

## Distribution Channels

FreshCPA leverages its comprehensive ad management platform to connect advertisers with high value customers via phone, tablet and Wi-Fi. Our programs engage customers via mobile carrier opportunities including "home screen" featured placement, push notification and the device pre-load program.



## Distribution program highlights include



Reach 30M  
mobile consumers



Clicks Per App -  
Average 60K per day



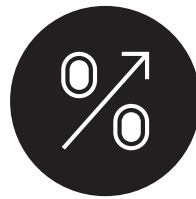
Installs Per App - Average 3,000  
- 7,000 per day



Strategic and cooperative  
network engagement



Preferential and  
timely product placement



High quality traffic  
and conversions



Competitive performance  
based rates

## Distribution Programs

### Push Notification Program

The push notification program from Sprint (includes Boost and Virgin Mobile) reaches 10 million android devices. Recent campaigns averaged 20,000 installs on 1,000,000 clicks. 80% of the installs from the push campaigns occur within the first 48 hours, providing a Google Play/iTunes store ranking increase and more organic installs. To ensure the app hasn't been previously installed, the program includes a device "look up" before appearing on the phone.



### Home Screen Feature Program



Just a swipe right from the home screen, this "Top Apps" placement is currently available on 30+ million US android devices on Sprint, Boost Mobile, Virgin Mobile, T-Mobile, Metro PCS, Tracfone and US Cellular. Current average is 1,200 installs per day on 60,000 clicks per day. Based on brand and genre, install results may vary between 800 to 3,000 per day. Trial programs available with 10,000 total install limit.

### Preload Program

Available on select premium devices with multiple US carriers and device manufacturers. Term options include per device shipped or per app opened basis.

