



CitiesPlanet.com

Scottsdale.com

SunsetBeach.com

CarlsbadCaverns.com

Mesa.com

Tunica.com

Kalamazoo.com

Rockford.com

Sausalito.com

Burbank.com

RanchoMirage.com

Tempe.com

SanibelCaptiva.com

TahoeVista.com

WilkesBarre.com

Chandler.com

And More! ...

CitiesPlanet Overview

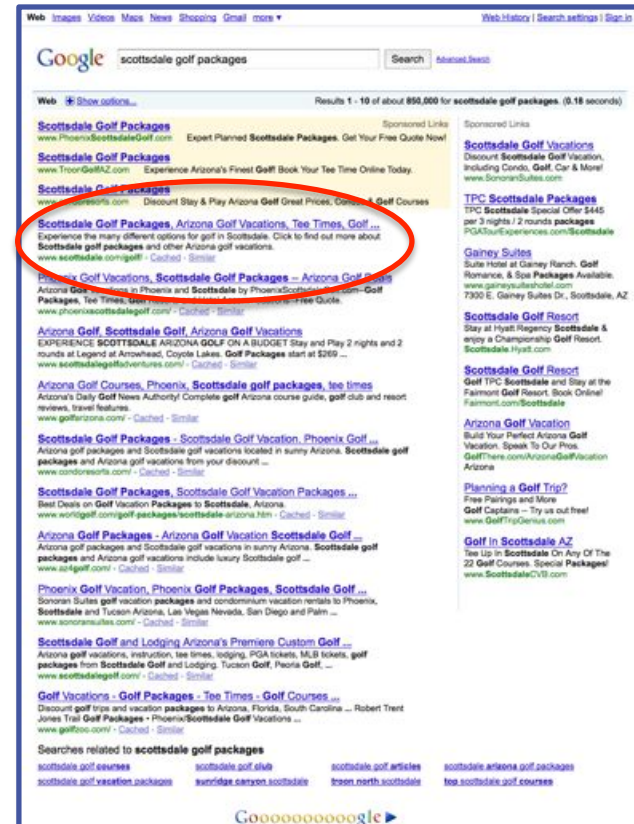
CitiesPlanet Highlights

- The CitiesPlanet Network of 40 cities represents a total population of more than 3.3 million people across 17 states and one international city in Palermo, Italy.
- CitiesPlanet cities range in size from small upscale communities to large metropolitan areas across the country and even internationally.
- Traffic across our Arizona properties alone represents 100,000 + unique visitors and over 600,000 page views per month and the overall CitiesPlanet Network site traffic will continue to grow as new sites are launched and ramp up.
- CitiesPlanet sites run on our proven “CityInTheBox” software platform, allowing for seamless management of partner advertising on individual cities, regionally, or across the entire network of cities.
- Fred Mercaldo, Managing Partner of GeoDomain Development Ventures, LLC, CitiesPlanet and Scottsdale.com is a pioneer in the GeoDomain industry and serves as President of Associated Cities, the industry’s leading association.



Why “City.com” GeoDomains are so Powerful

- **NATURAL BRANDS** – Because our visitors know the names of our “city.com” sites, a major source of our traffic is from direct visitors. With this direct “type-in” traffic (to Burbank.com for example), our brands deliver qualified traffic without having to be over dependent on the Search Engines.
- **RELEVANT CONTENT** – Search Engine traffic is still critical and natural URL’s with relevant content rank high for users searching for specific terms. For example, as shown in the Google screenshot here, Scottsdale.com is listed prominently in search results for Scottsdale golf packages.
- **BRAND RECOGNITION, LOYALTY & TRUST** – When users do see links that include the natural “City.com” address, they are more likely to click and visit that site.
- **QUALIFIED TRAFFIC** – When people come to a “City.com” site, they come with the purpose of seeking out a local business or for things to do and see in that city. Therefore, they have a high-propensity to use the site for taking action and are not simply attracted by a celebrity or breaking news story as they are to many news or entertainment-based sites.
- **CITY DIRECTORY** – Much like a search engine, but specific to each “City.com”, all of our sites include a comprehensive City Directory for local businesses that is easy to navigate and provides detailed listings that both locals and visitors are looking for.



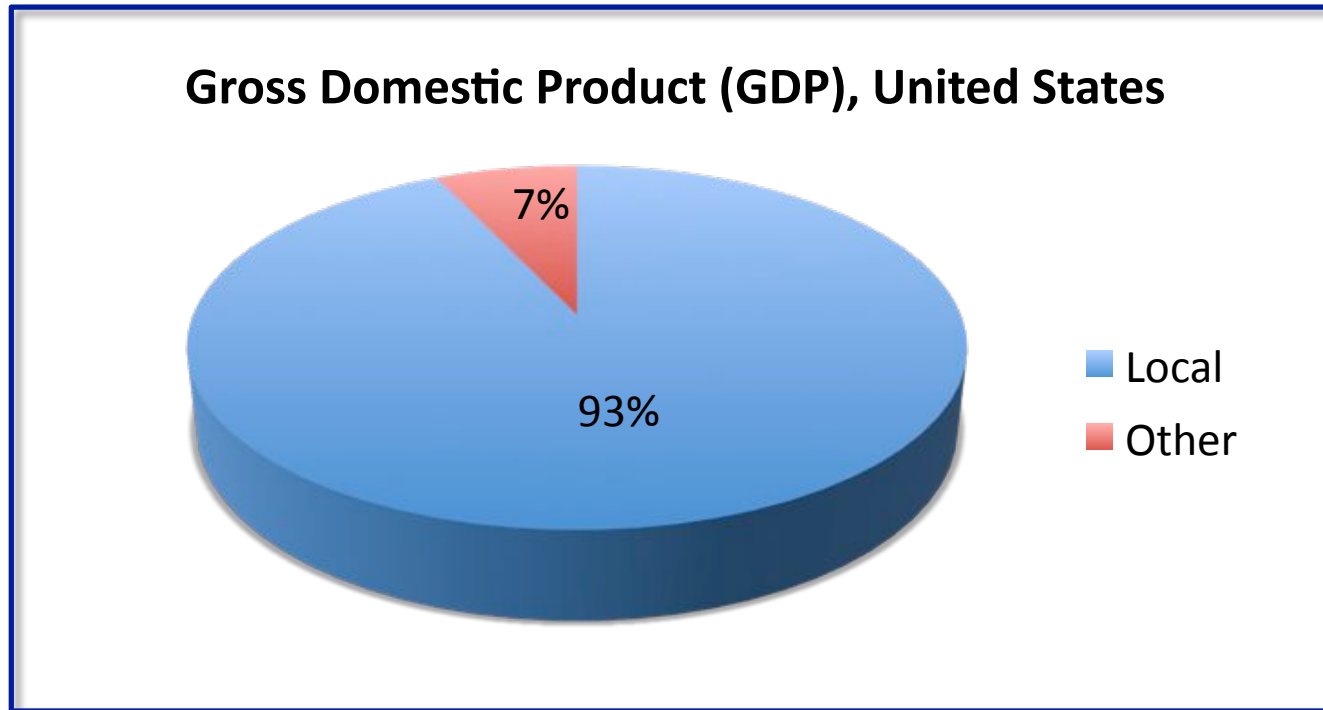
Google search results screen for Scottsdale golf packages



CitiesPlanet.com

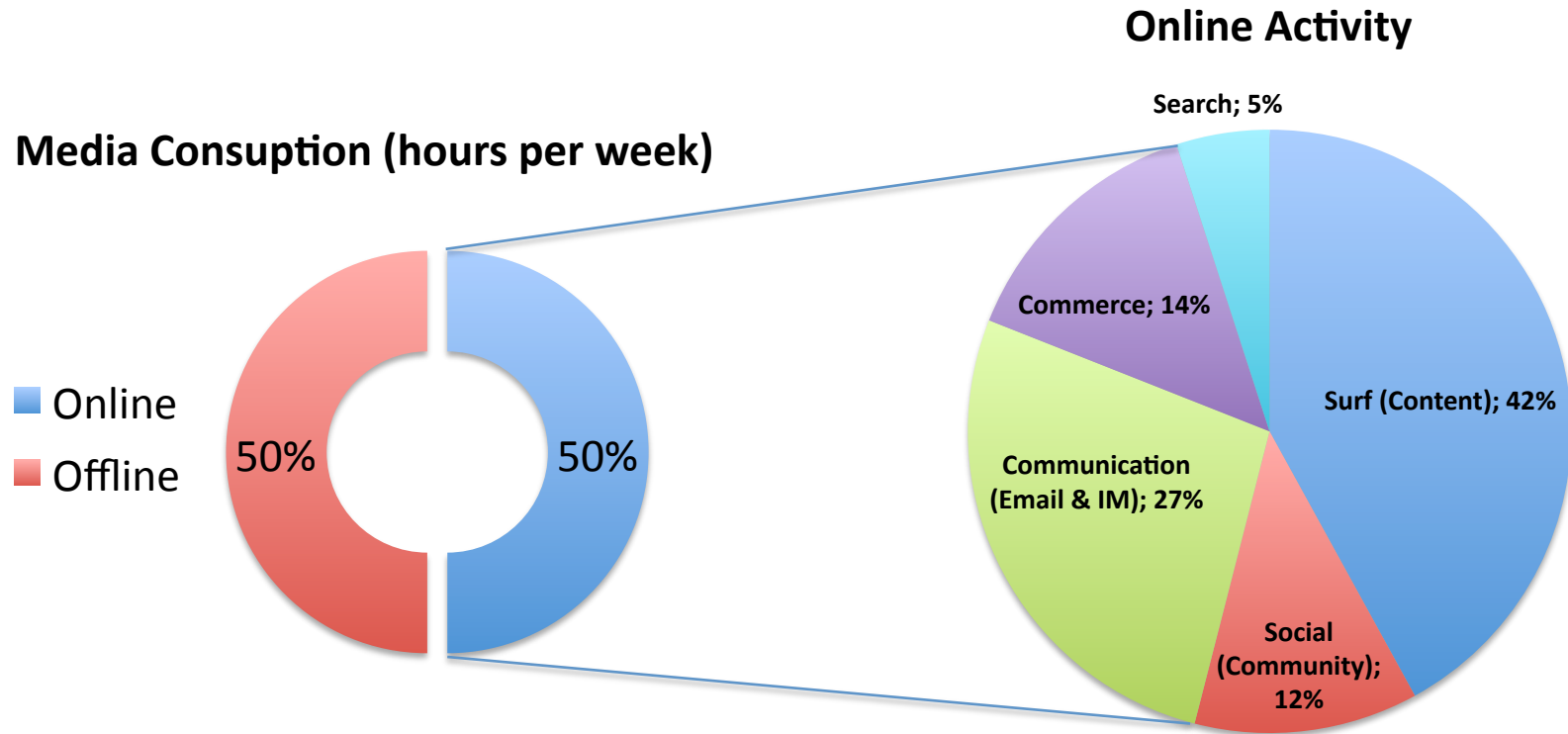
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**Associated
Cities™**

Where the Money Is ... It's Local!



- **93% of all US GDP is sold/delivered locally!**

Local Advertising ... Reach Your Customers Where They Are – Online!



- **By spending less than 10% of their ad dollars online, local businesses are missing the opportunity to reach consumers where they spend 50% + of their time!**

Source: Jupiter Research, Online Publishers Assoc., Google

CitiesPlanet Network Sites *(as of May 2010):*

ARIZONA

Scottsdale.com
Tempe.com
Mesa.com
Chandler.com
FountainHills.com
ApacheJunction.com
OroValley.com

CALIFORNIA

Burbank.com
Sunnyvale.com
Sausalito.com
RanchoMirage.com
SierraMadre.com
TahoeVista.com
Claremont.com

CONNECTICUT

OldSaybrook.com
Southington.com
EastLyme.com
Groton.com
Niantic.com

FLORIDA

SanibelCaptiva.com
NewPortRichey.com
PortRichey.com

ILLINIOS

Rockford.com
MelrosePark.com

MASSACHUSETTS

Lynn.com

MICHIGAN

Kalamazoo.com

MISSISSIPPI

Tunica.com
Tupelo.com

MONTANA

GreatFalls.com

NEW MEXICO

CarlsbadCaverns.com

NEW JERSEY

LongBranch.com

NEW YORK

Binghamton.com
Depew.com

NORTH CAROLINA

SunsetBeach.com
Hickory.com

OHIO

HuberHeights.com

PENNSYLVANIA

WilkesBarre.com

TEXAS

Gatesville.com

VIRGINIA

Oakton.com

INTERNATIONAL SITES

ITALY

Palermo.com



CitiesPlanet Site Presence Examples

Home Page Opportunities

Several Home Page options are available throughout CitiesPlanet sites to promote your business.

Home Page Video

- Nothing captures a web visitor's attention like a streaming video. Video can be added to the Home Page or to Directory Pages across our sites. Scottsdale.com has a popular "Events Calendar" on the right side of the Home Page showcasing over 1,500 events per month.

Headline Stories

- Our writers can produce "advertorial" headlines for a soft-sell approach, or a simple Q&A. The front page headlines are available on a weekly basis and include links throughout the story.



Scottsdale.com Home Page example



CitiesPlanet Site Presence Examples

More Home Page Opportunities

Several Home Page options are available on CitiesPlanet sites to promote your business.

Featured Website Links

- We now offer Featured Website Links on the home page of our sites for our partner advertisers.
- Featured links will increase the strength of your company's site and give you an edge over the competition.
- We also offer Featured Advertiser Website Links on all Directory pages for more targeted placement.
- Take advantage of our direct website links as part of your advertising partnership with CitiesPlanet.



Scottsdale.com Home Page example



CitiesPlanet Site Presence Examples

Banner Advertising

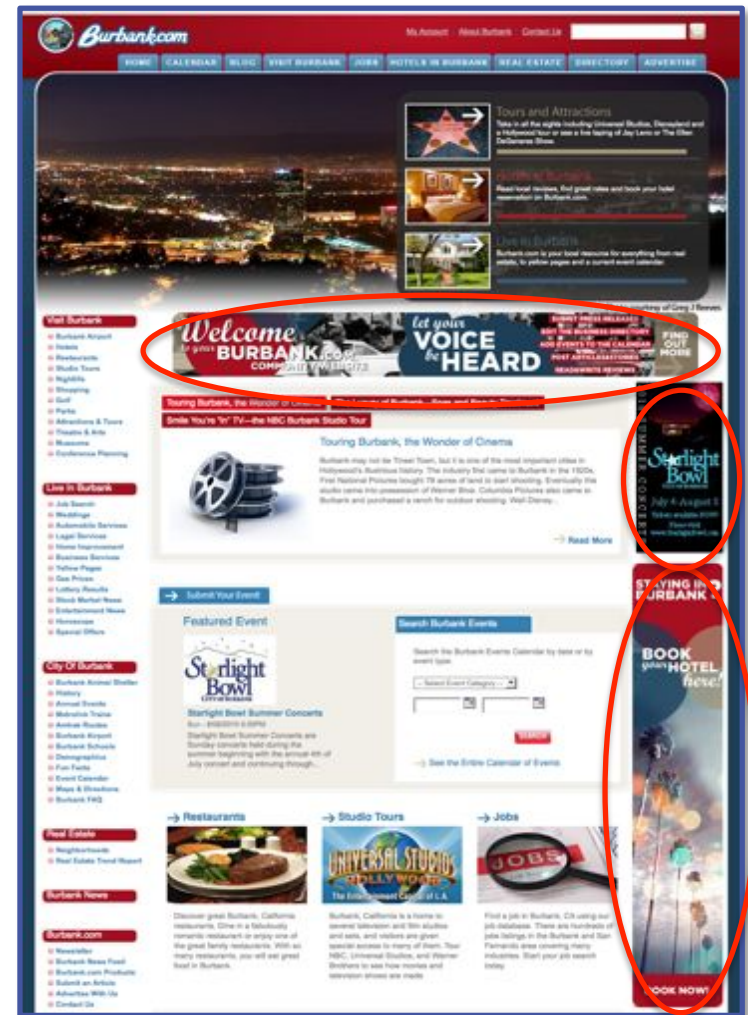
Banner advertising opportunities are available throughout the CitiesPlanet sites and can be targeted to display with associated content.

Home Page

All banners on the Home Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER**
- **SKYSCRAPER SIDE BANNER**
- **SMALL SIDE BANNER**

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



Burbank.com Home Page Example



CitiesPlanet Site Presence Examples

Banner Advertising

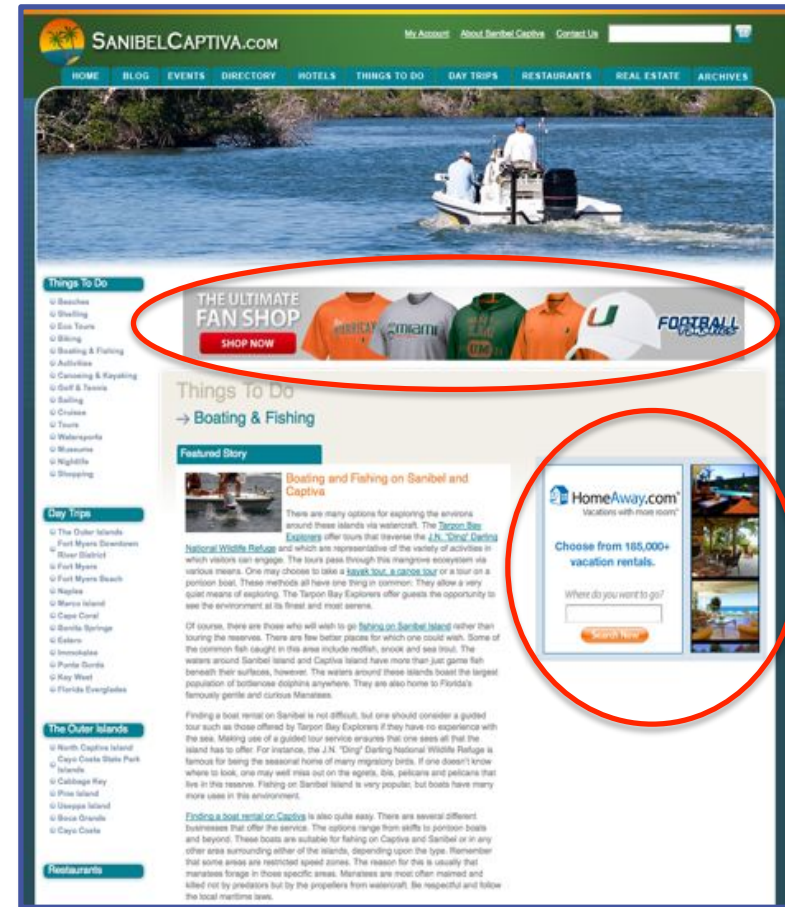
Banner advertising opportunities are available throughout CitiesPlanet sites and can be targeted to display with associated content.

Channel Page

All banners on the Channel Page rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER**
- **TALL SIDE BANNER**
- **RECTANGLE SIDE BANNER**

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



SanibelCaptive.com Channel Page example

CitiesPlanet Site Presence Examples

Banner Advertising

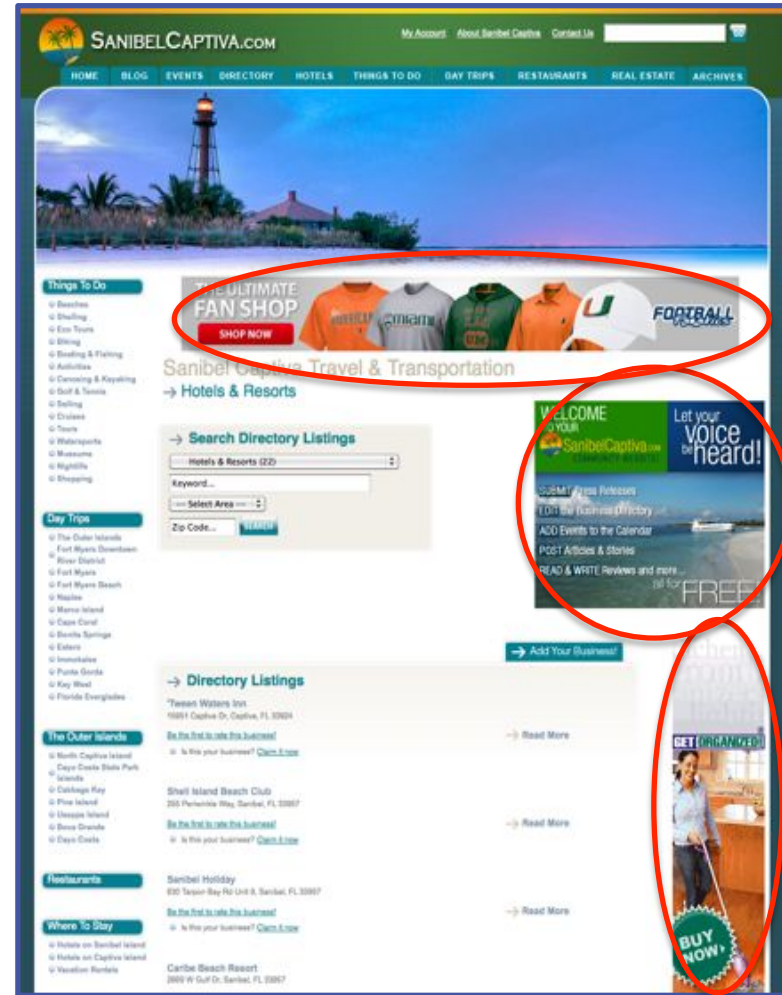
Banner advertising opportunities are available throughout CitiesPlanet sites and can be targeted to display with associated content.

Directory & Event Page

All banners on the Directory & Event Pages rotate in position every time the page is refreshed giving equal top exposure to all banners.

- **TOP BANNER**
- **RECTANGLE SIDE BANNER**
- **SKYSCRAPER SIDE BANNER**

All banner ad contracts require a minimum commitment of 3 months. Advertiser to provide banner ad artwork. CitiesPlanet can provide the artwork for \$100 per banner ad.



SanibelCaptive.com Directory Page example

CitiesPlanet Site Presence Examples

Directory Listings

Premium Directory Upgrade Listing Includes:

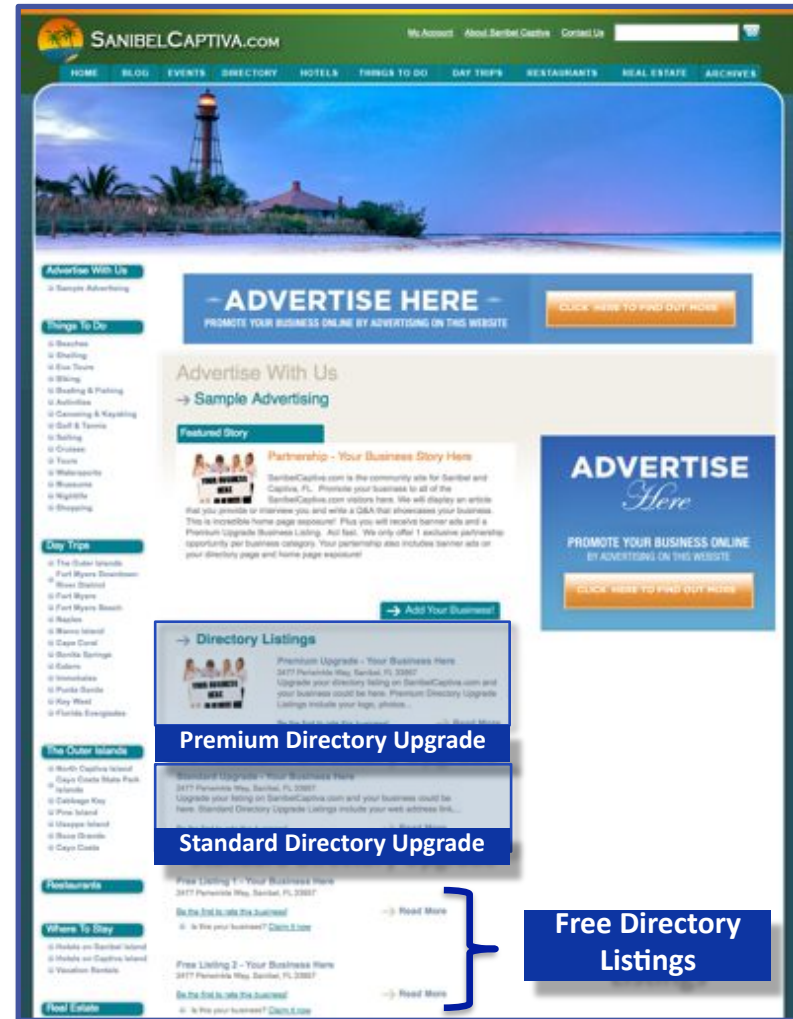
- Priority Position above Standard Listings
- Your Logo on the Listings Page
- Up to 500 word description
- Up to 5 pictures
- Web Address Link
- Up to 5 resource links
- Click-through to Complete Description Page
- Company Name, Phone, Address & Email
- Local Map

Standard Directory Upgrade Listing Includes:

- Priority Position above Free Listings
- Up to 100 word description
- 1 Picture
- Web address link
- Click-through to Complete Description Page
- Company Name, Phone, Address & Email
- Local Map

Free Directory Listing Includes:

- Company Name, Phone, Address & Email
- Local Map



SanibelCaptivea.com Directory Page example

Premium Directory Upgrade Listing Page

→ Premium Upgrade - Your Business Here Is this your business? [claim it now](#)

2477 Parkside Way Sanibel, FL 33957
[Get Directions](#)

Phone: 555-555-5555 [ADD THIS](#) [Review](#)
 Fax: 444-444-4444 Review Rating: n/a
 Web: [Click here for website](#) [Rate for business](#)
 Email: [Email this business](#)

[Claim this Business](#) [Email to a Friend](#) [Send to Phone](#) [Submit Photo](#) [Print](#)

Premium Upgrade - Your Business Here in Sanibel
 Upgrade your directory listing on SanibelCaptive.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

→ **Locations**

- 2477 Parkside Way Sanibel, FL 33957
 Phone: 555-555-5555
[Get Directions](#)

→ **What's nearby**

Dining | Hotels | Shopping | Movies | Nightlife | Golf | Things To Do | Beauty & Leisure |

→ **Icon Key**

- Dining
- Hotels
- Shopping
- Movies
- Nightlife
- Golf
- Things To Do
- Beauty & Leisure

→ **Get Driving Directions**



Your Links

Your Specials

User Reviews

Your Photos

Premium Upgrade - Your Business Here

2477 Parkside Way Sanibel, FL 33957
 Phone: 555-555-5555 [ADD THIS](#) [Review](#)
 Fax: 444-444-4444 Review Rating: n/a
 Web: [Click here for website](#) [Rate for business](#)
 Email: [Email this business](#)

[Claim this Business](#) [Email to a Friend](#) [Send to Phone](#) [Submit Photo](#) [Print](#)

Premium Upgrade - Your Business Here in Sanibel
 Upgrade your directory listing on SanibelCaptive.com and your business could be here. Premium Directory Upgrade Listings include your logo, photos, business description, phone, address, email, resource links, local map and more. Most importantly, when you purchase a Premium Directory Upgrade Listing for your business it will appear above your competition at the top of the business directory!

→ **Locations**

- 2477 Parkside Way Sanibel, FL 33957
 Phone: 555-555-5555
[Get Directions](#)

→ **What's nearby**

Dining | Hotels | Shopping | Movies | Nightlife | Golf | Things To Do | Beauty & Leisure |

→ **Icon Key**

- Dining
- Hotels
- Shopping
- Movies
- Nightlife
- Golf
- Things To Do
- Beauty & Leisure

→ **Get Driving Directions**

→ **Resource Links**

- SanibelCaptive.com Home Page
- SanibelCaptive.com Directory Page
- SanibelCaptive.com Terms of Use
- SanibelCaptive.com Privacy Policy
- SanibelCaptive.com Newsletter Sign Up

→ **Special Offers**

Your Special Offer Here
 Promote any special offers you would like with your Premium Directory Upgrade Listing.
 Promotional code or link if purchase
 → [Print This Coupon](#)

→ **User Reviews** [Add a User Review](#)

No Reviews Currently Available
 We would love to hear from you about your business and what you have to offer. Write a review for this business and earn [up to \\$100.00 in cash](#)!

→ **Upload Photos**

→ **Email This Business**

Send your email address to contact Premium Upgrade - Your Business Here
 Enter Your Email Address:
 Subject:
 Your Message:



CitiesPlanet.com

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Associated Cities™

CitiesPlanet Additional Exposure

Partnership Opportunities

- Featured partnerships are available for each of the Channel and Directory categories and are one of the most effective advertising options available.
- CitiesPlanet partners are more than advertisers...they are true partners. We promote partners on our sites with advertorial content, banner ads and even do feature stories and business profiles of the businesses to capitalize on both local and out-of-town visitors.
- **Custom Partnerships** are also available for any advertiser. Contact us and we will develop your own custom or exclusive program tailored specifically for the needs of your business!

Channel Partnerships Include:

- Home Page Small Side Banner Ad
- Picture and Headline on the Home Page
- Custom Content at the Top of Chosen Channel Page
- Top Banner Ad on the Channel page
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing
- Top story on the Associated Directory Category Page

Directory Partnerships Include:

- Featured Link on Home Page
- Premium Directory Upgrade Listing on Channel Page
- Premium Directory Upgrade Listing on Directory Category Page
- Top story on Directory Category Page
- Skyscraper Side Banner Ad on Directory Page

All Partnership contracts require a minimum commitment of 12 months.



Contact

Mark Wilson

Vice President, Sales & Marketing
CitiesPlanet.com

Phone: 602-363-3345

mark@citiesplanet.com

CitiesPlanet Network Sites:

Scottsdale.com | Mesa.com | Burbank.com | Tempe.com | SanibelCaptive.com | CarlsbadCaverns.com | GreatFalls.com | Palermo.com | ApacheJunction.com | Chandler.com | Rockford.com | Tunica.com | Kalamazoo.com | Oakton.com | SierraMadre.com | Tupelo.com | Claremont.com | Lynn.com | WilkesBarre.com | Hickory.com | Binghamton.com | RanchoMirage.com | LongBranch.com | Gatesville.com | Depew.com | OroValley.com | TahoeVista.com | HuberHeights.com | NewPortRichey.com | PortRichey.com | SunsetBeach.com | MelrosePark.com | Sunnyvale.com | Sausalito.com | FountainHills.com | Groton.com | Southington.com | OldSaybrook.com | Niantic.com | EastLyme.com



CitiesPlanet.com



CitiesPlanet Press Release

Scottsdale, AZ - April 21, 2010 - Fred Mercaldo, Managing Partner of Scottsdale.com, LLC and newly formed GeoDomain Development Ventures, LLC announced today a major software development and marketing deal that includes over 40 City.com sites. "Our proven software platform (www.CityInTheBox.com) will power the sites; once they are launched, CitiesPlanet will perform all marketing and advertising functions, and will procure local partnerships and contracts that will monetize the sites. We look forward to a successful launch, and our goal is to grow to 150 pure City.com properties under management within 24 months".

Based in Scottsdale, CitiesPlanet (www.CitiesPlanet.com) has worked with numerous creative technology and digital marketing specialists to develop a marketing platform that will successfully reach out to local business in each City.com area. Combined with a robust CRM system, each business will receive a custom media kit with their specific company featured, giving business owners numerous advertising and partnering options with their local, official City.com branded site. "Our success rate so far has been 15% to 30% response rate, depending on which Directory category is being marketed, which is incredible", says Mercaldo. "In addition, our system features a "nurture" campaign in the event a business has not responded to our first offer, and will automatically continue to send the opportunity to the business owner 3 additional times".

The majority of the initial City.com sites are owned by State Ventures, LLC. "Fred Mercaldo has the vision to foresee the future of local Internet advertising and the marketing talent to accelerate the shift of local advertising to city portals," says Nat Cohen, President of State Ventures, LLC. "Fred is one of the stand-up guys in the Geo Domain industry. We are very pleased to be partnering with Fred in helping him realize this vision for the industry." The City.com properties included in the initial launch feature a very diverse group of demographics and economies. "Everything from Kalamazoo.com to Burbank.com to Sausalito.com to GreatFalls.com; each City will have its own distinct characteristics and opportunities. We look forward to the challenge to make each City.com property a household name in each community" says Mercaldo.

CitiesPlanet will also handle all of the marketing and advertising responsibilities for Scottsdale.com, Chandler.com, Mesa.com, FountainHills.com, Tempe.com, and ApacheJunction.com, all of which have been launched and are connected within the Arizona market. Mercaldo recruited former Travelocity and RazorGator executive Mark Wilson to head CitiesPlanet. "Mark brings a successful track record of accomplishment to the table, combining both marketing expertise and technology capabilities, which is exactly what this project requires", says Mercaldo. The remaining City.com's will begin launching the first week of May, and will continue to roll out through July until all 40 are established and successfully monetized.

Mercaldo states, "Our entire staff, led by Becky Kelley, has worked tirelessly this past 5 months to get all of these sites ready to go. We are very pleased to be able to finally announce these partnerships, as it has been on the drawing board for quite some time. We are ready to go!"

For more information on GeoDomain Development Ventures, LLC, contact:
Fred Mercaldo, 602-859-3786, fred@scottsdale.com

For more information on Scottsdale.com, LLC and "City In The Box" software, contact:
Becky Kelley, 480-343-3654, Becky@scottsdale.com

For more information on CitiesPlanet, contact:
Mark Wilson, 602-363-3345, Mark@citiesplanet.com

State Ventures LLC owns and develops many geographic domain names and web properties, including Maryland.com, OceanCity.com, Annapolis.com, Pennsylvania.com, Virginia.com, NorthCarolina.com, Missouri.com, and Minnesota.com.



CitiesPlanet.com



Associated Cities Network Sites:

ARIZONA

ApacheJunction.com
Scottsdale.com
Tempe.com

ARKANSAS

EurekaSprings.com

CALIFORNIA

Carmel.com
ChinoHills.com
Cupertino.com
Escondido.com
HalfMoonBay.com
LagunaBeach.com
LongBeach.com
LosAngeles.com
LosGatos.com
MarinaDelRey.com
Oakland.com
PalmSprings.com
Petaluma.com
SanDiego.com
SanFrancisco.com
SanJose.com
SantaCruz.com

COLORADO

Denver.com
Durango.com

DISTRICT OF COLUMBIA

WashingtonDC.com

FLORIDA

BoyntonBeach.com
StPetersburg.com
VeroBeach.com
WestPalmBeach.com

GEORGIA

Marietta.com
Savannah.com

HAWAII

Lahaina.com

ILLINOIS

Chicago.com

INDIANA

Indianapolis.com

KENTUCKY

Hopkinsville.com

LOUISIANA

NewOrleans.com
Shreveport.com

MARYLAND

Bethesda.com

MICHIGAN

Detroit.com

MINNESOTA

Minneapolis.com

MISSOURI

StLouis.com

NEW MEXICO

Albuquerque.com
SantaFe.com

NEW YORK

Albany.com
NewYorkCity.com
Saratoga.com

NORTH CAROLINA

Raleigh.com

OHIO

Chillicothe.com

OKLAHOMA

Tulsa.com

PENNSYLVANIA

Philadelphia.com

SOUTH CAROLINA

Beaufort.com
Bluffton.com
HiltonHead.com

TENNESSEE

Memphis.com
Nashville.com
PigeonForge.com

TEXAS

Dallas.com
Houston.com
SanAntonio.com

UTAH

SaltLakeCity.com

VIRGINIA

Leesburg.com

WASHINGTON

Seattle.com

WISCONSIN

Milwaukee.com

INTERNATIONAL SITES

CANADA

Kelowna.com

FRENCH POLYNESIA

Moorea.com

ITALY

Palermo.com

MEXICO

Acapulco.com
Tijuana.com

NORTHERN IRELAND

Belfast.com

PORTUGAL

Lisbon.com

SPAIN

Barcelona.com

