



## Fact Sheet

### What is infidelity.com?

- The Internet's largest, most comprehensive, helpful and trusted website helping millions of individuals affected by infidelity and the health, financial, and social effects it causes
- Offers hundreds of articles, social networking forums, expert advice, practical tools, online therapy, and immediate access to professionals in all areas of concern

### Who visits infidelity.com?

- 120,000+ visitors monthly, with a 20% monthly growth rate the past 15 months
- Over 75% of infidelity.com visitors say it is the only site they visit for infidelity help

### What is the site's potential?

- The potential is huge — half of the 60 million marriages will end in divorce and infidelity is often a major element in a divorce or separation
- Now tens of millions of people have infidelity.com to turn to during this life-changing event
- They will visit us continually from "discovery to recovery," a period of up to 18 months

### What successful websites is infidelity.com modeled after?

- Modeled after the health content approach of WebMD.com (2007 revenue: \$331 million) and the online live expert advice of LivePerson.com (2007 revenue: \$52 million) which recently purchased Kasamba.com (online therapy site) for \$40 million; Kasamba.com grossed \$20 million in 2007, earning \$7 million
- infidelity.com combines the strengths of each:
  - Like WebMD.com, infidelity.com offers the most varied, up-to-date, in-depth content (hundreds of articles, blogs, discussions boards and features)
  - Like LivePerson.com (Kasamba.com), Infidelity.com offers the best online live support (immediate, live access to therapists, financial advisors and other experts)
- Kasamba.com's owners invested a total of \$3 million on their site, sold to LivePerson for \$40 million
- infidelity.com will also offer face-to-face therapy via webcams, the first to offer this form of therapy

### What are infidelity.com's revenue streams?

- Fees from online sessions with therapists, financial advisors, investigators, and other experts, following the LivePerson.com model of 30% of billed fees
- Directory Listing Fees for every state, covering 20 distinct categories
- Advertising — we are in contract to carry advertising for: American Express, NutriSystem, Clinique, Avon, DirectLegal, Equifax, Travelocity, Lending Tree, MatchMaker, Diet.com, AT&T and dozens of other major marketers in finance, health, wellbeing and dating
- Category sponsorships • Product sales • Support Groups, following the Weightwatchers model

### How is traffic generated to infidelity.com?

- infidelity.com's founder is a nationally sought-after expert on infidelity, appearing on Oprah, 20/20, Today Show, Dr. Phil, Tyra Banks, Geraldo, and 500+ radio talk shows, local news, and more
- Search Engine Optimization —infidelity.com is the top search for infidelity on leading search engines

### What websites are competitive to infidelity.com?

- Most websites dealing with infidelity are small and feature a solo therapist selling a book or therapy; some religious organizations have a few pages dedicated to the subject
- After infidelity.com, our visitors mention survivinginfidelity.com (a solo therapist) and catchcheaters.com (how to discover infidelity only)