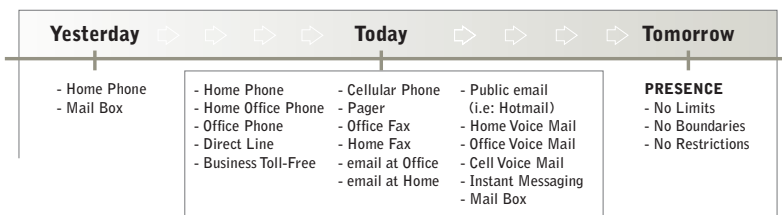


PRESENCE: It's Where You Want To Be

TIMES HAVE CHANGED. USED TO BE WE SENT LETTERS IN THE MAIL, HAD A PHONE IN THE house and maybe one at work (if we happened to be the boss). The closest thing we had to voicemail was a new gadget called the "Answering Machine". Those were the days of vinyl records, typewriters and leaded gas. Communicating seemed simpler then, even though we were promised that technology would simplify our lives further.

The Growth of Communication Access Over the Last 20 Years



So what happened to the promise? Why is it that with all the technological advances in communication (voicemail, email, mobile phones, faxes, PDAs, SMS, UC, etc.) we have more confusion; that managing multiple devices and locations is as appealing as cleaning out the garage? Why can't we be masters of our own space instead of being subjected to restricting terms, conditions and rates imposed by service providers?

Yet herein lie the paradoxes: We want personal control yet we want technology to do everything for us. We want to be accessible yet we want to be left alone. We want to be connected yet we want to be unplugged. Could there ever be something that does it all? It appears our communications culture, by necessity, is evolving.

Fortunately the founders of Verb Exchange Inc, a Presence Communications company, have risen to the changing times; leading an emerging industry with innovative solutions; delivering presence and identity through a "revolutionary" common interface we've been using all our life: our voice. Imagine that.

PRESENCE COMMUNICATIONS is the ability to control and direct how, when and where we communicate without being tied to a specific device, location or service provider.

This is made possible, in part, by assigning a unique identifier to the user rather than to traditional points of access, (i.e., cell phone, land line, voicemail, computer, etc.). It provides users the freedom to

control and direct how, when, and where they communicate using simple voice commands. Verb Exchange calls this unique identifier Tagline™, and it's the flagship product in the company's arsenal of presence communications tools and the foundation of what Verb Exchange calls "Presence".

Because it is location and device independent, Tagline™ becomes the virtual identity of its users, complimenting their way of life in a safe, private and secure environment. Tagline™ is the only solution available that's powerful enough to manage even the most complex and expansive of personal and professional communications challenges.

PRESENCE IS WHERE YOU WANT TO BE...

Communicate with greater identity, personalization and control.

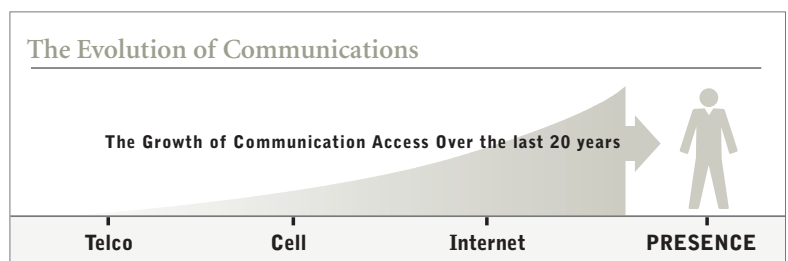
Let Presence identify you and be part of your unique style.

Never allow your presence to be determined by anyone other than yourself.

Presence is person-to-person communication the way it's meant to be... your way.

THAT'S PRESENCE COMMUNICATIONS.

THAT'S VERB EXCHANGE.





“Whenever I ask people why they have three or four voicemails, they never have a logical explanation – they’re bewildered,” says Nat Lineham, President, CEO and Founder of Verb Exchange. “I get the same reaction when I hand them my business card. They’re amazed I have only one single point of contact, compared to their ten.”

tagline™
One number gets me everywhere

“Tagline™ was created by people for people. Why call a device or location when you can call a person?” asks Lineham, “Think about it. We’ve been conditioned to think we are limited to the devices we use rather than owning our space and connecting person-to-person. Tagline™ allows us to choose which device or location suits our communication needs in that particular moment. I can use a cell phone to check and respond to email while driving using my voice... completely hands free.”

So what about the promise? We’ve heard it all before, right? What makes Verb Exchange so unique?

“We’re committed to putting control back where it belongs: with the user,” Lineham explains, “We believe that days of being controlled by the Telco are numbered and that what people want is total control over their own identity and not be restricted by silly terms and conditions and outrageous rates. We’re revolutionizing communication through Presence. But what good is Presence without Identity? You have to know who you are before you know where you are. That’s where Tagline™ comes in. It allows the user to define themselves using the devices and locations they choose under their terms, virtually bypassing the service providers altogether. Tagline™ calls the service providers to action, to be accountable in delivering real service, not broken promises and pipe dreams.”

Strong words. But Lineham is no stranger to telecommunications and he’s confident his company has something people are thirsty for. Lineham founded Verb Exchange in 1999 after 14 years in the cellular and telecom business. During his tenure he witnessed the evolution of communications but saw a huge need to control and direct how people communicate.

“I remember coming home from work one day about five years ago,” he says, “and I had about twenty messages waiting for me ranging from emails to voicemail, from family to clients. I said to myself, ‘This is nuts!’ So I thought how great would it be if I owned a single number that would control my cell, home phone, work phone, fax, email, website, voicemail, etc., from anywhere, anytime, toll-free? Like having a virtual assistant that I could customize, my way, based on my way of life. In all the years I’ve worked in telecom, Tagline™ is the only product that delivers true identity. I mean, Unified Communications came close, but there again, the focus was on the technology and it confused everyone.”

BY NO MEANS HAS THE VERB Exchange road to communication reform has not been smooth and rosy. Consider this: in 2002 the company was lumped into telecommunications, was seeking funding and went public. All this after 9/11 and the great DotCom purge of 2001. You would think all odds were against them. Lineham attributes his company’s survival on his team of employees and directors.

“Everyone on the team from top to bottom stepped up to put us where we are today,” he explains. “All of us did whatever it took, and I was humbled by the loyalty and commitment everyone displayed. I knew then and there that I could not allow Verb Exchange to do anything but succeed. I had an obligation to lead this company; to fulfill the dream.”

And Lineham is dedicated, rolling up his sleeves and getting in the trenches if called upon. His passion is people, especially the people on his team. But he’s also passionate about liberating the public.

“You don’t know what you don’t know.” Lineham explains, “But when someone shows you there’s a simpler way to do something, that you have a choice, you become enlightened. Tagline™ fulfills the broken promises of yesterday. If I was sick and tired of all the rhetoric fed to us, chances are someone else would be too. Verb Exchange’s mission is to eliminate the frustration you feel every time you look at your inbox.”

As presence communications and identity technology continues to evolve, Verb Exchange will continue to pave the way by introducing new and innovative products and services.

All controlled by you. Imagine that.

“Why call a device or location when you can call a person?”