



Corporate Information & Background

Mission

Fuser provides Internet users with powerful tools that help them stay constantly connected to their friends and family.

Vision

To revolutionize how Internet users organize and use their online communications.

Core Beliefs

People are becoming increasingly connected online. They manage and maintain their relationships through multiple information sources including email, social networking messages and micro blogging. The need for connectedness is immediate – people need to know what is happening in their world as it happens in order to stay on top of things.

Having multiple sources of information means many sites to visit, passwords to remember and disparate conversational threads to keep up with. All of this is making it harder to maintain relationships.

We believe users have the right to access and manage their communications at any time and by whatever means they choose. Those communications are the property of the user, not the service provider.

We believe users should play a key role in the development of our products, and we encourage people to interact with our development team by providing suggestions and feedback that will make our products more useful. We look forward to hearing from you!

We believe that security and privacy are key rights for everyone who uses the Internet, and we are dedicated to protecting the security and privacy of people's communications when they are using our products.

Company Overview

Founder Jared Polis came up with the idea for Fuser after finding himself frustrated with the task of checking his multiple e-mail and social networking accounts. As his number of accounts grew, the pressure of managing all of those accounts grew as well – and the idea for Fuser was born. After exploring the idea a bit more, Polis hired Jeff Herman and together they assembled the Fuser team to develop the advanced technology to support the online tool.

Unveiled in September 2007, Fuser is an innovative online tool that allows Internet users to stay highly connected with their online communications by managing their Twitter, e-mail and social networking communications in one place at no cost. By providing a secure, virtual command center for their Web-based communications – including Yahoo!, Gmail, MySpace, Facebook, work e-mail accounts and many more – Fuser helps Internet users stay connected.

Management Team

Jared Polis, founder

Jeff Herman, president

Eric Wu, vice president of Product Management

Betsy Chase, director of Marketing

Mike Wilson, director of Development

Christopher Stimmel, director of Quality Engineering

Dan Saltzman, User Experience Design lead

Commitment to User Community

Fuser was developed for the user. Fuser users have multiple opportunities and channels to provide feedback, and to help shape Fuser's product roadmap, including:

- Fuser user forum and blog <http://blog.fuser.com>, <http://forums.fuser.com>
- Direct e-mail access to product development team - support@fuser.com
- Regular usability testing sessions

Financial Standing

As a privately-held company, Fuser does not release financial information. Fuser is an online tool that derives revenue through advertising partnerships and is provided at no cost to users.

Location and Contact Information

Fuser is headquartered in Boulder, Colo. To learn more about Fuser, visit www.fuser.com.

For general corporate inquiries, please contact:

1360 Walnut St., Suite 102

Boulder, CO 80302

(303) 962-7400

contact@fuser.com

For media or analyst inquiries, please contact:

Ashley Cohen

GroundFloor Media

(303) 865-8133

acohen@groundfloormedia.com



Quick-Start User Guide

Thank you for your interest in Fuser.com, the only free online inbox that allows you to easily and efficiently manage your e-mail, social networking and Twitter communications in one secure place. Only with Fuser.com can you check, send, receive and organize all your messages – including Yahoo!, Gmail, MySpace, Facebook, Twitter and work e-mail messages – just like you do when you’re logged into each account, but from one inbox.

This document provides instructions for quickly getting up and running with Fuser.com. Setting up a Fuser.com account is fast and simple, and this quick-start guide outlines the steps involved in the startup process.

Setting up Your Fuser.com Account

1. Go to www.fuser.com and click the “Sign Up” button.
2. Create a Fuser account by providing the requested information.
3. Activate your account using the activation link that is immediately emailed to you. After clicking the link you’ll be taken back to www.fuser.com where you can log in with your new username and password you’ve created.
4. A welcome page will appear inviting you to add your first account(s) to Fuser.com. Click on “Email”, “Social Networks” or “Twitter” under the “Add My” heading on the left side of the page.
5. Follow the brief instructions provided by the setup process, which will ask for basic information about your accounts. Your account information is completely secure and private – only you can access your accounts through Fuser.com.
6. When the setup process completes, you can immediately begin sending and receiving messages or sending tweets from Twitter using the accounts you registered.
7. To add additional email, social networking or Twitter accounts, click on the “Add/Edit Accounts” button near the top left of the site at any time.

If You Have Questions about the Setup Process

Please contact Emily McDonnell (emily@fuser.com, 303-962-7448) or Ashley Cohen (acohen@groundfloormedia.com, 303-5222-0783) if you have any questions about the setup process or encounter any issues while entering information.

Which Accounts Does Fuser Support?

Fuser.com currently supports the leading email and social networking services including AOL®, Microsoft® Exchange, Windows Live™ Hotmail, Gmail™, Hotmail®, Yahoo!® and Yahoo!® Beta, and MySpace.com® and Facebook.com® social networks, POP3 and IMAP email protocols. Fuser.com also supports Twitter. We also work closely with our users to add other service providers that are important to them such as regional ISPs, private business networks and more.

System Requirements

Fuser.com requires either 1) a PC running Windows and either Internet Explorer or Firefox, or 2) a Mac running OS X and either Safari or Firefox. An Internet connection is also required.

Welcome to Fuser.com!

Thanks again for setting up your Fuser.com account. We love hearing from Fuser.com users, and we look forward to getting your feedback about your experience with Fuser.com and how it is simplifying your online communications and digital lifestyle.



Frequently Asked Questions

What is Fuser?

Fuser is a Boulder-based consumer technology company specializing in tools that help Internet users stay highly connected to their digital lifestyles. The company's first product – which is also called Fuser – is a free online tool that allows users to stay connected by easily and efficiently managing their Twitter, e-mail and social networking communications in one place. By providing a secure, virtual command center for Web-based communications – including Yahoo!, Gmail, MySpace, Facebook, work e-mail accounts and many more – Fuser.com helps users stay connected.

Who are the leaders of the company?

Jared Polis, founder
Jeff Herman, president
Eric Wu, Vice President Product Management
Betsy Chase, director of Marketing
Mike Wilson, director of Development
Christopher Stimmel, director of Quality Engineering
Dan Saltzman, User Experience Design Lead

When was Fuser founded?

Confluence Commons, Fuser's parent company, was founded in May 2006.

Where is Fuser based?

Boulder, Colo.

Does Fuser have formal partnerships in place with Facebook, MySpace or any of the other Fuser-supported service providers?

Not at this time, but we feel that Fuser complements the value of their service, so we look forward to engaging them in partnership discussions.

Does Fuser have formal partnerships in place with the major e-mail providers (Yahoo!, Hotmail, AOL, etc.)?

Not at this time, but we feel that Fuser complements the value of their service, so we look forward to engaging them in partnership discussions.

How do I set up a Fuser account?

1. Create a Fuser account at www.fuser.com by providing a user name and password.
2. Enter your e-mail, Twitter and social networking addresses and passwords.
3. Fuser fuses all your messages into a single, secure Web-based console that you can access from any Internet connection

How much does it cost to use Fuser?

Nothing! Fuser is free!

What types of communications (e.g., e-mail, social networking messages, chat) can I manage with my Fuser account?

Fuser is a tool that enables you to consolidate your Twitter, e-mail and social networking communications into one Web-based platform – allowing you to communicate to and from those accounts just as if you were directly logged onto them.

Can I access Fuser on my mobile device?

Not at this time, but we are looking to enable this functionality in the future.

Does Fuser help me manage spam e-mail?

Fuser does not store your e-mail or social networking messages – it is simply a reflection of them in a single Web-based platform – so security measures put in place by service providers still apply when using Fuser. This includes their antivirus and spam filtering protocols, which will continue to protect your online communications.

How will my e-mail actions (e.g. deleting messages, replying to e-mails) on Fuser be reflected in my actual accounts?

Fuser is simply a reflection of your e-mail and social networking accounts, so any action you take in Fuser will be reflected in your normal accounts.

Can I send MySpace and/or Facebook messages from my Fuser account?

Yes.

Will my address books import into my Fuser account?

Yes.

Will Fuser sell or use my e-mail addresses for marketing/promotion purposes?

Absolutely not. The security and privacy of our customers is our top priority.

How can I be assured that my account information and passwords are safe with Fuser?

Fuser was built from the ground up by a team of software security veterans including key individuals from Webroot Software, a leading Internet security provider.

Fuser uses encrypted technology to protect the privacy and security of Fuser users' data. Fuser undergoes extensive third-party security audits on a regular basis to keep abreast of emerging threats.

Fuser does not store your e-mail or social networking messages and security measures put in place by service providers still apply when using Fuser. This includes their antivirus and spam filtering protocols, which will continue to protect your online communications.



Online Communications Statistics

The following statistics were compiled from various industry reports and surveys, as well as through Fuser's own third-party study

Internet Usage and Communications Statistics

73 percent of American adults use the Internet while 70 percent use it daily (PEW/Internet Survey, May 2008)

66 percent of Internet users spend a minimum of ten hours per week on the Internet managing their personal communications (Fuser study, September 2007)

84 percent of college-aged users spend seven or more hours per week on the Internet managing their personal communications (Fuser study, September 2007)

A significant majority of members of online communities (56.6 percent) log into their community at least once a day (2007 Digital Future Report)

42.8 percent of Internet users agree that going online has increased the number of people they regularly stay in contact with (2007 Digital Future Report)

16 percent of the current global information workforce is considered to be "hyperconnected" and another 36 percent will be joining them soon (IDC White Paper, May 2008)

- The Hyperconnected tend to be male, <35 and located in urban areas
- The Hyperconnected tend to work in more high tech jobs

E-mail Usage Statistics

One in five email users check their account 10 or more times a day (AOL E-Mail Study, 2008)

46 percent of email users say they're hooked on email (AOL E-Mail Study, 2008)

62 percent of email users check work email on the weekends (AOL E-mail Study, 2008)

19 percent of email users choose vacation spots with access to email (AOL E-mail Study, 2008)

59 percent of email users check email from the bathroom, up from 53% last year (AOL E-mail Study, 2008)

81 percent of young professionals use email as their primary form of online communication for work purposes (Fuser survey, June 2008)

92 percent of adults report using the Web to send or read e-mail (Pew Internet & American Life Project, January 2007)

60 percent of American adults report using the Web to send or read email daily (PEW/Internet Survey, December 2007)

Internet users maintain an average of 3.1 e-mail accounts (Pew Internet, December 2006)

A new study forecasts that the worldwide hosted email market installed base will grow from 1.6 billion mailboxes in 2008, to 2.2 billion mailboxes by year-end 2012. The study categorizes hosted email market as business email providers, ISP/Webmail providers, and managed email providers (Radicati Group, August, 2008)

64 percent of small business owners use more than one e-mail address and nearly a third use three or more addresses (SurePayroll Insights Survey, June 2007)

Social Networking Usage Statistics

79 percent of Internet users have two or more e-mail accounts while also maintaining at least one social networking account (Fuser, September 2007)

92 percent of college-aged Internet users (18-21 years-old) have two or more e-mail accounts while also maintaining at least one social networking account (Fuser, September 2007)

More than half (55%) of all online American teens (ages 12-17) use online social networking sites (Pew Internet & American Life Project, January 2007)

48 percent of teens visit social networking Web sites daily or more often (Pew Internet & American Life Project, January 2007)

82 percent of social networking site users report sending messages within the system (Pew Internet & American Life Project, January 2007)



Jared Polis – Founder

Jared was still in college when he co-founded his first company, American Information Systems, an Internet access, Web hosting and application service provider. Growing up in the family's Boulder-based greeting card and publishing business, Blue Mountain Arts, he succeeded his grandmother as sales manager in 1996. Jared caught the attention of the e-business world by co-founding bluemountain.com, an online greeting card Website that he sold to Excite@Home three years later. In 1998, Jared launched Proflowers.com, a Web company that sells flowers direct from growers to consumers, that expanded to become Provide Commerce, Inc. (PRVD), one of the fastest-growing and most successful online start-ups; Provide Commerce was recently acquired by Liberty Media Corporation.

Frustrated with the task of managing his multiple email and social networking accounts, Jared founded Fuser in early 2006 and launched the first version of the Fuser tool in 2007. As the first and only online free tool that allows users to easily and efficiently manage their email and social networking communications in one place, Fuser will help thousands of Internet users simplify their digital lifestyles.

Jared was named an Ernst and Young Entrepreneur of the Year in 2000 and one of the top ten young entrepreneurs by *Success Magazine*.



Jeff Herman – *President & COO*

As Fuser's president and chief operating officer, Jeff Herman is responsible for the day-to-day operations of Fuser as well as overseeing the strategic development and execution of the company's corporate and product plans. Hand-picked by Fuser's founder Jared Polis to help execute his vision of simplifying Internet users' digital lifestyles, Jeff brings over 15 years of experience in the consumer technology industry and a wealth of leadership and entrepreneurial expertise to the Fuser management team.

Prior to joining Fuser, Jeff served as the vice president of operations and product development at leading Internet security provider Webroot Software Inc., managing the company's day-to-day operations and ensuring the delivery of Webroot's award-winning products and services. In addition to his tenure at Webroot Software, Jeff worked in a variety of leadership and product management positions at IBM Global Services, NetLibrary and Accenture.

Jeff earned both his bachelor's and master's degrees in business administration from the University of Florida. In his spare time, Jeff can be found cheering on his alma mater (Go Gators!), following Formula One racing, strength training and enjoying all the Rocky Mountains have to offer with friends and family.



Eric Wu – Vice President of Product Management

As Fuser's Director of Product Management, Eric Wu is responsible for leading the company's product development efforts. Eric brings over a decade of high-tech experience to Fuser, with a particular focus on planning, developing and delivering successful consumer technology products.

Prior to joining Fuser, Eric served as a senior product manager at Webroot Software Inc., a leading Internet security provider. There, he was responsible for a product portfolio that included consumer security applications as well as Webroot's first network perimeter anti-spyware product line. In this role, Eric drove product deliverables to satisfy the needs of both strategic retail partners (including Best Buy, Circuit City and Staples) and strategic OEM partners (including Dell and Ironport). Prior to his tenure at Webroot Software, Eric held product management and product planning roles at Seagate Technology which included responsibility for a product line representing \$85 million in new revenue. In 2004 he was recognized for his innovation and leadership in the planning, development and successful launch of Seagate's first branded consumer product line.

Eric earned his bachelor's degree in mechanical engineering from Colorado State University and his MBA and MS from the University of Colorado at Boulder. In his spare time, Eric is active in the fitness community and is a certified CrossFit Trainer and a USA Weightlifting Sports Performance Coach. When he is not helping people reach their training goals he has been known to travel to exotic places in search of the perfect street food.



Betsy Chase – Director of Marketing

As Fuser's Director of Marketing, Betsy Chase is responsible for developing and executing marketing strategy and user acquisition programs. She successfully integrates interactive pieces like online advertising and viral marketing with traditional public relations to increase brand awareness and grow Fuser's customer base. Betsy brings nearly 20 years experience in sales and marketing, the last seven of which have focused entirely on interactive marketing and customer acquisition.

Prior to joining Fuser, Betsy held positions in online marketing and business intelligence for R.H. Donnelley's Interactive division. There she managed user acquisition including search engine marketing, search engine optimization and affiliate programs for four websites, including DexKnows.com. Betsy was also responsible for driving strategy for the business intelligence and web analytics efforts. Before working at R.H. Donnelley she was part of LinkShare Corporation's Client Services team where she managed successful affiliate programs for high-profile merchants including Walmart.com, Thrifty Rent-A-Car, and Hanes.

Betsy earned her bachelor's degree in marketing communications from Michigan State University and her master's degree from Northwestern University's Integrated Marketing Communications program. When she's not training for short-distance triathlons, Betsy can be found enjoying Colorado's high country by foot, bike, or board.



Chris Stimmel – Director of Quality Engineering



As Fuser's Director of Quality Engineering, Chris is responsible for leading the company's product quality efforts. Chris brings over a decade of high-tech experience to Fuser, with a particular focus on test automation, while developing and delivering successful consumer technology products.

Prior to joining Fuser, Chris served as a Quality Engineering manager at Webroot Software, Inc., a leading Internet security provider. While at Webroot, Chris was responsible for ensuring the product quality for all of Webroot's consumer and enterprise products including Window Washer, Spam Shredder, Spy Sweeper and Spy Sweeper Enterprise. Chris was also responsible for creating and managing Webroot's first quality engineering team, outlining the company's processes and best practices for ensuring product excellence and was the founding member of Webroot's renowned threat research team. Prior to his tenure at Webroot Software, Chris held quality engineering positions at IBETA Software and Rational Software which included testing responsibility for product lines like Requisite Pro and Rational Rose, as well all games supported at Games.com.

Chris earned his bachelor's degree in Computer Information Systems from Metropolitan State University of Denver. In his spare time, Chris focuses on his family and his golf game. He is a bit of a sports enthusiast, so if he's not at home with the family or working on his golf game, chances are he's catching a live Denver Broncos and Colorado Avalanche game.



Mike Wilson – Director of Development



As Fuser's Director of Development, Mike is responsible for leading the company's software development team. Mike brings over 12 years of hands-on software development and management experience to Fuser, ranging from next generation communication platforms to working on the new NASA mission control center in Houston.

Prior to joining Fuser, Mike was software development manager for Webroot Software, Inc., a leading Internet security provider, where he was responsible for leading the core development team for Webroot's flagship product, Spy Sweeper. During his tenure at Webroot, Mike led his development team through five successful major releases of both the consumer and enterprise versions of Spy Sweeper – a product that has won over 70 industry awards to date. Prior

to Webroot, Mike founded Norske Systems, Inc., a successful telecommunications and technology consulting firm based in Houston, TX, and served as an engineering and technical architecture consultant.

Mike earned his bachelor's degree in Computer Science from Texas A&M University. He also attended Penn State in pursuit of a Masters in Aerospace Engineering, focusing his thesis on the microwave arcjet, a form of experimental spacecraft propulsion. Unfortunately the first web boom came a long and Mike recognized other opportunities. Besides being one of the smartest people on the planet (he received a perfect score on his SATs!), Mike enjoys mountain climbing, skiing, and "attempting" to learn to play the bagpipes, an activity he likens to "wrestling a flatulent octopus". He's also a prolific karaoke singer, skilled pilot, the only person at Fuser who's been in a plane crash, and one heck of an American. According to Mike, the high point of his life so far (outside working at Fuser) has been "playing drums with a guy who once played drums with Buddy Rich".