

Start benefiting from the new SEC rule that allows companies to communicate news via social networks by giving your investors a heads up on the good material news now!

# **Benefits** – for **Investor Relations** and **Stock Newsletters**

- 1. Open an <u>unlimited number of channels in aheadsup.com</u> **free** and will stay free for some time. Even if/when that changed we would find a win-win solution where everyone makes a profit.
- 2. Start getting followers and creating an audience right off the bat.
- 3. Receive contact information for all followers to your channel(s).
- 4. <u>Create your own broadcasting network fast and easy</u>. Aheadsup.com provides embed code for the channels so they could be very easily distributed to blogs, web sites and any web page in the world. <u>The growth</u> possibilities of your audience are enormous.
- 5. 🗎 Create a powerful audience that continues to grow, an asset that you could use over and over.
- 6. Send alerts to your investor base and your audience so they could receive them in real time. These alerts represent your opinion on the value of the news, but the audience can click and see the original news item and make their own opinion as well.
- 7. Use <u>more news items that could impact the value of a company</u>. Traditionally, public companies announce only their press releases to their investors via wire services. With aheadsup.com you could announce positive news coming from a significant number of other sources such as: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc.
- 8. Communicate the value of the news so the investors can grasp it rapidly with a thumb up or a thumb down image. Based on our eight years of experience, often times the symbol and a thumb are all investors are looking for to make rapid decisions.
- 9. MediaSentiment.com is offering to follow your channel(s) as soon as it becomes active and that will give exposure to more than 10k unique monthly traders visiting our web sites.
- 10. Benefit from the continuous expansion of the aheadsup.com distribution network.

## www.aHeadsUp.com

## <u>User Guide</u>

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Here is how it works.

## Registration/Signing in

Go to <a href="www.aheadsup.com">www.aheadsup.com</a> and Register by entering a User name, password and email address. Note: User name will become the name of the channel.



Predicting how crowd reaction to news will impact your investment >



What's shaking?™

| Sign In (For existing accounts/channels) |                        |  |
|--|------------------------|--|
| Please enter your username               |                        |  |
| Username:                                | and password           |  |
| Password:                                | Cian In                |  |
|  | Sign In                |  |
| OR                                       |                        |  |
| Register (For new accounts/channels)     |                        |  |
| Username:                                |                        |  |
|  | (up to 30 characters:  |  |
| lett                                     | ers, numbers, _, -, .) |  |
| Password:                                |                        |  |
|  | (up to 30 characters:  |  |
| lett                                     | ers, numbers, _, -, .) |  |
| Email:                                   |                        |  |
|  | Register               |  |

Find <u>a heads-up</u> on what's shaking stocks, currencies, markets, products, movies, music, elections... stuff that matters. **Register now!** 

There is no limit to how many channels you may open. Therefore, you may repeat this process as often as you feel a need for creating new channels.

Grab the name of your channel right away before others do it!

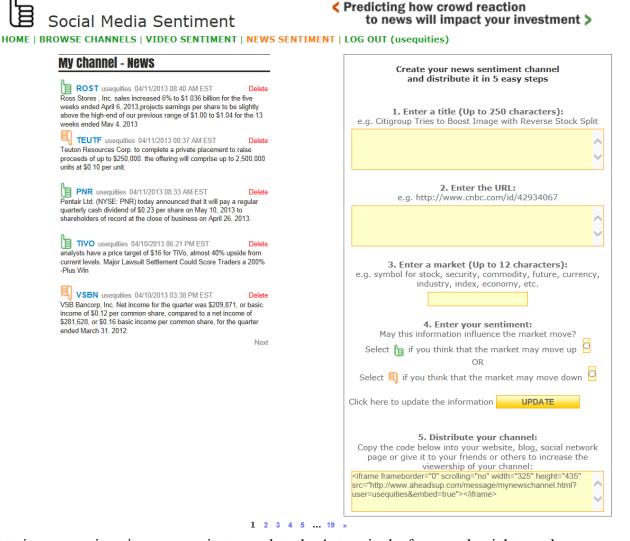
Use user names that could help define the usagae of the channel such as the stock symbol of your company, company name, etc.

Once you have registered, you may Sign in with your user name and password you used to register.

See how you add news to your channel next.

## Adding News to Your Channel

Once you've signed in, you will be brought automatically into the panel that allows you to enter sentiment for news items – see the **NEWS SENTIMENT** menu item is highlighted in orange:



Entering a news item is easy, you just complete the 4 steps in the form on the right panel:

- 1. Enter a title: this is a title that you can create for up to 250 characters to draw attention to the material aspect of the news item you refer to. It does not have to be exact text from the article you refer, but it may be if you choose so.
- 2. Enter the URL: copy (ctrl+C on the keyboard) the URL from the browser address' bar of the news article you reference and paste (ctrl+V on the keyboard) it into this box.

  This news article could be a press release or a news article you find on the internet, potentially from other companies, other countries or even other continents, that could affect the value of your business. For instance: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc.

- **3. Enter the symbol**: this could be the tracking symbol of the public company but it could also be anything you choose to define as a 'market' up to 12 characters.
- **4. Enter your sentiment**: express your sentiment or opinion by selecting either a thumbs up or a thumbs down image. This image will communicate to investors if you feel that the news increses the value (i.e., a thumb up) or decreses the value (i.e., a thumb down) for the company/symbol or market you are addressing with this news item. Based on our nearly eight years of experience, often times the symbol and a thumb is all investors are looking for to make rapid decisions.

After you have entered all 4 items above click on the UPDATE button

UPDATE

Upon clicking on the update button, your entry will appear in the left side panel such as:



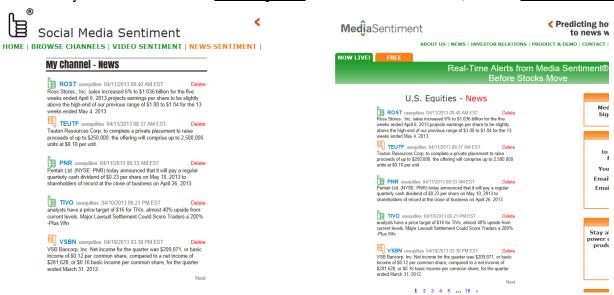
This is what your audience will see on your channel. The title of the news item is hyperlinked to the original news item posted on your web site or anywhere else on the web. If the audience wants to read the article, they could click on the title and that click takes them to the original article. That way, your audience has an opportunity to make their own opinion.

<u>Note</u>: you may delete this entry at any time by clicking on the <u>Delete</u> link. When you click on the <u>Delete</u> link, the entry will be deleted completely from your news panel and from the system.

5. Distribute your channel: This is one of the most powerful tools we offer you to create and grow a distribution for your channel as wide as possible and as fast as you can. All you need is to select this code and to copy (ctrl+C on the keyboard) and paste (ctrl+V on the keyboard) it into any web page, blog or any html page on the internet that allows you to enter html code and you channel will be visible instantly! It is like creating a broadcasting network of your own. Every time you enter a news item in your channel, that news item will appear automatically on your entire network where this code is placed.

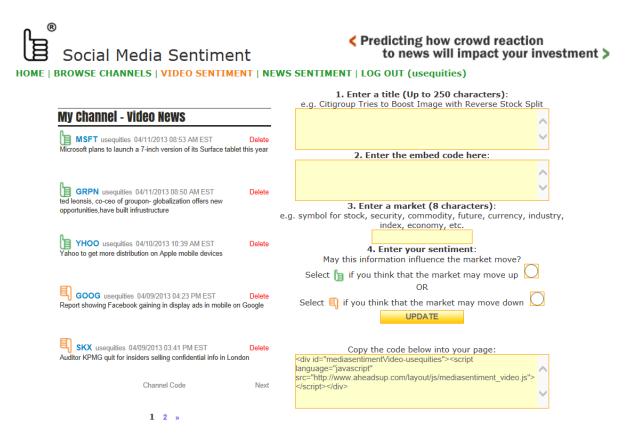
Continued.

Here is how your channel looks in aheadsup.com and on another web site, such as mediasentiment.com



Continued.

You could also add a video channel by clicking on the VIDEO SENTIMENT menu item - see the **VIDEO SENTIMENT** menu item is highlighted in orange, and enter the adding videos pannel:



Once you are on the VIDEO SENTIMENT pannel, you follow steps 1. Through 5. as follows:

1. Enter a title: this is a title that you can create for up to 250 characters to draw attention to the material aspect of the news item you refer to. It does not have to be exact text from the article you refer, but it may be if you choose so.

#### 2. Enter the embed code here:

This allows you to enter the embed code from any video that offers the code around the web. copy (ctrl+C on the keyboard) the embed code from your video and paste (ctrl+V on the keyboard) it into this box.

This video could be your private video stored on one of the video services on the web, such as youtube.com, or a video news clip you find on the internet, potentially from other companies, other countries or even other continents, that could affect the value of your business. For instance: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc.

Note: you will find the embed code of the video under buttons/links that say Share and/or embed. The normal icon to locate embed code is <> but some sites call it simply Embed Code.

**3. Enter the symbol**: this could be the tracking symbol of the public company but it could also be anything you choose to define as a 'market' – up to 12 characters.

**4. Enter your sentiment**: express your sentiment or opinion by selecting either a thumbs up or a thumbs down image. This image will communicate to investors if you feel that the news increses the value (i.e., a thumb up) or decreses the value (i.e., a thumb down) for the company/symbol or market you are addressing with this news item. Based on our nearly eight years of experience, often times the symbol and a thumb is all investors are looking for to make rapid decisions.

After you have entered all 4 items above click on the UPDATE button

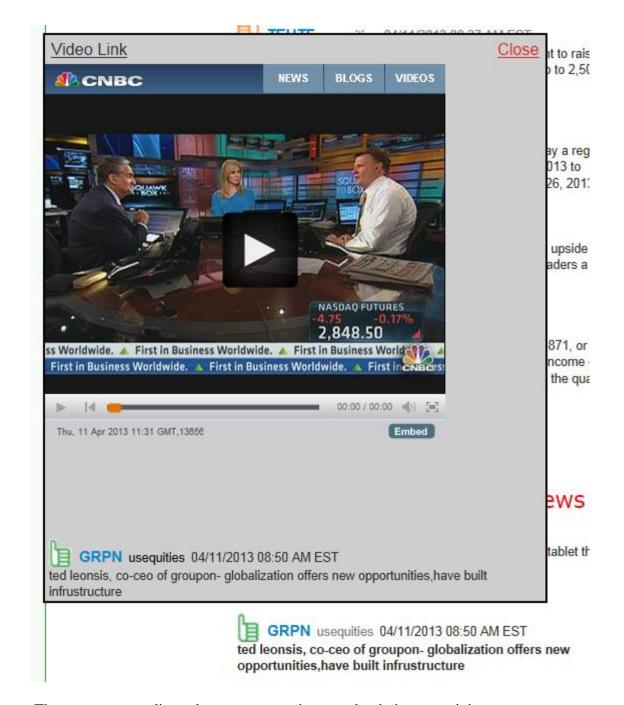
UPDATE

Upon clicking on the update button, your entry will appear in the left side panel such as:



This is what your audience will see on your video channel. The title of the news item is hyperlinked to the original video news clip. If the audience wants to review the video, they could click on the title and that click opens the video up into an overlay window, as follows.

Continued.



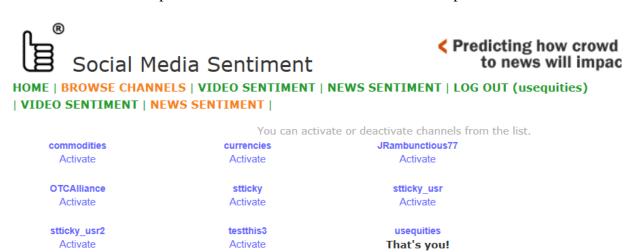
That way, your audience has an opportunity to make their own opinion.

<u>Note</u>: you may delete this entry at any time by clicking on the <u>Delete</u> link. When you click on the <u>Delete</u> link, the entry will be deleted completely from your news panel and from the system.

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### Follow and be Followed – Grow your network faster

Aheadsup.com allows the audience to follow specific channels they want. To follow an existing channel, go to Browse Channels by clicking on the BROWSE CHANNELS menu option and selecting the NEWS SENTIMENT channels option or the VIDEO SENTIMENT channels option as below:



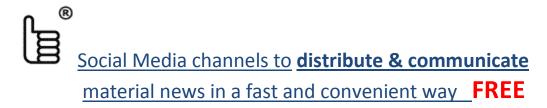
To follow a specific channel just click on the Activate link. Once you activate channels you can always deactivate them as easily by pressing on the DeActivate link as below:



### **Create Alliances**

This ability to Follow channels allows you not only to grow by inviting other users to follow your channel but also to form Alliances with other like-minded users. These Alliances will allow a group of uses to share their alerts – every time one user posts an alert, the entire Alliance will receive that allert, therefore the opportunity to grow multplies by the number of followers you have in your Alliance.

Imagine for a moment that you create an Alliance with 100 publicly traded companies and each company posts the channels on its Investor Relation site. If each company has in average 100 investors per day, the visibility of one alert will grow to up to 10,000 investors.



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# **Benefits** – for **Investor Relations** and **Stock Newsletters**

Go to <a href="https://www.aHeadsUp.com">www.aHeadsUp.com</a> and Join the investor revolution today!!

## **Contact**

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