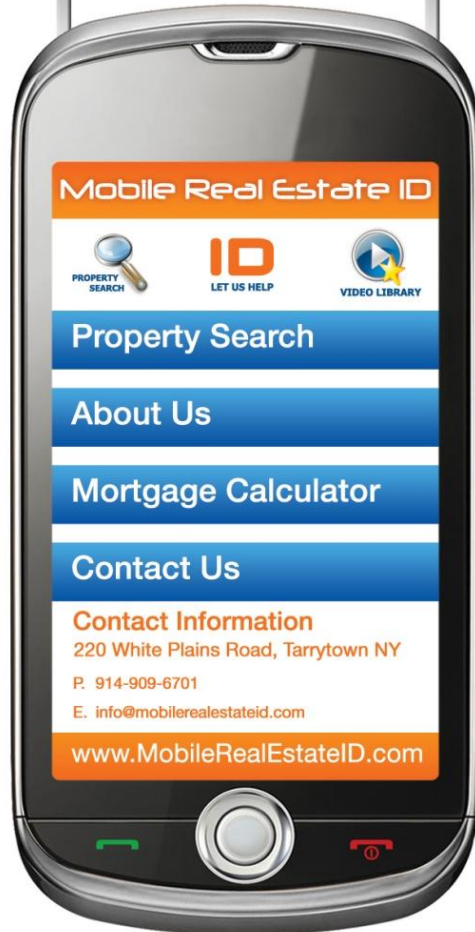


FOR SALE



Mobile Real Estate ID™
Advertising Touch Points

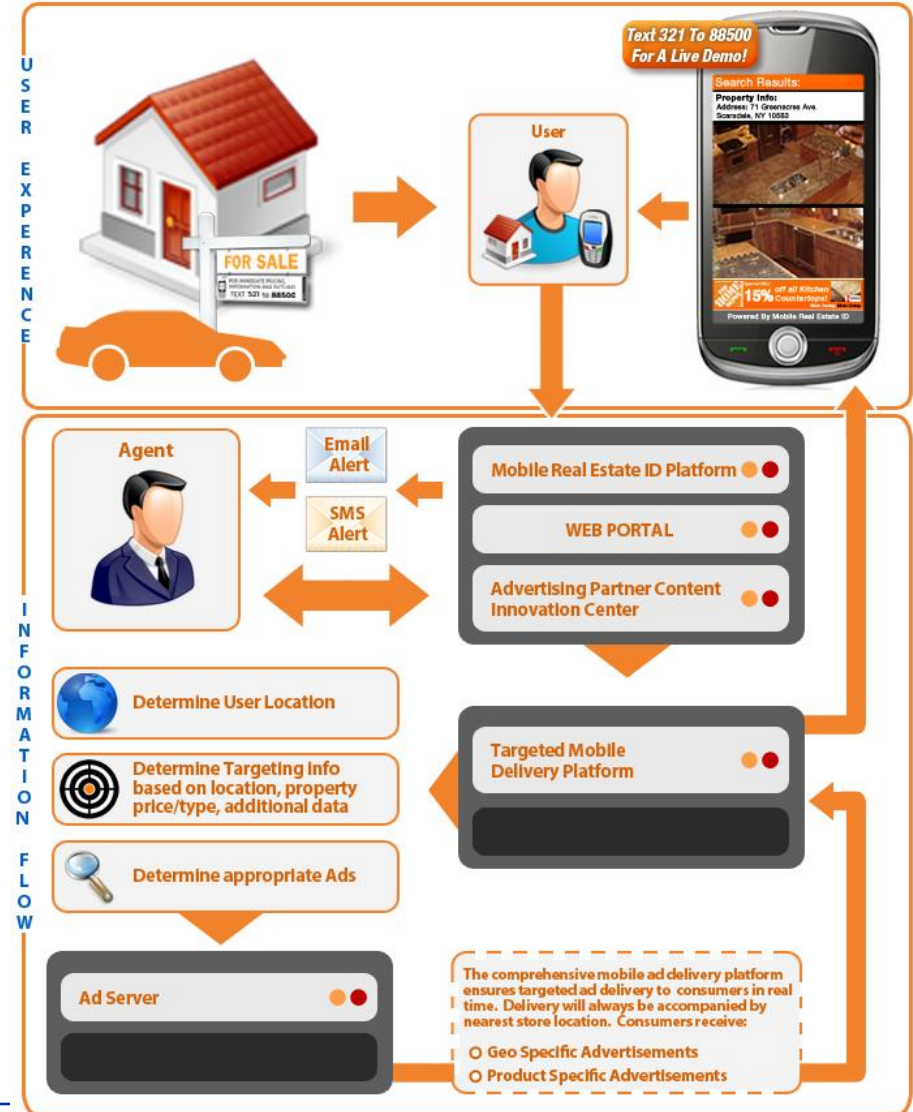
Mobile Targeted Advertisements

Cutting-edge Mobile Marketing Capabilities (B2B, B2C and Mobile)

The power of reaching consumers and real estate professionals on their mobile devices and their desktops with targeted real time communication will allow a any brand to create increased awareness and build lasting relationships with millions of potential customers.

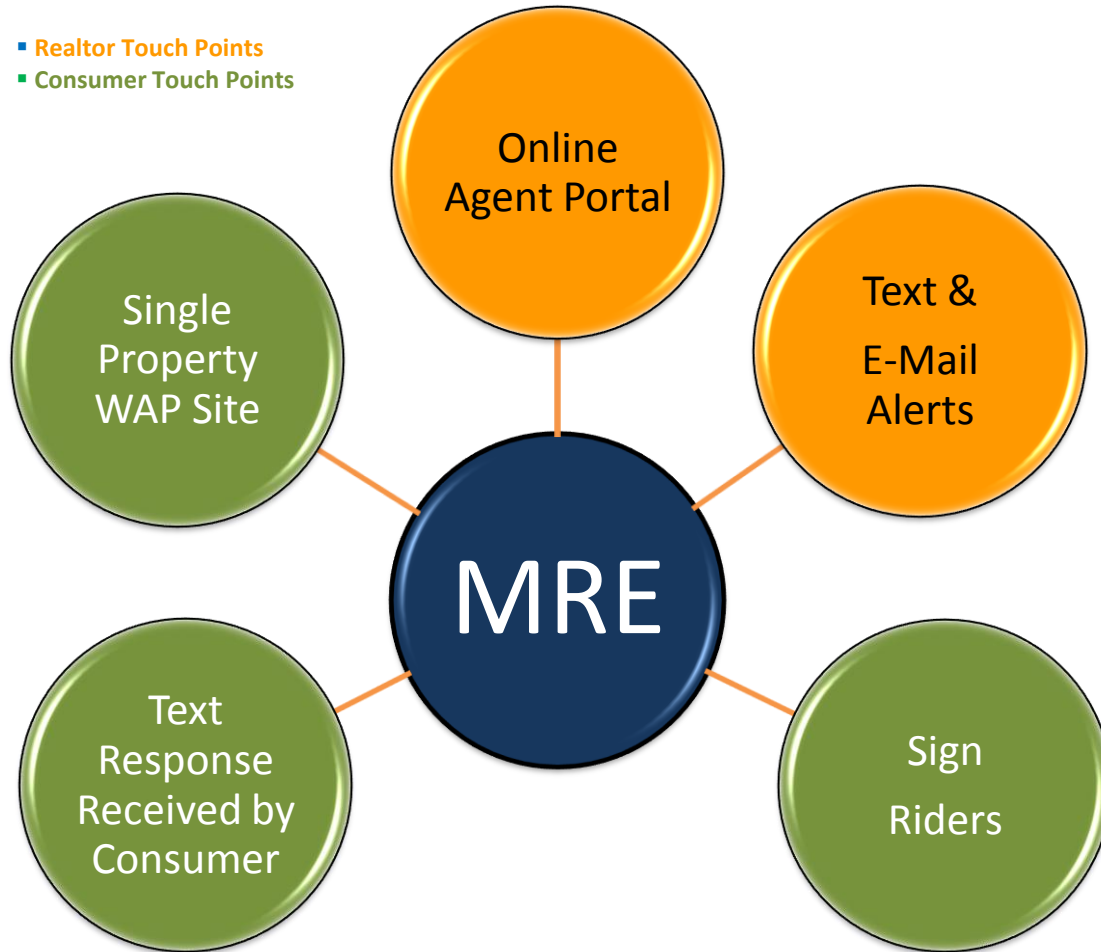
By incorporating a dynamic Ad Server within the our multi-pronged mobile marketing solution, Mobile Real Estate ID can leverage LBS (Location Based Services) and product specific mobile ad delivery to reach consumers immediately through their mobile devices and drive consumer traffic to nearest retail locations. This entire process occurs at the exact moment the consumer is looking at a particular property and is in the mind set of home buying and/or changing their current living situation.

Currently, US carriers do not offer LBS for any mobile service providers. Mobile Real Estate's exclusive technology and algorithm to determine consumers location and serve the proper advertisement in seconds provides a unique value proposition to brands wanting to penetrate the residential real estate market.



Mobile Real Estate ID - Touch Points

- Realtor Touch Points
- Consumer Touch Points



Online Agent Portal: Fully branded portal agents access to track & manage leads, customize messages and generate reports. This portal has multiple advertising opportunities.

Text & E-mail Alerts: Each time a potential home buyer/consumer texts for property information, the agent is instantly sent a text message and e-mail alert branded to the advertiser with that buyer's contact info. This process happens during each inquire and the lead will reflect that it comes from the advertising partner.

Sign Riders: Agent's advertise the mobile ID by hanging a Yahoo sign rider on the listing. Each sign rider is a billboard for Yahoo. This is an optional add on to the media buying program.

Text Response: Each time a consumer texts in they will receive a response which includes property information, pictures, the agent's contact info and a call to action from the advertising partner. Through our targeted ad platform we can send highly relevant ads based on multiple demographic elements.

Single Property WAP Site: When consumers click the link in the Text Response to see pictures of the property they access a WAP site which would include a banner advertisement tied to the physical location of a buyer. Advertisers now have the ability to reach consumers in real time and drive traffic in a more targeted manner.

Realtor Online Portal and Branded Email

MOBILE CARD CAST
REAL ESTATE ID

Welcome John Lim

Logout

Properties ID's Agents Leads History My Info

Edit Property MLS ID - 0 Mobile ID - realestate

Edit Property

Agent: Seth Kaplan
Address: 220 White Plains Road
City: Tarrytown
State: NY
Expiration Date:
Start Date: 01/10/2008

Family rooms: 1
Bedrooms: 4
Living rooms: 1
Bathrooms: 3.5
Dining rooms: 2
Eat in kitchen: 1

Lot size: 2
SQ Feet: 3500
Garage: 1
Detached Garage: 0

Add Photo:

02160867_00 02160867_01 02160867_02

Delete Photo Pos: 1 Delete Photo Pos: 2 Delete Photo

© 2007 Mobile Card Cast. All Rights Reserved. © pastomac
Standard text messaging rates apply. See your carrier's website for details and detailed de

Advertisers can insert banner ads, forwarded coupon flyers and turnkey e-flyers that agents can now forward off at a click of the button.

Subject: FW: AGENT ALERT

Dear Agent

Your property: 550 S. North Lake Blvd. , Altamonte Springs , FL is being viewed right now by: 336-509-6882.

This alert is brought to you by www.YOUR COMPANY HERE.com

ABC COMPANY

(t) 877-555-1212
(f) 914-555-2121

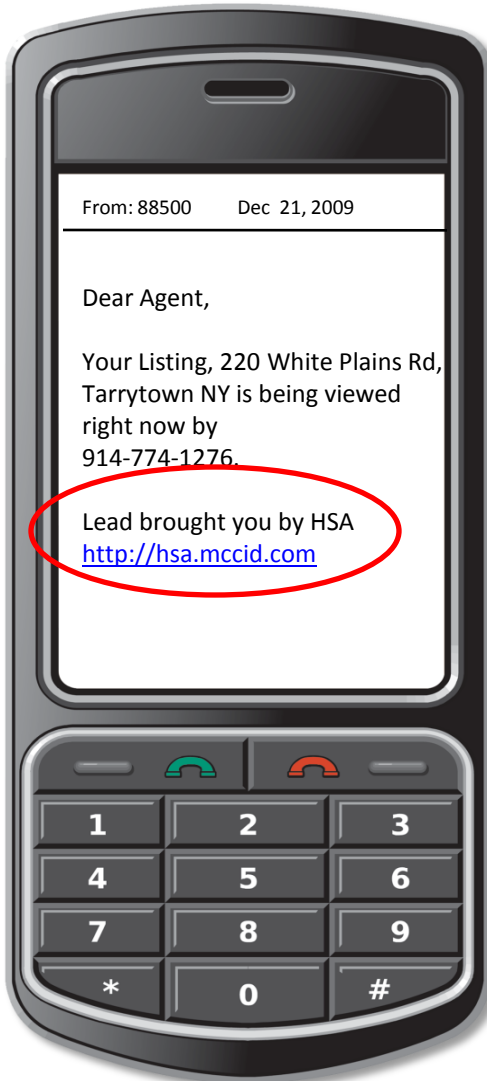
support@YOURCOMPANY.co
www.YOUR COMPANY HERE .com

Confidentiality
Notice: This electronic message transmission is intended to be for the use of the individual or entity to whom it is addressed, and may contain information from Mobile Card Cast LLC and Pastomac LLC. Which may be confidential or privileged. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of the contents of this information is strictly prohibited. If you have received this electronic message in error, please notify us immediately by calling 914-909-6701 or by electronic mail at support@mobilecardcast.com and delete destroy all copies of his transmission.

start | Inbox - Micros... | Agent Alert - ... | FW: Agent Al... | Issue Manage... | Skype™ - kapl... | Tomasz Pastu... | MTG Platform | Microsoft Pow...



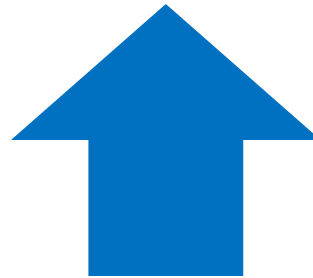
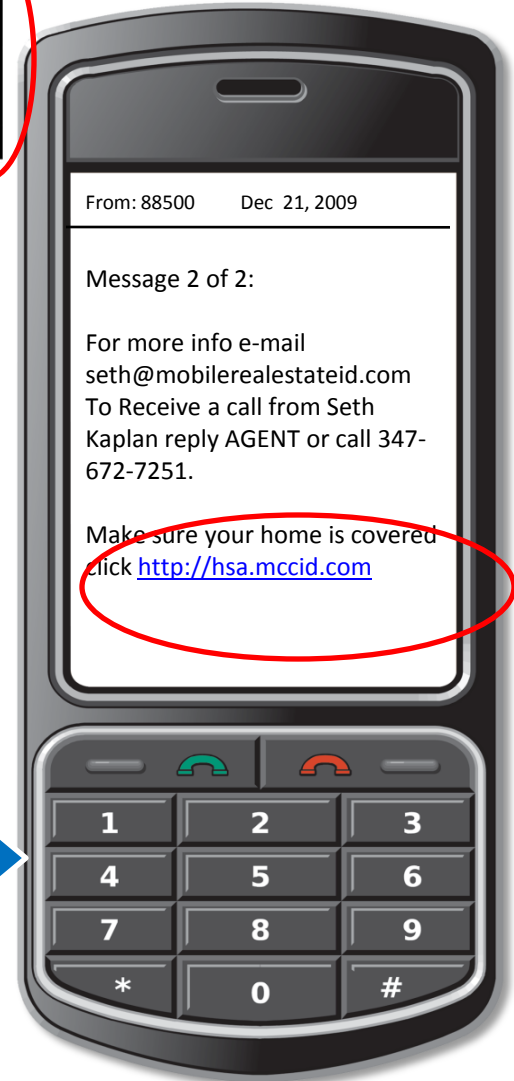
Agent SMS Alert



FOR IMMEDIATE PRICING,
INFORMATION AND PICTURES
TEXT **XXXXXX** TO **88500**

POWERED BY...
MOBILEREALSTATEID.COM

Buyer SMS Alert



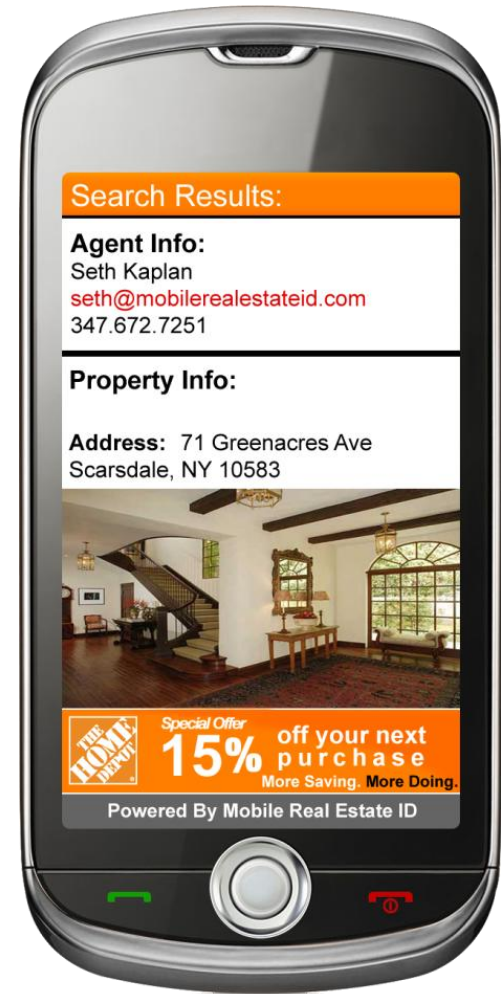
SIGN RIDER AT THE HOUSE



Example of a Branded Single Property Mobile Listing



To see this example on your phone:
Text 321 to the phone number 88500



Gateway Application

Mobile Card Cast will implement the Gateway Application™ functionality for the Your Mobile Website. This will allow users to install a Branded icon to their iPhone, iPod Touch, or iPad device, and launch the Mobile Website as an APP for those devices. When a user loads your Mobile Website, the user will be prompted to install the Gateway App™. This can be installed directly, with no need for the iTunes store. Any changes made to the Mobile Website will be reflected immediately in the installed Gateway Application™.

A Gateway Application™ allows you to use the logo of your choice, and allow users to install an entrance to your Mobile Website as an app. You can leverage the power of having your brand on your user's Mobile phone, without the cost of developing a full iPhone app, or the hassle of using the iTunes store. For a fraction of the price, your brand can launch in one-click. Any updates you do to your mobile website are immediately reflected in your Gateway App.



Mobile Website

In addition to giving real estate consumers access to property information via text message, Mobile Websites allow consumers to continue their search online right from their mobile device. Mobile Websites are formatted to fit any phone with internet access and will be fully branded for your firm. Brokers have the ability to customize their Mobile Website to further enhance the overall user experience.

Features & Benefits

Works on All Internet Enabled Mobile Devices*:

Mobile Card Cast™ mobile team builds your site to be functional without losing your Brands Integrity for all Mobile Devices.

Keep Your Existing URL:

Your IT team will be given custom coding redirecting all users who access from a mobile device to your properly formatted website.

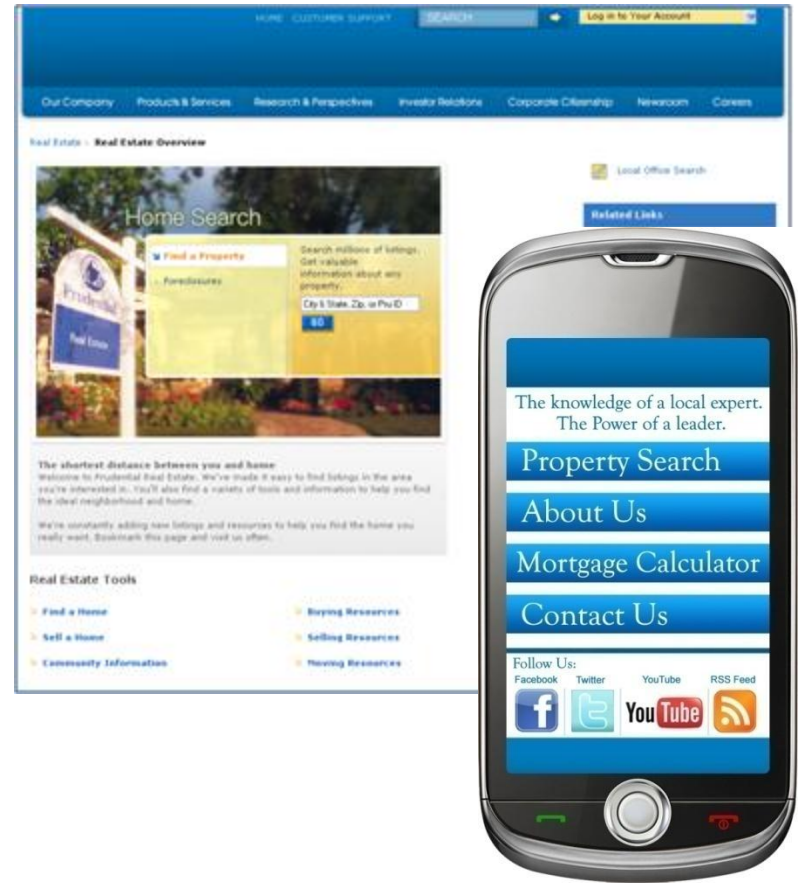
No Download Required:

To access your site consumers just need to type your existing site name into their mobile browser or text your Mobile ID™

MLS Compliant – Easy to use Property Search:

The unique Smart Search feature will format your entire MLS to format for all mobile devices.

FACT: All phones that can download an APP are mobile internet enabled and all APP users use the mobile internet.



Standard Mobile Website Includes:

- Property Search
- About us
- Mortgage Calculator
- Contact information
- All Social Links

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