

January 12, 2009

4th Quarter Statistical Synopsis

Sell My Timeshare NOW

2008 was a remarkable year for Sell My Timeshare NOW. As hoteliers and timeshare development companies struggled with tightening credit markets and slowed consumer spending, **Sell My Timeshare NOW** continue to experience positive growth. The number of website visitors, number of offers to buy or rent timeshare, and overall dollar amount of those offers all increased significantly in 2008 over the previous year.

After receiving an \$8.5 million injection of capital from Edison Venture Fund in December 2008, Sell My Timeshare NOW believes it is well positioned to launch new growth and expansion plans that will target both the timeshare resale needs of consumers and of the timeshare development industry.



Sell My Timeshare NOW.com

Sell My Timeshare NOW
is proud to be
a member of:



2008 Web Traffic Growth

Traffic to the company's website rose by 18 percent in 2008 over 2007, with total visitors of: **25,256,677.**

Unique visitors to the website increased by 16 percent over 2007, with a 2008 yearly total of: **4,370,475 unique website visitors.**

The average number of overall website visitors monthly for 2008 was: **2,104,723.**

The average number of unique website visitors monthly for 2008 was: **364,206.**

Strong Website Traffic in 4th Quarter

Sell My Timeshare NOW and its family of websites provide advertising tools and marketing services to assist owners with timeshare resale and rental solutions. Essential to the company's growth and success is its skill and expertise in maintaining a strong internet presence and in dominating search results from popular search engines.

In the 4th quarter of 2008, overall visitors to the Sell My Timeshare NOW website showed a 4 percent gain quarter-over-quarter from 2007. Total traffic for the quarter was 5,148, 583, for a monthly average of 1,716,194 visitors during the 4th quarter.

Unique website traffic during the 4th quarter of 2008 reached 912,635 visitors, marking a 7 percent increase over the 4th quarter of 2007. The number of average monthly unique visitors during the 4th quarter of 2008 was 304,211.

"Sell My Timeshare NOW is already the global leader in online timeshare advertising and the number one resale solution for consumers today. Edison's due diligence recognized the utility of our platforms. Edison's investment enables Sell My Timeshare NOW to further expand, offering resale and rental solutions for both timeshare developers and owners."



Sell My Timeshare NOW.com

Offers to Buy or Rent Timeshares

Luke Lanigan, Inventory Manager
Kevin Curran, Sales Manager for
Timeshare Rentals at
Sell My Timeshare NOW



The overall number of offers to buy or rent timeshares advertised and marketed by Sell My Timeshare NOW increased by 85 percent from 2007 to 2008, totaling 132,470. The dollar amount of these offers also increased during this period, totaling \$461,470,158.00, and representing a 68 percent increase over the dollar amount of offers to buy or rent timeshare in 2007.

In the 4th quarter of 2008, offers to buy or rent timeshare totaled 31,346, which represents a 73 percent increase over offers in the 4th quarter of 2007.

The dollar amount of the offers to buy or rent timeshare for the 4th quarter totaled \$93,404,908 and show a 43 percent increase quarter-over-quarter from 2007.



Timeshare Rental Offers

*(Rental numbers are also reflected
in the company's overall numbers.)*

The number of offers to rent timeshare totaled 55,175, which represents an increase of 162 percent over the number of offers in 2007.

Overall, the dollar amount of offers to rent timeshare totaled \$65,706,205, marking a 164% increase over the dollar amount of timeshare rental offers in 2007.

In the 4th quarter of 2008, timeshare rental offers increased by 117 percent quarter-over-quarter from 2007. In number, 4th quarter rental offers totaled 17,138.

During the 4th quarter of 2008, total offers to rent timeshare reached \$18,179,275, marking a 106 percent increase over the same quarter in 2007.

Sell My Timeshare NOW Receives \$8.5 Million in Growth Funding from Edison Venture Fund



The Sell My Timeshare NOW Management Team, l to r:

Sylvio Theriault
Rosanne Luba
Jason Tremblay
Stu Morris
Leslie Martin
Steve Luba

After extensive due diligence, **Edison Venture Fund** became the sole institutional investor for **Sell My Timeshare NOW**. This partnership is in keeping with Edison's demonstrated investment commitment to high growth, entrepreneurial, technology companies.

Edison provides capital and value-added services to expansion stage (\$5 to \$20 million revenue), information technology businesses. Initial investments typically range from \$5 to \$8 million.

In addition to providing expansion capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases. Edison's investment professionals are based in Lawrenceville, NJ; McLean, VA; New York, NY; Needham, MA; and West Chester, PA.

This document contains forward-thinking projections based on best information available to company management at the time of publication. Founder and CEO, Jason Tremblay, is available for interview at: **603-516-0649**, or you may schedule an interview by contacting: stevluba@sellmytimesharenow.com

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