



disaboom

Live Forward!

Company Overview
October 2007



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The logo for Disaboom, featuring the word "disaboom" in a lowercase, sans-serif font. Above the letter "i" in "boom" is a stylized graphic of a blue ripple or wave.

Value Proposition

There is **NO** place online that offers comprehensive, consumer oriented medical information, social networking, and daily living resources dedicated to people living with or directly affected by disabilities.

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Company Highlights

- ✓ **Market Opportunity:** Publicly traded Internet communities have generated premium valuations for investors due to explosive opportunities in the space
- ✓ **Strategic Market Position:** As the first comprehensive Internet community dedicated to persons living with or directly affected by disabilities or functional limitations, and emerging marquis advertiser and sponsor relationships, Disaboom is uniquely positioned to be the dominant player serving the unmet needs of this significant market segment
- ✓ **Compelling Market Size & Business Model:** Multiple revenue generation strategies to leverage a targeted advertising outlet of 50+ million persons living with such conditions in the US alone, excluding their immediate families and friends, caregivers, recreation and rehabilitation providers, and employers
- ✓ **Comprehensive Community:** Disaboom offers a wide range of market-specific daily living resources, social networking and comprehensive consumer oriented lifestyle and medical content
- ✓ **Seasoned Management Team:** Experienced and complementary management team with relevant Internet, software, startup, and industry expertise serving this significant market segment

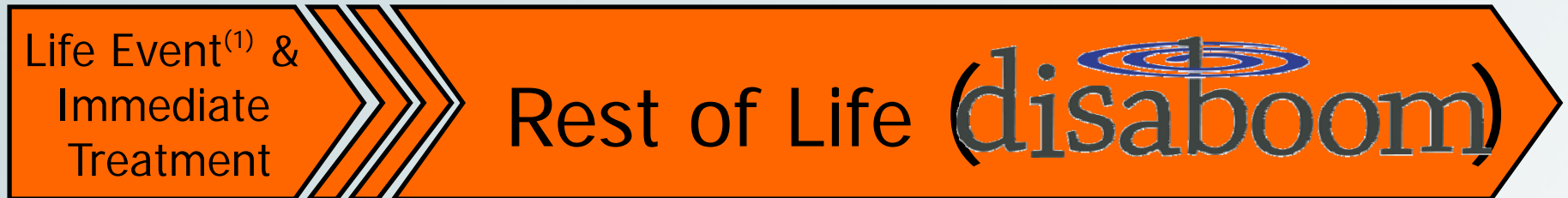
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Company Overview

- First Internet Community dedicated to constantly improve the way people with disabilities live their lives
- Provides need-to-have information, resources and tools for the disability market to enable unprecedented access and 'mainstreaming' opportunities, serving:
 - Persons living with disability
 - Caregivers
 - Immediate family and friends
 - Recreation & rehabilitation providers
 - Employers
- Founded and designed by doctors and fellow disaboomers to meet this vast and underserved market's specific needs
- Traded on NASDAQ-OTCBB (DSBO)
- Operational Launch Campaign begins – October 2007
- Headquarters, Denver CO

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Market Opportunity



Online Assets Today

- Diagnostic Sites
- Information regarding Symptoms
- Simplified Education/Information
- Single Condition/Purpose Sites
- Individual Medical Product Sites
- Single Topic Forums – unmoderated
- No Interactive Communities
- Subsets of Larger Sites
- Fragmented, Underfunded, and generally Underdeveloped

Online Assets Tomorrow

- Comprehensive, Consumer Oriented Medical & Health Education
- Social Networking
- User Generated Content (e.g., video)
- Dedicated Forums, Blogs, Chat
- Daily Living Resources
- Medical Journal Interpretations
- Event Postings, Directories
- Medical Equipment & Supply Malls
- Travel & Leisure Reviews

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(1) Life Event = Accident, Injury, Diagnosis or Congenital Condition

Our Story



"I founded Disaboom because as a quadriplegic and a physician, I understand the incredible value gained from sharing knowledge with others who have a similar condition. I want Disaboom.com to be a comprehensive and interactive community of people living with or directly affected by disabilities — a place where they can acquire the knowledge and support they seek, and build each other up to maximize their quality of life."

J. Glen House, MD
Founder

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Our Mission

Disaboom is the first comprehensive Internet community dedicated to constantly improving the way people with disabilities live their lives. We will help our community reach their goals and we will ensure that the profile, credibility and visibility of our movement continues to develop.

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Internet Community Market Evolution

Traditional Web Portals

- Broad, generic, information based
- Static Web pages and directories
- Passive audience
- Success limited to small number of sites



Web 2.0 Publishers/Communities

- Vertically oriented, targeted user base
- Deep, relevant content, rich media-centric
- User driven features (video, other content)
- Success driven by user marketplace

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Competitive Advantage Driven By ...

Market Leadership – first to establish publisher/community presence

Content – core knowledge, credible, fresh, local, in depth, user generated

Community Based – universe of relevant and interactive tools, features and resources online; integrated media platforms over time

Business Model – market size and scope, multiple revenue streams, marquis advertisers, online and offline

Financing – access to startup, expansion and consolidation capital/currency



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Phase I Conditions & Addressable Market

Living With^{(1),(2)}

- Stroke
- Spinal Cord Injuries
- Cerebral Palsy
- Multiple Sclerosis
- Traumatic Brain Injuries
- Orthopedics/Arthritis
- Amputations
- Vision Deficits⁽⁴⁾

20+ Million

+

50+ Million

Directly Affected By⁽³⁾

- Immediate Family Member
- Immediate Friend
- Caregiver
- Recreation Provider
- Rehabilitation Provider

70+ Million Phase I Addressable Market

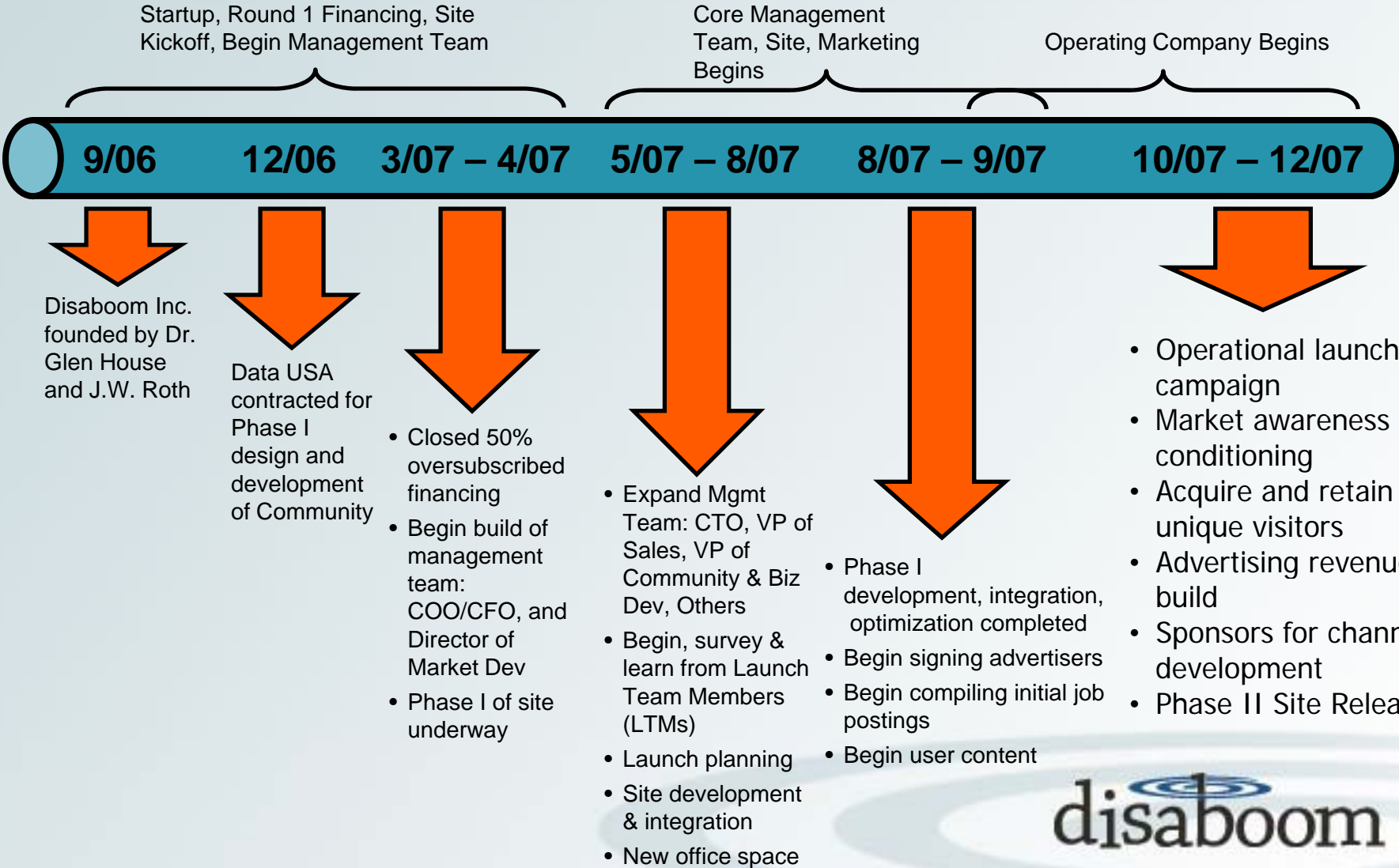
(1) Source: US Census, 2005 American Community Survey, US Census, 2002 Survey of Income, Table 5

(2) Includes information related to chronic complications, e.g., depression, social integration, sexuality.

(3) Company's minimum estimate of 2.5:1 (directly affected by: living with) based upon industry experience

(4) Deficits resulting from Traumatic Brain Injuries, Stroke and Multiple Sclerosis

Milestones & Timeline



Disability Market Size & Scope⁽¹⁾

- 650 million people living with disabilities (“PWD”) worldwide; 50+ million PWDs living in the US alone
- The US PWD Economy
 - ➔ \$300 billion spent annually on goods, services and activities specific to their disabilities
 - ➔ \$1+ trillion in purchasing power
 - ➔ \$135+ billion in discretionary income
 - ➔ \$13.6+ billion on travel in 2004
- Total US addressable market 175 million people
 - ➔ Living with disabilities = 50+ million
 - ➔ Directly affected by disabilities = $50 \times 2.5 = 125$ million⁽²⁾
 - ➔ Approximately 1 in 2 Americans “living with” or “directly affected by”

(1) Sources: United States Census Bureau Data; Marketing to Americans with Disabilities (Packaged Facts)

(2) Directly affected by Company's minimum estimate of 2.5:1 (directly affected by: living with) based upon industry experience



Adult PWDs & The Internet

- Spend 2X as much time online as adults without disabilities, on average
 - 25 hours per week vs. 10 hours per week
- More likely than adults without disabilities to report the Internet has helped them to:
 - Be better informed about the world – 52% vs. 39%
 - Feel connected to the world – 44% vs. 38%
 - Reach out to someone with similar interests and experiences – 42% vs. 30%
 - Improve the quality of their life – 48% vs. 27%

Adult PWDs are more frequent users of and derive greater utility from the Internet than adults without disabilities

Competitive Landscape

Highly Fragmented, underdeveloped and largely underfunded marketplace ...

Disability Related Non-Profit Organizations (.orgs): vast majority of accessibility and disability sites (e.g., Paralysis.org, CerebralPalsy.org); most receive less than 2,000 unique visitors monthly; mostly donor-centric

Specialized Disability Related Sites/Publications: generally lifestyle related, focused on 1 – 2 conditions or markets, or publications with a web presence (e.g., DisabledTraveler.com, NewMobility.com); most receive less than 10,000 unique visitors monthly

Individual Categories – Not Targeting Disability Community: medical/diagnostic information, jobs, classifieds, social networking, reviews; each have significant presence, but not targeted or tailored for disability community needs (e.g., WebMD.com, HotJobs.com, MySpace.com)

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Management Team – Part I

J. Glen House, M.D. *Chief Medical Officer & Executive Director of Content, Founder:* Over 15 years of experience working with persons living with or directly affected by disabilities or functional limitations. Currently serves as the Medical Director for the Center for Neuro & Trauma Rehabilitation at Penrose Hospital, and President of Colorado Rehabilitation Physicians.

J.W. Roth, *Chairman & CEO, Co-Founder:* Over 20 years of experience in private investing and financial services industries. Served as board member, founder, and executive officer in multiple start-up and early stage companies, including Colorado Catheter, Fear Creek Ranches, Sound Technologies, IMI Global (OTCBB: INMG), Cattlenetwork.com, and AspenBio (OTCBB: APNB).

John Walpuck, *President/CFO:* Over 19 years of experience in corporate finance, business operations and general management, and over 10 years' experience working in the Internet services and software development industries. Served as a corporate officer, financial manager and management consultant to companies ranging in size from start-ups to organizations with over \$50 billion in revenue (e.g., Nine Systems-Akamai, XO Communications, MCI, Andersen) . Experience spans 15 industries and 40 countries.

Michael Fay, *Chief Operating Officer & Chief Technology Officer:* Over 10 years of experience with online businesses and web asset management, including e-commerce, digital media and web site operations. Served as corporate officer leading operations, client services, application services and production services for three Internet services companies acquired between 2001 and 2006 for >\$200 million in aggregate. Recently lead an international corporate integration for Akamai Technologies (NASD: AKAM).

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Management Team – Part II

Howard Lieber, *Senior VP of Sales & Marketing*: Over 20 years of experience in C-level sales and executive management working with start-up companies, mid-size growth companies, and Fortune 500 organizations. Most recently served as CEO of a venture backed start up (PetriTech). Experience includes working in the medical equipment and software industries (e.g., Vistant, Imed).

Lori Frisher, *VP of Community & Business Development*: Over 10 years of experience in account management, event production, and business development for Fortune 500, SMB, and nonprofit partners, clients and customers. Nine years experience working in the disability community (e.g., US Paralympics, NYC Mayor's Office for People with Disabilities, United Nations, America's Athletes with Disabilities). Most recently served as Co-Founder of boutique marketing agency in New York City (Pink Dog Marketing). Served as VP of Community Development for WE Media (98 – 02), a web portal company focused on people with disabilities, working in the areas of business and community development, sponsorships, and publishing; recognized for an award-winning PSA.

Ken Klispie, *Director of Advertising Sales*: Over 22 years of software and Internet experience working with numerous organizations in 15 different industries. Most recently served as EVP, Data Analytics and Business Consulting for the Indigio Group, Inc., a Denver based Internet Agency, where he managed the development and implementation of a broad array of web tracking, key performance indicator management, behavioral and user segmentation, customer and operational support, and other interactive marketing and web-based solutions for national account clients.

Muffy Davis *Director of Market Development*: Well-known motivational speaker, freelance writer and a voice/advocate for the disability community for 18 years; served as a Development Officer at the University of Utah Hospitals and public spokesperson for a Johnson & Johnson Co. Member of the United States Disabled Ski Team from 1997 to 2002, four-time Paralympic medalist, and graduate from Stanford University.

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Phase I Advertising Sales Categories

- Medical equipment manufacturers
- Medical Supply companies
- Pharmaceutical Companies
- Travel related Companies
- Real Estate Companies
- Sports companies

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Pre-Launch Marquis Advertisers

- Phase I Revenue Model = Advertising & Sponsorships



How Internet Advertisers Spend Money

▪ Keyword Search	40%	(Phase 2)	
▪ Display Ads/Takeovers	21%	(Phase 1)	☑
▪ Sponsorships	4%	(Phase 1)	☑
▪ Classifieds	20%	(Phase 1)	
▪ Rich Media	6%	(Phase 1)	☑
▪ Email	1%	(Phase 2)	

Disaboom will target 31% of online advertising dollar spend in Phase 1

Disaboom Media Kit available upon request

Source: Internet Advertising Bureau, 2006

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Display Ads

- Display Ads by Channel
 - ➔ Disaboom offers the ability to advertise within 8 site channels, or across the entire site
 - ➔ You can choose from Static Display Ads, In Content Advertisements and Rich Media
 - ➔ Disaboom offers three static ad unit sizes
 - ➔ Disaboom offers enhanced sponsorship opportunities

Priority Placement

The screenshot shows an article titled "Spinal Cord Injury Medical Management" on the Disaboom website. The article text discusses neurogenic shock and its effects on blood pressure and heart rate. Three Interactive Advertising Bureau (IAB) ads are placed on the page:

- A 160 x 600 ad on the left side of the article.
- A 300 x 250 ad at the bottom of the article.
- A 160 x 600 ad on the right side of the article.

The screenshot shows the Disaboom homepage with several ad placements:

- A 300 x 250 ad in the top right corner.
- A 180 x 150 ad in the bottom left corner.
- A 160 x 600 ad in the bottom right corner.
- A 300 x 250 ad in the bottom right corner, below the 160 x 600 ad.

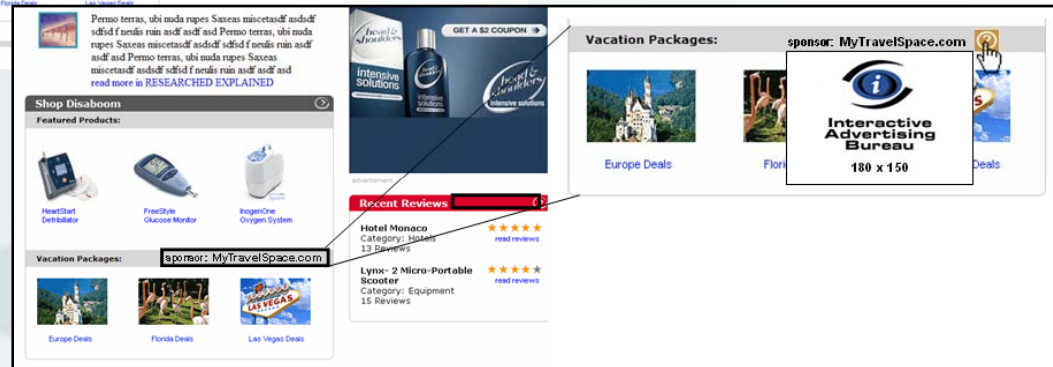
The screenshot shows the Disaboom article page with a large 160 x 600 ad on the right side of the page. The article content is visible on the left, including a list of related articles and a list of articles.

Sponsorships

- IN PAGE SPONSORSHIP** sponsor Homepage and Channel front sections, from Today's News, Recent News, Recent Reviews, Featured Products, Featured Travel and Featured Disaboomers.
- CHANNEL SPONSORSHIP** Sponsor one of the eight primary channels on Disaboom, including Articles, News, People, Discussions, Reviews, Classifieds, Resources and MyDisaboom.
- ARTICLE SPONSORSHIP** Sponsor an article written by a Disaboom staffer. Under the ARTICLES tab of Disaboom.com, you'll find a wealth of information written by staff members and physicians explaining medical journal studies and reference guides in a language that everyone can understand. Articles and guides consist of information on many medical conditions, including stroke, brain and spinal cord injuries, multiple sclerosis, cerebral palsy, amputation, spina bifida and numerous orthopedic problems.
- DISCUSSION SPONSORSHIP** These moderated forums are designed to be user-support groups where the online community can discuss anything. Topics range from medical discussions to social calendar events for the growing disaboom community. Sponsorship includes brand placement within the DISCUSSIONS section of Disaboom.com.



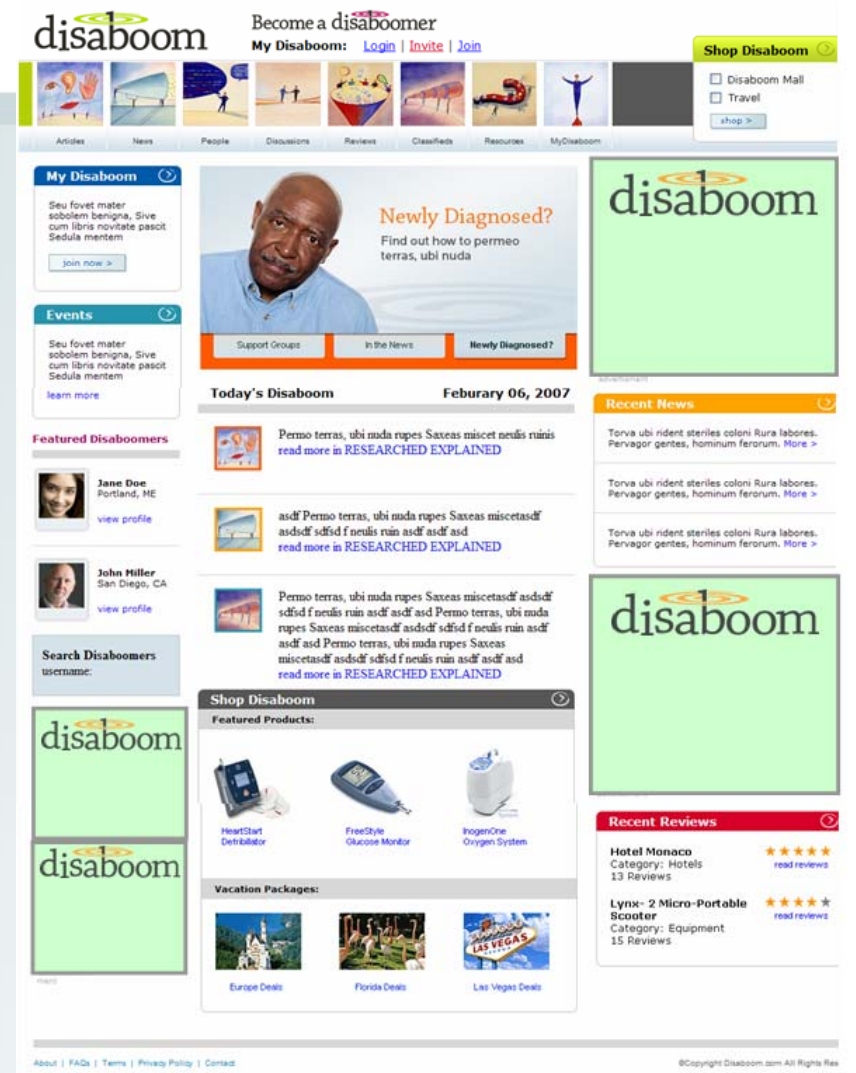
A Sponsor receives the sponsor text, information icon, 180 x 150 rollover with link to a sponsor page hosted on Disaboom.com



Takeovers

Disaboom gives online advertisers the option of dominating all ad slots on a particular page, channel or subtopic, providing exceptional high-impact placement within Disaboom.com. And when it comes to our active, engaged audience, it's a great way to be sure that your message breaks through.

- Limited run, high-impact positioning
- Fixed ad placement takeover



Rich Media

Rich Media Capabilities

Disaboom enables you to create a unique relationship with our online audience by providing two rich media sized units.

User activated interactive units deliver greater impact than static units and encourages users to interact with your brand. Take advantage of this dynamic media to catch and hold the attention of our community at Disaboom.com.

The screenshot displays the Disaboom website interface. At the top, the logo "disaboom" is on the left, and "Become a disaboomer" with links for "My Disaboom: Login | Invite | Join" is on the right. A navigation bar below the logo contains icons for Articles, News, People, Discussions, Reviews, Classifieds, Resources, and MyDisaboom. A "Shop Disaboom" button is in the top right corner, with a dropdown menu showing "Disaboom Mall" and "Travel" options. The main content area features an "Articles" section with a sidebar menu listing categories like CommentTest, Eye Conditions, Spinal Cord Injury, Temp, Newly Diagnosed, Research Explained, Reference Guide, and Expert Advice. The main article is titled "Spinal Cord Injury Secondary Condition: Temperature Regulation" and includes text explaining the condition and its effects. A rich media unit on the right side of the article, titled "See Isabel's Story", features a video player with a "Click to Listen" button and the Massachusetts state logo.

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Ad Unit Delivery

▪ Leader Board (728x90)	30.6%	
▪ Medium Rectangle (300x250)	20.4%	☑
▪ Full Banner (486x60)	14.6%	
▪ Wide Skyscraper (160x600)	12.5%	☑
▪ Skyscraper (120x600)	5.3%	
▪ Large Rectangle (336x280)	2.2%	
▪ Rectangle (180x150)	2.1%	☑
▪ Buttons (all sizes)	4%	

Disaboom will target 35% of ad unit delivery in Phase 1; Advertisers will not be required to develop new creative assets to advertise with Disaboom

Ad sizes available for static and rich media delivery

Leader Board & Full Banner ad unit sizes are not valued by advertisers; typically remnant or free inventory

Source: Nielsen Ratings Ad Relevance 2005

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2008/Beyond Potential Revenue Sources

- Disaboom Depot/Mall
- Classified Ads
- Job Postings
- Content TBD
- Media Platform TBD

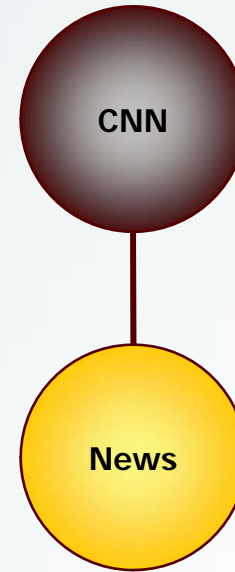
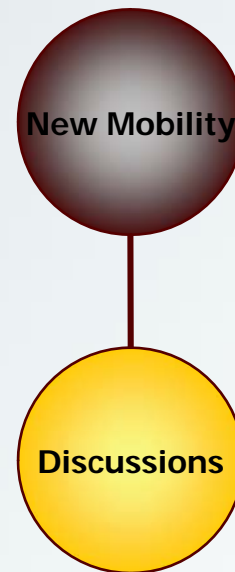
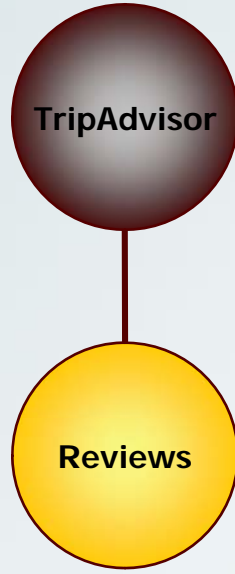
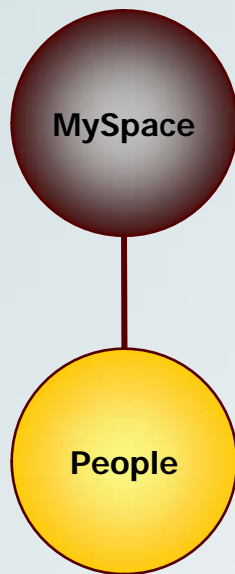
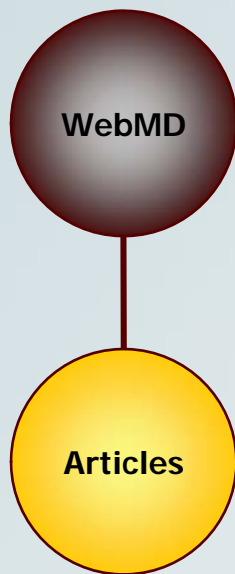
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Isolated Online Experience(s)

No one place to go for it all

- shorter site times
- less site stickiness



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Comprehensive/Integrated Online Experience

- longer visits
- more reasons to visit



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Visitors More Likely to Return – Part I

- **Web 1.0** (traditional, information oriented) meets **Web 2.0** (verticalization, social community, information targeting)
- Dynamically Generated & User Generated Content
 - ➔ Content from each area is ranked in popularity and displayed on home page
 - Guarantees a new experience each visit
 - ➔ Phase I user generated video contests and reviews (travel, restaurants, etc.)
 - Enhances media experience, fresh content, user-driven nature and organic growth of community
- Targeted Content
 - ➔ Medical, social, and other specific content is available; the site is targeted to them and their support groups
 - ➔ Rich Media and medical animations (Edutainment)
 - 140+ planned images and animations for Phase I launch
 - Animations are first rate and not available anywhere else
 - Articles (and targeted images) explain conditions and situations at 10th grade level

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Visitors More Likely to Return – Part II

- Social Environment
 - Meeting places, forums, discussions and blogs
 - Designed to capture audience and keep site content fresh everyday
- Practical Resources for Daily Living
 - Site designed to deliver content to people when they need it in the form of reviews, forums, discussions and classifieds
- Coming Soon
 - Disaboom has phased & targeted approach to massive untapped and fragmented marketplace
 - Coming Soon – simple location on site to define “future attractions” and solicit community input on Phase II (and beyond) features/functionality



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Our Community Features & Benefits⁽¹⁾

- Interactive destination, social networking, daily living resources, user driven
- Comprehensive medical content dedicated to physiatry⁽²⁾ & community re-integration

▪ **Medical Content & Resources**

- Consumer oriented
- Comprehensive by condition
- Research & Journal Interpretations
- Expert Advice
- Health & Lifestyle Information
- Comments, blogs & forum links
- Directory of Providers
- Latest Health News
- Phase II, etc. conditions TBA

▪ **Community**

- Support Forums (moderated)
- Featured Blogs/chat
- User Generated⁽³⁾ Reviews
- My Disaboom
- Event Postings
- Sports/Rec/Rehab
- News
- Dating

▪ **Career Center**

- Source for job seekers & employers

▪ **Classifieds**

- Products, equipment, supplies, etc. for sale

▪ **Mall/Store**

- Equipment, medical devices and supplies
- Travel & Leisure Packages
- Durable Medical Reimbursement

(1) Not all features and benefits will be part of the Phase I Operational Launch in September 2007

(2) Physiatry = physical medicine and rehabilitation; 50+ year old profession; 6,000+ MD Physiatrists in U.S.

(3) User generated reviews (hotels & travel, restaurants, shopping, health, services, equipment)

Design & Build Status

Site Attributes	Status	Comments
Market Driven Content & Features	✓	Launch Team Member surveys; Founder is MD, over 15 years of experience serving 1,000+ patients in the disability community
Site Design & Design Methodology	✓	Comprehensive interactive community; each section benchmarked to "www best of breed solutions" + specialized feature set for PWDs
Medical Content	✓	Respected authorities from major medical and rehab centers around US developing core condition content; deliveries on schedule for beta and operational launches
Non-Medical Content	✓	using industry contact and Launch Team feedback to discover content important to the market like ADA articles, Employment law and lifestyle information
User Content	✓	Phase I = user generated reviews of airlines, restaurants, etc.
Software	✓	SQL Server 2005; ASP .Net 2.0; IIS 6.0; Windows Server 2003; Customer CMS; Microsoft Community Server; Open Source Form Software (moderated); Customer Flash Media Player
Hardware	✓	Web Server Cluster; Application Server Cluster; Database Server Cluster
IP Addressing	✓	DNS Round-Robin and/or MSFT load balancing
SEO/SEM	✓	Proactive, comprehensive keyword done, detailed program/schedule
Accessibility	✓	Phase I: Bobby, 508 Compliance, Closed Captioning
Creative, Usability	✓	Third party vendor and agency inputs
Vendor Partners	✓	Analytics, Newsfeed Aggregator, SEO, Ad Serving, Web Design, Graphic Design, Implementation

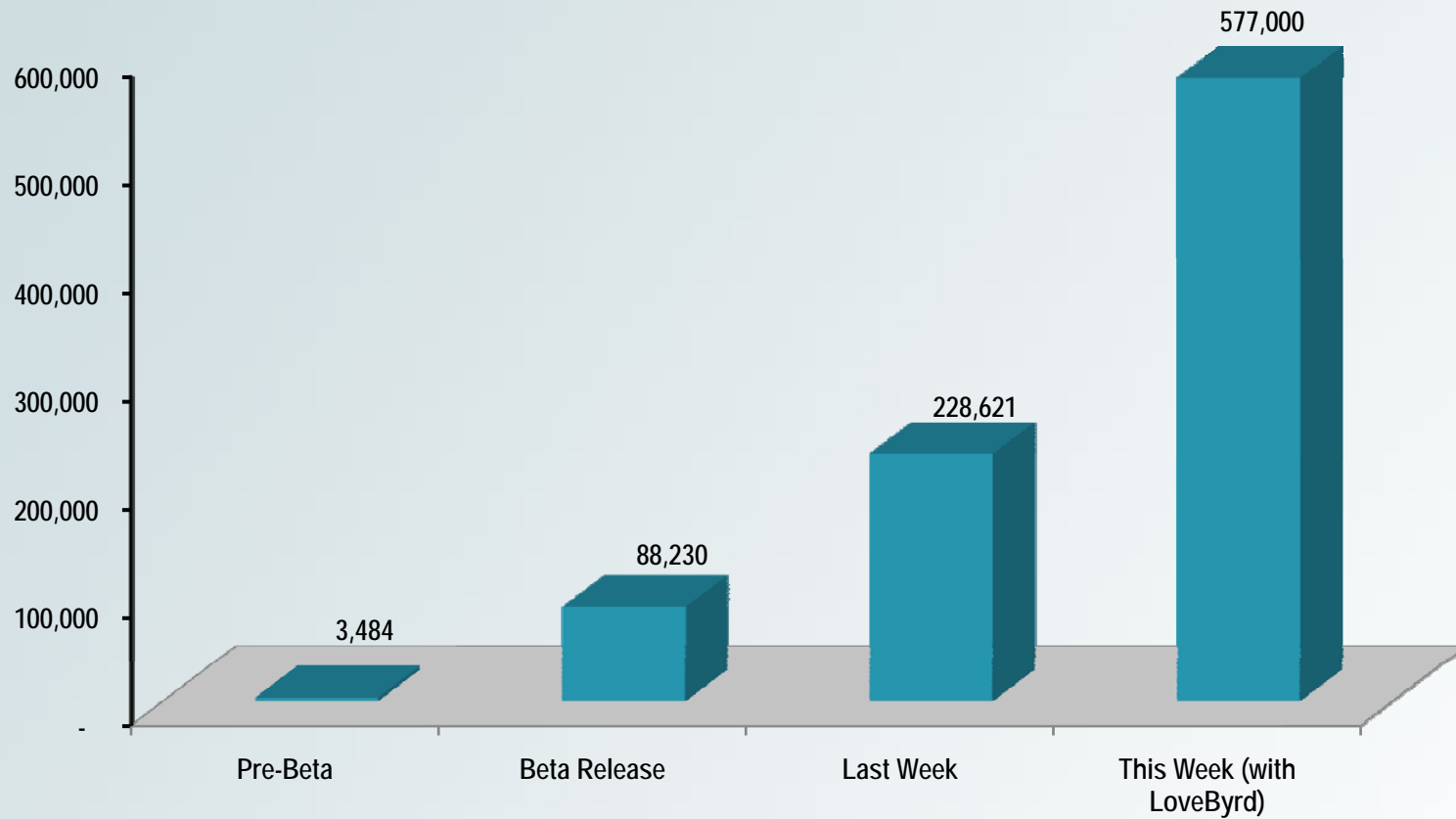
Organic Growth & Market Development

Practical Realities of Our Community Today	Key Strategies to Penetrate Marketplace
Underserved by highly fragmented online disability marketplace	(1) Tested & highly targeted online media spend; (2) Bloggers; (3) Targeted acquisitions
Partially served via mainstream online resources	(1) Tested & highly targeted online media spend; (2) Bloggers
Looking for resources and community, but not a club to “join”	(1) Media spend generally; (2) Bloggers; (3) Anonymity
60%+ Unemployment Rate	(1) Job Postings; (2) Employment Services
Accessible via mass media	(1) Media production largely complete; (2) October testing/validation underway; (3) Media campaign plan cost effective

Market Consolidation – Acquisitions

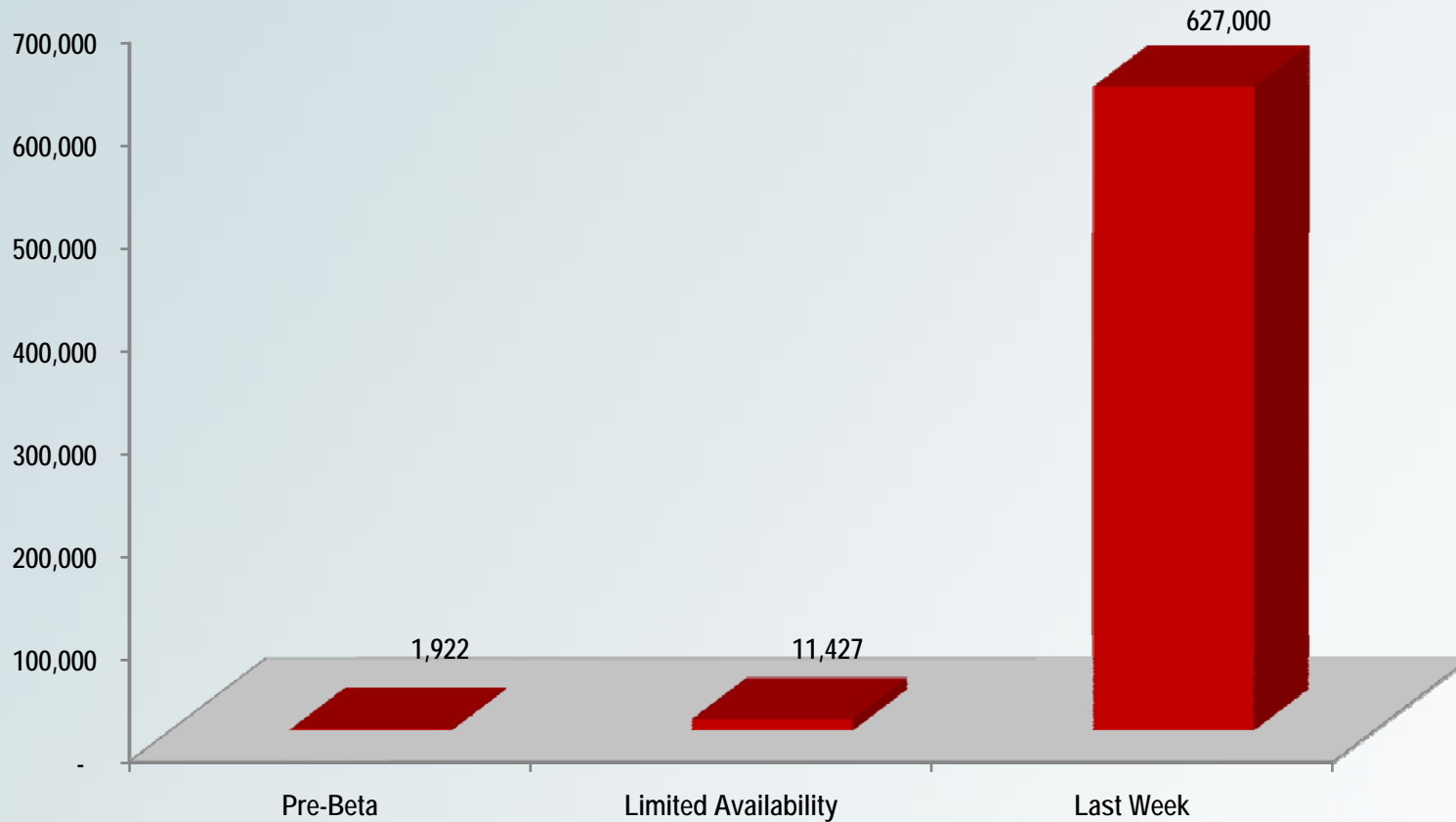
- Highly fragmented, underdeveloped and largely underfunded marketplace
- Market consolidation opportunity checklist
 - ✓ Market conditions and timing
 - ✓ Market Leadership position – natural buyer
 - ✓ No “must do” or “required” deals
 - ✓ Ability to execute
- Stay tuned

Monthly Runrate Page Views – 10/6/07



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Phase I Career Center Job Postings – 10/6/07



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Expected Cash Outlays

- **Acquisition & Retention Marketing:** Launch Campaign & Post-Launch Stabilization, Awareness, Brand, Market Conditioning, Market Research, SEM/SEO Expansion
- **Phase II:** Accelerate & Expand Conditions, Content, Features, Capabilities, Sponsor Channels
- **Technology:** More Assets & Operations In House
- **General Corporate Purposes & Working Capital**

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- ✓ **Strategic Market Position:** As the first comprehensive Internet community dedicated to persons living with or directly affected by disabilities or functional limitations, and emerging marquis advertiser and sponsor relationships, Disaboom is uniquely positioned to be the dominant player serving the unmet needs of this significant market segment
- ✓ **Compelling Market Size & Business Model:** Multiple revenue generation strategies to leverage a targeted advertising outlet of 50+ million persons living with such conditions in the US alone, excluding their immediate families and friends, caregivers, recreation and rehabilitation providers, and employers
- ✓ **Comprehensive Community:** Disaboom offers a wide range of market-specific daily living resources, social networking and comprehensive consumer oriented lifestyle and medical content
- ✓ **Seasoned Management Team:** Experienced and complementary management team with relevant Internet, software, startup, and industry expertise serving this significant market segment