

The background of the advertisement features a large, semi-transparent globe. The globe is composed of numerous graduation caps (mortarboards) in various shades of blue and white, arranged in a grid-like pattern. The globe is set against a light blue sky. In the foreground, three graduates in dark blue gowns are shown from the back, looking upwards with their hands raised in a gesture of celebration or aspiration. The overall tone is optimistic and celebratory.

**campus** **u**

**To the power of you.**

Serving the Education Market for Over 20 Years.

## Our Company

CampusU, Inc. is an interactive merchandising, marketing and media company focused on the college student market. We are creating online communities where college students purchase products and services and share ideas, discoveries and experiences. Our online communities are intended to attract users through features and subjects that are compelling to college students, including student-generated content, such as blogs, videos and other multimedia content.

In 2000, we launched our ecommerce site, [www.campustech.com](http://www.campustech.com), which sells products and services primarily to college students, and mostly at academic discount prices of up to 80% off the suggested retail price. CampusTech.com offers a comprehensive product line of more than 8,000 distinct name-brand software and other technology products.

We also are building and expanding our initial community and content websites, which include:

- \* [www.CampusU.com](http://www.CampusU.com), which will contain numerous interactive features and subject matter relating to college life, humor, travel, advice and entertainment;

- \* [www.LazyStudents.com](http://www.LazyStudents.com), which will provide research sources and advice on studying and test taking.

For more information about our business, please visit our corporate website at [www.CampusUInc.com](http://www.CampusUInc.com) and our flagship e-Commerce site at [www.campustech.com](http://www.campustech.com)

For more information or partnership opportunities, contact:

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Leesburg, VA 20175

CampusU, Inc.  
Phone: 800.543.8188  
Fax: 866.871.0829

## Our Preferred Partnership Program

*Our Preferred Partnership Program is geared towards businesses who want to expand the range of products they offer to their customers, as well as businesses who want to reach new customers by making their new products and services available through us.*

Does your organization have a unique product or service that presents a strong value proposition to K-12, College or Higher Education categories? CampusU partnership can provide:

- \* Your product to millions of existing CampusU customers
- \* An increased visibility for your product and brand, by providing a direct access to a targeted demographic.
- \* Higher conversions because we understand kids, teens, student, and teachers very well and have been providing them products and services for over 20 years.
- \* An opportunity to bundle your product or service with other relevant products and services to fully address customer needs.
- \* We can assume all the risk in processing & collecting payments.
- \* We are responsible for order tracking, processing payments, fulfillment, customer support, and providing you audited payments.

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Does your organization have access to students in the K-12, College or Higher Education categories and do you want to expand your offering? CampusU partnership can provide:

- \* An opportunity to bundle together complementary products - yours and ours! By partnering with CampusU, your students will have access to a vast array of products at deep discounts.
- \* An additional line of revenue to your business.
- \* Increased conversions, cross-selling, and order sizes. We increase the size of the "pie" that we split with you.
- \* You have no inventory to carry, and we bear any such costs.
- \* We can assume all the risk in processing & collecting payments.
- \* We are responsible for order tracking, processing payments, fulfillment, customer support, and providing you audited payments.
- \* We provide a range of integration options.



## Experience Matters

Serving the Education Market for Over 20 Years

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CampusU has served the Education Market for over 20 years! As a result, we have built domain knowledge and a network of relationships which gives us a formidable edge while conducting business.

With this experience, we've honed our superior service, the kind that comes from doing only one thing for 20 years - bringing products and services to the education market at deep discounts.

The sole reason for our existence is adding value to every education related purchase - before, during, and after the transaction. That's what makes our brand nationally recognized with education buyers; **that's the CampusU Difference!**

Knowledge, Relationships, and Service are the pillars of our business, and we've strengthened these pillars for 20 years. **Experience Matters – a lot!**

## Our Leadership Team

**Michael Faber, Executive Chairman.** Mr. Faber also serves as a general partner of NextPoint Partners, a venture capital and private equity investment firm ([www.nextpointvc.com](http://www.nextpointvc.com)) with offices in Washington, D.C. and New York City. Mr. Faber has more than 15 years of experience in venture capital and private equity investing and has been directly involved as a principal, director and/or lead shareholder in more than 100 investments, including as a director of web-Methods, Inc., the first extensible markup language (XML) web services company; XtremeSpectrum, Inc., the first commercial ultrawide band (UWB) company; and Information Markets Corp., the first online expert information marketplace. Previously, Mr. Faber served as a general partner of Walnut Growth Partners, vice president of Walnut Capital Corp., of counsel to Mintz Levin, an attorney with Arnold & Porter, and a senior consultant to The Advisory Board. Mr. Faber is an honors graduate of the University of Chicago Law School, received the John M. Olin Foundation Scholarship in Law and Economics, and attended The Johns Hopkins University School of Advanced International Studies and the State University of New York. Mr. Faber also is a director or advisor to a number of non-profit organizations.

**Robert S. Frank, President and Chief Executive Officer.** Mr. Frank has led CampusU since 1999 with primary responsibility for our overall business strategy, investor relations, and industry partnerships and alliances. Previously, Mr. Frank was a corporate lawyer in New York City, general counsel to several software and telecommunications firms, founder and director of a non-profit micro-enterprise lending project and a community development venture fund, and producer of a weekly sports television program on ESPN. Mr. Frank holds a B.S. in Economics from the Wharton School of the University of Pennsylvania and a J.D. from the New York University School of Law.

**Chris Eimas, Chief Financial Officer.** Mr. Eimas joined the company in early 2006. Previously, Mr. Eimas served as controller in Time Warner AOL's new products division, responsible for multiple businesses including AIM, AOL Mobile, Mapquest.com, Netscape.com and Tegic Communications. Mr. Eimas also worked as Treasury and Finance Director for VIA NET.WORKS, Inc. where he helped to manage the firm's initial public offering on NASDAQ and a number of significant financings and acquisitions. He also served as a consultant at Price Waterhouse. Mr. Eimas received an MS from Georgetown University and an MBA from the Robert H. Smith School of Business at the University of Maryland.

**Susan Hogan, Vice President, Sales and Marketing.** Ms. Hogan joined the company in late 2004. Previously, Ms. Hogan was a sales and marketing executive in the education technology industry for more than ten years, working with Educational Resources and Technology Resource Center. She has an industry-wide reputation for dynamic creativity and effective action. Ms. Hogan has full responsibility for directing our marketing activities and sales activities, including all print, email, website, and trade show activities, managing our inside sales team, and managing our relationships with its software and hardware vendors.

**Drew Fredrick, Vice President, Operations.** Mr. Fredrick joined the company in mid-2006. Previously, Mr. Fredrick served as Senior Director, Virtual Channel Operations, Sprint Nextel Corporation, responsible for business, technology, and financial operations of the Virtual Business group, a collection of telesales, websales, and online authorized resellers. He also served as a Director, IT Engineering & Finance Systems, responsible for network management systems including more than 600 systems and 5000 users. Mr. Fredrick also was an ERP Consultant with Technology Solutions Company, and a Manager, Development Information Services with Public Broadcasting Service. He received an MS from The American University, where he also served as an adjunct professor, and a BA from Lawrence University.

**Ramendra Singh, Director, Business Development.** Mr. Singh joined CampusU in late 2006. Prior to joining CampusTech, Mr. Singh worked as a General Manager of subscription based security products at AOL Time Warner, where he was responsible for growing non-access customer base, launching new products, building strategic alliances and partnerships, and developing new markets. Mr. Singh has also held various management positions at Nextel and IBM, responsible for business, technology and marketing operations. Mr. Singh has an undergraduate degree in Computer Science from Institute of Technology in India, and an MBA from the Robert H. Smith School of Business at the University of Maryland.