

yapstar⁺

Where Pets Have A Voice



media kit

While growth is slowing at most top Internet sites, it is skyrocketing at sites focused on social networking, & local information.

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yapstar.com

connect with
pet lovers
in your town



YapStar, where pets have a voice!

Social Networking, Local Search, and American Idol for Pets all in one place! YapStar is a media site for people crazy about their pets. Through social networking, sharing and recommending the best local pet services, discovering great pet products, viewing

pet videos, asking local pet questions and entering quarterly contests, pet lovers use YapStar as their favorite online community and pet resource. This is the place pet lovers go to find the best pet products and pet services in their neighborhood!

Social Networking
* Connect & Share with other pet lovers

YapStar Contest
* Win a Pet Portrait and Pet Holiday Weekend

Local Search & Review
* Find and Review Pet Businesses in your Town

YapStar Coolpicks
* Share, Recommend and Discover Cool Pet Products

YapStar PetTalk
* Share events, adoptions, ask questions in your town

YapStar E-Cards
* Create your own eCards from your pet's photos.

Online Pet Business
* Helping Pet Businesses With Online Presence

YapStar Pet Videos
* Discover, Watch and Review Pet Videos

[Learn More](#)

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participate in the
web's hottest trends:
local search
social networking



Industry Stats

YapStar is unique in its concept. It combines three different market categories that are showing phenomenal growth.

These categories are:

Pet Industry

- \$43 Billion revenue in 2008 projected to grow to \$45.4 Billion in 2009.
- 63% of U.S. households own a pet, which equates to 71.1 millions homes.

Social Networking

- Between December 2007 and December 2008, social networking and blogging sites combined reached 66.8 per cent of the world's online population.
- Social Networking sites account for one in every 11 minutes spent online worldwide.
- Advertising dollars are expected to grow with \$920 million being spent on social networking sites in the US in 2007 and a projected \$2.3 billion in 2009.

Local Search

- More than 113 billion searches were conducted in the U.S. during 2007.
- Local and national businesses advertising in local markets spent \$2.9 billion in 2007, with that number rising to \$7 billion in 2011.
- 74% of internet users perform local searches and 61% of local searches result in purchases .

Learn More

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To download this media kit, go to: www.yapstar.com/media/media.php

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“How hot is the pet market these days? Think dog purses, cat strollers, and sitters hired to watch television with Fido, and some sense of the lunatic growth becomes clear”



local searches
very often result
in a consumer
taking action



YapStar Beta Site Facts

YapStar grew out of a beta site called The Pet Star which generated 149,141 visits and 2.3M page views in 3 months.

The Pet Star was centered around a quarterly contest where people could upload photos of their pets, create a pet profile, and send an e-vote card to their friends and family and have them vote for "The Pet Star".

This test site was online for 3 months and generated 149,141 visits and 2.3M page views. What was learned through this market test was the incredible viral nature of a site such as this. Pet owners marketed their own pet's web page to friends and family members, who then visited The Pet Star during the 3 month contest and voted 88,888 times and viewed 2.3M pages. No marketing was done during this beta test. In fact, this traffic was created solely by the pet owners own passion for their pets and their absolute belief that their pet was truly the most adorable pet on the planet. This kind of zeal and personal marketing effort by a site's users can only be seen in these types of passion-centric niche.

The meteoric rise of The Pet Star interest and traffic spurred us on to create a more robust site focusing not only on pet lovers but offering services to pet businesses, 48% of which do not have a Web site. So one of our goals is to make it easier than it's ever been for a pet business to create an online presence and reach their customer base in their neighborhood. YapStar essentially takes a traditional part of the business world -- word-of-mouth referrals -- and multiplies it to a previously unimaginable degree. YapStar offers pet businesses the ability to spread the word locally about their great services or pet products.

“ThePetStar.com just bounded online last month. Lovers of animal companions, it's time to get your tails over to your computer terminals and cast your ballots for the **cutest doggie and kitty in the world.**”

-- San Francisco Chronicle



YapStar.com Beta Site was online for 3 months and generated 149,141 visits and 2.3M page views

yapstar.com

socialize
make friends
get votes
win a pet holiday



Social Networking for Pet Lovers



Yapstar.com is the new Social Networking site just for pet lovers!

YapStar is rich in features that encourage Pet Lovers to socialize via photos, videos, fan clubs, local pet talk in user's hometowns, reviews of Local Pet Businesses and Cool Pet Products, giving and receiving compliments, and American Idol type contests.

Quarterly "American Idol" type contests allow users to win great prizes such as a weekend trip for two to great American cities, and a portrait of their pet by leading pet portrait artists.

“While growth is slowing at most top Internet sites, it is skyrocketing at sites focused on social networking, & local information.”
— *Washington Post, April 2006*

Private Pet Profile Pages allow users to manage all of these features, and Public Profile Pages lets the world learn all about your pet so that enough votes are garnered to win the "YapStar Contest".

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yapstar.com

promote your
pet & win
a pet holiday



Win a Portrait and a Pet Holiday!

A young boy is sitting on the floor, hugging a brown and white dog. The dog is wearing a striped shirt. In the background, there is a promotional graphic for the YapStar contest.

VOTE!

So, I guess you like Brutus, cuz here you are.

Thanks, I really would like to win. It's simple to vote for me. Just fill in your email address and click [button] and I'm one step closer to [button] the Pet Star Contest. You [button] me again if you want, [button] say (and I hate rules) [button] only vote once a day. [button] tomorrow!

1006 Votes

35 Reviews

Promote Your Pet on YapStar and win a Pet Holiday and Portrait!

The World Loves to Vote, and now you can Win Big Prizes by promoting your pet to your family and friends to become the YapStar! It's very simple, the pet with the most votes wins!

The YapStar Contest, where pets get rewards for votes received, places promotion of your pet into yours hands by offering a number of promotion tools:

A Voting Ecard to send out to all your friends, access your My Space and Facebook friends right on YapStar and send them your pet's voting url, log in to all of your favorite Social Networking Sites, and a web link that includes your pet's photo to paste on your blog, website or emails.

All of these tools can help you win an original Pet Portrait by a leading national Pet Artist and a Pet Holiday in a YapStar Host City. So send out those YapStar Voting Cards, create a MySpace or Facebook voting notification, call your friends, family, mailman, well you get the idea...

The New YapStar Contest begins 9/20/09 and Includes Prizes from our much loved sponsors:

Midwest Airlines, Loews Regency Hotel, Suzanne Berry , Artist, Heather LaHaise, Artist, Happy Paws Pet Resort, Pet Express Pet Taxi, Wagwear, Gavroche French Restaurant, Flying Dog Collars, Wetnoz, Lucky Litter, Contech, Sleepypod, A Leg Up, Sherpa Pet Products, Kevy K Designs, Refined Feline, Madison Avenue Mutts, Vet Ventures, Dogswell and more.

Win a New York City Pet Holiday with roundtrip airfare for 2 and a pet

yapstar.com

find a pet
business by
word of mouth



Local Search and Review Pet Services



Find Pet Services in your Hometown

Ask any local business owner how they've grown their business and you'll inevitably hear customer referrals or word of mouth.

Word of mouth is the most powerful driver of local transactions, and at YapStar local searchers can find and research the best local veterinarians, groomers, trainers, walkers, pet friendly hotels, and more;

find their locations using mapping tools; and most importantly find out what your neighbors have to say about these services before making the call to, or visiting the business.

YapStar is the equivalent of hanging out at your neighborhood dog park, and asking, "hey, does anyone know of a good vet in town?" and getting the real scoop on the good and bad from a trusted source, a community of passionate pet lovers.

“Local searches very often result in a consumer taking action. In 2006 47% of **local searchers visited a merchant** as a result of performing the search at an earlier time.”

Each search result is accompanied by a phone number, street address, and can include marketing information, store hours, photos and website address. Clicking on a business name delivers a new page featuring an easy-to-read map, directions, and reviews from YapStar users. If needed, users can expand their results to include listings within a 5-mile, 10-mile, 25-mile, or 100-mile radius of a specific location.

Learn More

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yapstar.com

find cool
pet products
on coolpicks



YapStar CoolPick Pet Products



We hand pick pet products we think are cool or unique

At YapStar, we choose products we think are cool, unusual in some way, or just great products and worthy of the YapStar Thumbs Up. Our team of four legged and two legged testers review each product we put on YapStar for quality of product, fair price and of course whether our pets love the product.

YapStars live on the site, messaging one another about their loved dogs and cats, joining fan clubs, promoting their pets to win the coveted YapStar contest, and a lot of other cool stuff.

That's the social-networking part. But there's a point to all the yapping: finding cool pet products. Social networking, offers a new form of word-of-mouth 'advertising', and is changing the way businesses do their marketing.

"In the real world we ask our friends and family, 'What products do you use?' to help us discover the products that will be the best for our pets. Today there are almost too many

choices. At YapStar we take the combination of our user's recommendations and our 10 years experience in the pet industry to bring to our users what we consider to be the best of the best pet products. The rest is up to our users, to ask each other, "What do you think is cool?" in a fun, and productive way."

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yapstar.com

talk about
pets in your
hometown



PetTalk. Ask questions in your hometown!



Local and General PetTalk

YapStar PetTalk is the place to get local pet advice, share pet events, adoptions, pet friendly places, and more with your neighbors. Ask a question, give advice, and discover new things about pets in your hometown!

PetTalk is a community of pet lovers helping others. Have a question? Ask it here! Know something? Help someone out! Local PetTalk helps you connect with others and to find and share knowledge about topics ranging from adoptions to pet health, to local pet events. Any topic you can dream of, you can ask it here! And even better, you can ask general questions or questions just in your hometown.

With YapStar PetTalk, you can tap into the combined knowledge of the entire pet community nationwide or the pet community in your hometown to discover new knowledge and make important decisions about your pets.

The more you connect with other pets on YapStar, the more you get noticed, get compliments, get Fans, and of course, those all important YapStar Contest Votes

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yapstar.com

create
eCards with
pet photos



E-Cards. Personalize with your Pet's Photo!

YAPSTARECARDS

Upgrade to YapStar Plus Join YapStar

edit e-card send e-card

1 photo 2 choose design 3 create message 4 preview

4 preview your ecard

Happy Ho

To: Lau
From: Laurie
Message: Have Love The Martini

E-Cards for every occasion with your Pet's Photos.

YapStar eCards. For every event with your pet's photo!

Get Noticed! Get Those Votes! Upload up to 50 photos for each pet! Keep them in your Online Photo Library and share them with friends, family and your Pet Fans.

Create your own eCards from your pet's photos. Choose from our collection of holiday, special occasions and events card designs. Personalize your ecard with a message and use your online address book to store and send your eCards.

Send ECards just to say hi, on holidays, for special events and use your eCards to remind your friends and family to vote for your pet to win the YapStar Contest.

The more photos you have on your profile pages, the more you get noticed, get compliments, get Fans, and of course, those all important YapStar Contest Votes.

Learn More

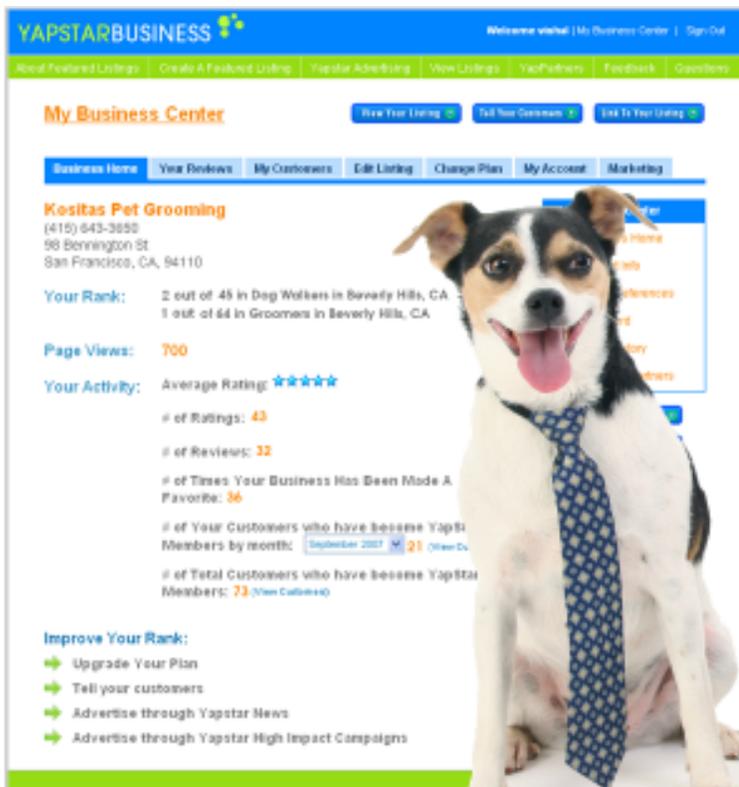
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Yapstar helping Pet Businesses Online



Pet Business Center Features:

YapStar has been developed from day one with our customers, pet businesses and pet product manufacturers as a primary consideration. Now pet businesses can reach their local customers, and receive new business from ratings and reviews as well as manage their online presence through the YapStar Business Center. Using a user name and password to access a custom Business Center anywhere, anytime; pet businesses can now manage their online presence by:

“Ask any local business owner how she’s grown her company and you’ll inevitably hear customer referrals or **word of mouth.**”

— Andy Beale, March 2006

- Access current ratings on YapStar.
- Read customer reviews.
- Change or enhance listing type.
- Update marketing information at any time.
- Create or edit special offers for customers.
- Create links to stores that carry products so users can purchase products easily.
- Track how often customers have made business or product a favorite.
- Upload or edit company logo.
- Upload or edit a photo.
- Use YapStar marketing tools to promote pet businesses or pet products.

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yapstar.com

laugh
out loud
once a day



Discover, Watch and Review Pet Videos!



YapStar Pet Videos

Laugh Out Loud at least once a day.

How often have you received an email with a video about a cat or dog that brought a smile to your face, tears to your eyes, or made you laugh out loud just when you needed it the most?

Now at YapStar users can discover, watch and review pet videos. Save videos to your favorite folder so other users can see which ones you think are great.

YapStar Videos brings you the best of Pet Videos. And our users are adding to these each day with shots of those moments that make you double over with laughter or just let out an involuntary AWWWWWW.

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