

Company Name
 BestCarNow.com

*A New Way to
 Buy a New Car*

Website

www.BestCarNow.com

Industry:

E-Commerce

Management:

-Bryant Hinson -
 President & CEO
 -William Aydlotte -
 Chief Marketing Officer
 -Ross McClellan - EVP
 of Sales
 -James Anderson -
 Chief Technology
 Officer

Board of Advisors:

-Sid Barron - EVP,
 Hank Aaron
 Automotive Group
 -Tracy Wildrix -
 Investment Banker, NY
 Calvin Rueping -
 Rueping & Assoc., P.C.,
 CPA
 -Carter Allen, CGA
 Technology Counsel

Revenues:

2008 projected \$437K
 2009 projected \$17 M
 2010 projected \$60 M

Current Debt:

Founders: \$125K

Previous Investment:

Founders & others
 \$750K

Financing Sought:

\$250K equity or debt.

Use of Proceeds:

Marketing and
 Operations

Business Description:

BestCarNow.com, through its website, provides a completely transparent reverse auction marketplace for purchasing a new car. As opposed to simply receiving a price quote from a local automobile dealer, the consumer will be presented with an interactive bidding process where multiple dealers compete against each other for the customer's business. The dealers are free to bid in an auction format, while the consumer uses BestCarNow.com to find the best deal.

Unique Value Proposition:

Consumers are thirsty for a no hassle automobile buying experience, where dealers compete for their business by providing the lowest price. Dealers are anxious for a low cost/no risk method to expand their sales channel which will reduce their costs of sale and produce a more qualified buyer. It's a win-win situation on both sides.

Key Success Factors:

With the launch and acceptance of our business model by both consumers and dealers the main barrier to accelerated growth lies in attracting market share and promoting the successful transactions of our customers to create creditability and value in the deal. BestCarNow.com is a far superior and more affordable way to buy or sell an automobile and creating that brand image is our key to success. Danica Patrick will accelerate awareness.

Key Risk Factors

Biggest threat comes, not from other auto sales models but the ability to join the group of trusted Internet businesses like Amazon or eBay. Transactions publicized as potential customer experiences and volume will eliminate this threat.

Status:

1. The BestCarNow.com website was released to the Atlanta test market in 2006.
2. Our first sale resulted in saving customer more than \$4,000.
3. Patent filed with the US Patent Office on March 22, 2006.
4. More than 1-million visitors to site.
5. Commitment for \$8-million funding
6. Danica Patrick agrees to become BestCarNow.com spokesperson.
7. Commercial production with Danica scheduled for mid March '08.

Funding structure preferred: Debt or equity.

Exit Strategy: Acquisition, Corporate Buyback or IPO

Documents Available: Executive Summary, Business Plan, Financial Operating Model, Investor LOI, Patrick contract and Investor PowerPoint

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