

7/11/2012

Shareholder Update

We were notified on Friday 7/6/2012 that Apple would be eliminating ALL "GPS Phone Tracker" type of Apps from the iStore. The reason for this elimination was due to the widespread misuse of this particular sector of Apps as being non-functional.

As I explained to Apple, the fact that they had already eliminated our non-functioning GPS Tracker Apps and that it was a large financial blow to our company and that we had devoted our company to creating a better consumer experience to enhance the Apple marketplace by creating a fully functional GPS Tracking type of App that we felt should not be grouped into this same category for elimination. As I spoke further with the Apple representative, it was apparent that he agreed with our re-tooling of our previous App and has given us a reprieve. It was suggested that we rename this popular App so that it doesn't get lumped together with the other non-functioning Apps that have been slated for elimination. Consequently, we have voluntarily removed the GPS tracker and will be re-uploading it with a modified name to satisfy the suggestion of Apple. We have selected Friend Finder and Tracker as well as Friend Finder Free for the newly submitted names and will carry the same iTunes identifier to capitalize on the existing users and rankings. These names were selected based on market research as names that will be easily searched and recognized as well as the use of words that achieve high rankings. These names are of course, subject to the Apple approval process and once approved will show in the iStore.

We see this move by Apple as a potentially positive move for our company and shareholders as it should eliminate a great deal of the non-functioning Apps that our currently competing with our App and could ultimately provide for a significant increase in our downloads. However, as suggested, we need to publish this App under a different name to differentiate the functionality so that it can be re-reviewed by Apple and not grouped into this genre that they are eliminating.

We are also pleased to announce that we are creating two variations of this popular App to be published under our T3 and Best development accounts. The first significant change will allow for in-app purchases and upgrades as follows:

The first variation would allow for different levels of upgrades. The first level of upgrade will allow for up to 4 hours of historical tracking and the second level of upgrade will allow for up to 8 hours of additional tracking for each tracked device which will be displayed on a geosat graphical map. We see this version as especially useful for tracking a period of time rather than just the pinpoint experience and could be useful within the sports arena for seeing where you have been (or others have been) while running, walking, exploring, motorcycling, boating, etc.

The second variation would provide the same levels of upgrade listed above, but would allow for tracking of multiple devices simultaneously which could be beneficial for company operators, multiple children, or if you want to share your location with multiple friends on a night out, or as listed above to compare routes taken for sports enthusiasts.

As always, I am proud of our excellent team that reacted with great speed to rectify this situation and turn this into an opportunity for growth.

Thank you for joining us on this exciting journey as we continue to build better apps for a better world.

Dustin Secor