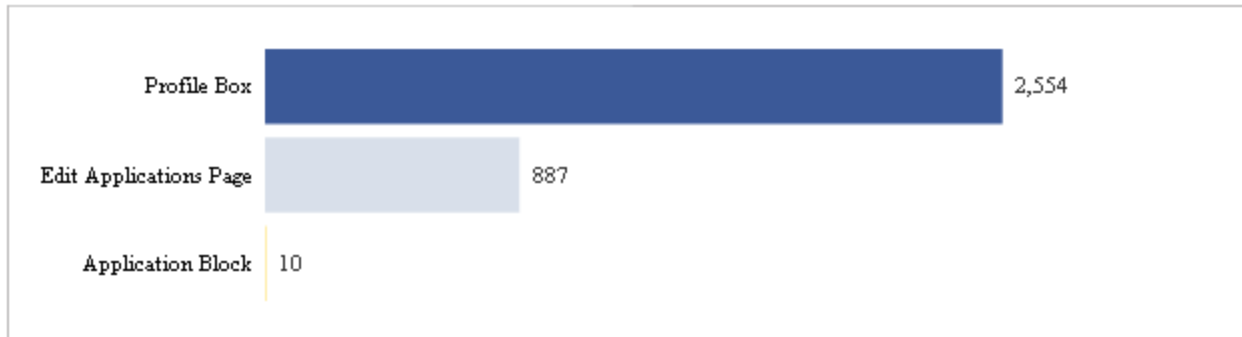
Show 05/27/08 Update

Unique Adds



Total Adds (unique users): 10,266
From within your App: 5,026

Unique Removes



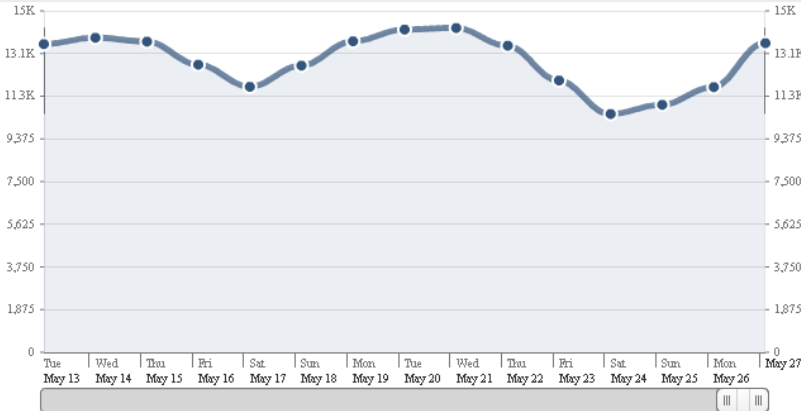
Total Removes (unique users): 3,450

Insights: My Family

Show Stats for: My Family

Usage HTTP Request Allocations User Response Add/Remove About Page

Choose a graph: Unique Views



6,165 Total Fans

- Yesterday

Boost your activity with Facebook Ads

Create an ad campaign to drive traffic and engagement with your Website, Application, or Facebook Page.

Female		Male	
0%	0%	0%	0%
13-17	0%	0%	0%
18-24	0%	0%	0%
25-34	0%	0%	0%
35-44	0%	0%	0%
45+	0%	0%	0%

* Data Last Updated: May. 27, 2008

My Family Activity

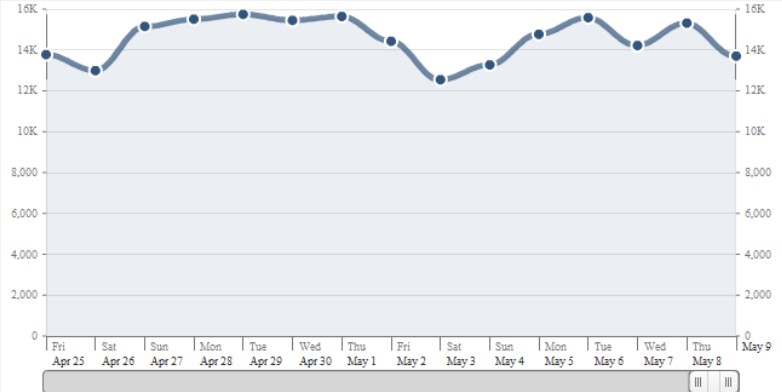
	May. 27	May. 26
Page Views	16,084	13,823
Unique Users	13,589	11,655
Wall Posts	-	-
Discussion Topics	-	-

Insights: My Family

Show Stats for: My Family

Usage HTTP Request Allocations User Response Add/Remove About Page

Choose a graph: Page Views

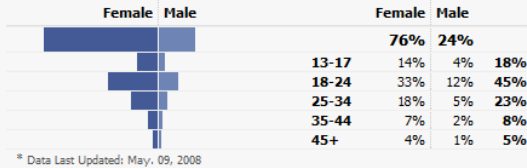


4,811 Total Fans

4,735 Yesterday

Boost your activity with Facebook Ads

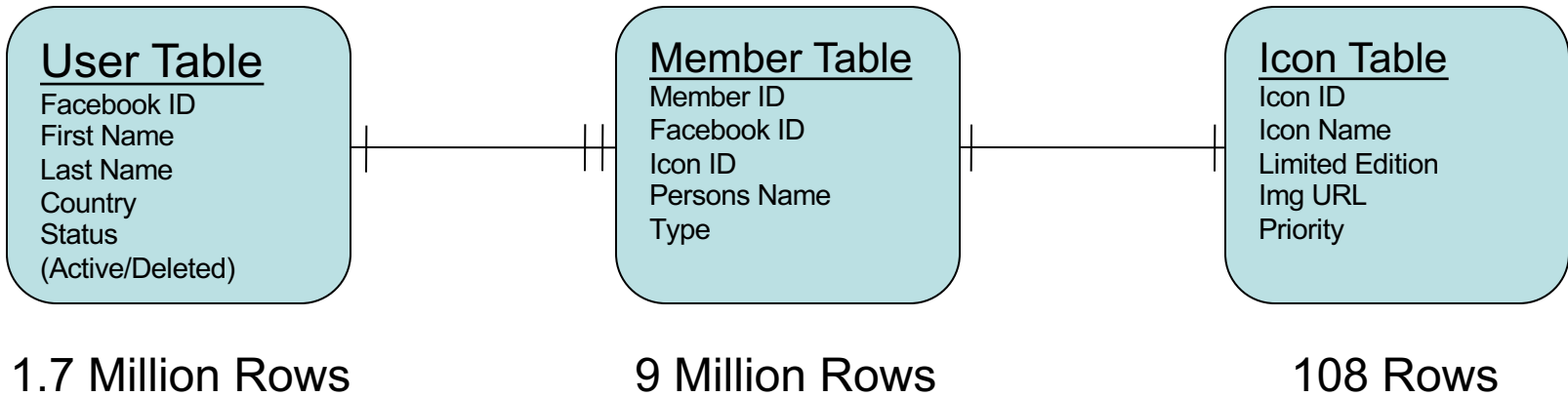
Create an ad campaign to drive traffic and engagement with your Website, Application, or Facebook Page.



* Data Last Updated: May, 09, 2008

My Family Activity

	May. 09	May. 08
Page Views	13,708	15,324
Unique Users	11,862	13,149
Wall Posts	-	-
Discussion Topics	-	-
Reviews	5	2



- Non of these details are to be disclosed to ANY OTHER RECIPIENT EXCEPT TO WHOM IT WAS INTENDED
- Application will be transferred and will include all source code and data from the database
 - PHP Code (PHP5, GD2)
 - mySQL Database
- Currently the application is running on Amazon's S3 & EC2 and the entire image can be duplicated and transferred if desired.
- I will personally oversee the movement of the application from our servers to yours, but you will need to have a developer on your team to make sure the transition goes smoothly!
- 50% of Payment on the acceptance of the sale price and 50% of Payment once the application has been transferred
- Sale contract including terms and conditions to be signed prior to Payment
- The application for sale is for the facebook platform and does not include the "My Family" application on Bebo, Friendster, MySpace or Hi5
- Facebook is a registered trademark of Facebook Inc.