Pridatco, Inc.

Investor Fact Sheet – 2008

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Company Description

Pridatco provides identity/privacy/data management services to consumers and businesses. Consumers will preserve privacy rights and unlock the value of their ID data in a secure repository, sharing in data mining revenue via consumer-to-business marketing. Our "EIV" (Everything I Value) data repository product is a consumer digital "safe deposit box." We also work with enterprises to rank their privacy practices, helping to seek improvements and build consumer trust through a privacy/data protection audit and assurance seal program

Deal Tags: Consumer Privacy | Data Mining | Data Property Rights | Privacy Audit | Privacy Compliance | Data Vault

Some Problems We Solve

- Consumer property rights in data established
- Secure storage of documents & memories (EIV)
- Capture economic benefits in consumer profiles
- Business outsource privacy audits
- Recapture consumer trust in online purchasing

Multi-Tiered Revenue Model

Consumer Sales – Initial fees, data mining revenue, continued EIV annual revenue after first year free

Professional Services – Audit/assurance seal program to serve business needs in online trust

Subscription Revenue – Annual seal/audit programs and EIV services

Initial Promo Program – Share IOwnMyID enrollment fee with non-profit partners - $5 per enrollment (negotiable)

Target Markets

USA – all population as well as for-profit companies doing business on the Web. Phase 2 – rollout to 27 EU countries (2010-2011)

Milestones-to-Date

- Business method patent applied for
- Initial discussion with leading advocacy groups
- Tracking for $ 7M in revenues for 2009
- Secured initial clients, expanded team

Competitive Landscape

Privacy enhancing business are an emerging sector, with 7 companies and at least 300M$ in annual revenue. All of these make the consumer pay for what they can do themselves free. None of these assist the consumer with property rights protections or revenue sharing in the value of their data.

- LifeLock – 1 million at $120/yr
- IdentityGUARD – purchased by Verizon, 8 million @ $15/mo
- Equifax - $2M/mo in credit protection service

Projected Contact List

EPIC	Marc Rotenberg
Privacy Rights Clearinghouse	Beth Givens
USA Today/AP/major newspapers	Via CEO Blake

Pro Forma Financials

	2009	2010 6mo
Revenues	7.2M	9.9M
Expenses	2.9M	5.9M
EBIT	4.3M	4M

Potential Global Markets: $1B **Initial Markets: $250M**

Series-A Investment Sought

I Own My ID seeks $500k to continue to finance 1st Qtr 20009 launch, complete subscription infrastructure, sales and marketing efforts.

Working Pipeline

Pridatco is currently working an estimated $3M pipeline through the 12 million member database of Privacy Rights Clearinghouse (1% response). We are also in discussions with EPIC to participate in supporting our launch on World Privacy Day 2009 (January 28, 2009).

Management Team

George Blake CEO: Chief News Officer of Ourtown.com, Former CEO Brandwatch Technologies, former newspaper Editor, (Cincinnati Enquirer, Fort Myers News Press, Pacific Daily News); Past President Ohio Newspaper Assn., past VP Florida Society Newspaper Editors; Financial Planner - Received NASD licenses (6, 66, 7). Pulitzer nominee.

John Ellingson COO: former Nat'l Manager Technology Innovation Strategy, Deloitte; strategic investment and expansion into emerging markets. His client-base included Coca-Cola, Motorola, Lockheed-Martin, AT&T, Microsoft, IBM/Lenovo, Johnson & Johnson, Hauwei, Qualcomm, SK Telecom, Motorola, and China Unicom. Education degrees in economics and marketing (Temple Univ) as well as MIT's Creating & Sustaining Innovative Organizations

Tom Brannon Founder/President: developer of intellectual property, former Internet Specialist, 15 years Ford Motor Co. financial/ credit divisions. Background in communications and law; author, journalist: Vanderbilt University.