SOCIALBROWSR.COM / MYSPACEENHANCED.COM / MYSPACE WEB BROWSER-FOR SALE

TITLE: ESTABLISHED and HIGHLY RANKED MySpace Web Browser software and supporting Websites for sale! – A One of a Kind, completely custom coded software application w/ LOTS OF TRAFFIC. – OVER half a million pages have been served through this browser.

INTRO: This is not your typical website for sale. This is a secret GEM that's just waiting for the right person to take it over and bring to the next level!

HISTORY: The MySpace Browser was conceived in September 2006 after I was tired of going to messy MySpace pages and was fed up with the clumsiness of the MySpace website. I thought it would be great if there was a browser that improved where MySpace left off. After a lot of planning and hard work, the browser officially launched at the beginning of November 2006.

This is a very unique sale and the description is quite long. I have broken the description into multiple parts. Please read all sections to fully understand the potential of this package and the unique items it includes.

<u>**WHAT'S FOR SALE (overview)**</u> - There are 3 main elements to this package:

1. **MySpace Web Browser** - A web browser built specifically to enhance a Users' MySpace Experience.
2. **Socialbrowsr.com** – website that's home to the MySpace Web Browser.
3. **MySpaceEnhanced.com** – MySpace resource website which helps promote the MySpace Web Browser.

These 3 main components all work together, they each help promote one another. The sites and browser are being sold as a package deal, I won't be splitting them apart.

I'VE SPENT ZERO DOLLARS ON ADVERTISING. It is very possible to continue to grow the site to a massive scale without spending any money. I'll explain this later and in depth to the purchaser.

What the purchaser of this package has to understand is that they're not only buying two great websites and a custom built software application. They're getting their hands on a launching platform. You can use this package as a marketing vehicle to launch other products.

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1. MYSPACE WEB BROWSER

Built on top of the powerful Mozilla/XUL rendering engine the browser serves 2 main functions:

1. A tool to help users customize their online profiles. As well as manage their online identity.
2. To help users navigate through profiles and the MySpace website using our feature set.

BROWSER FEATURES – USER (partial list)

❖ Auto-login to your MySpace account
❖ Unpimp someone's crazy profile
❖ Send colorful comments & messages
❖ Get on MySpace if it's blocked at school or work
❖ Block flash on messy profiles
❖ Find your way around user profiles with the Profile Remote
❖ Easily add layouts and graphics to your profile

Video Demo of the program is also available @ www.socialbrowsr.com

In its current (iteration) form it has been designed with the needs of MySpace users in mind. With additional programming the software could support other social networks.

BROWSER FEATURES – ADMIN

❖ **User Metrics** - built into browser logs (IP, OS, Email, Time Open, # Pages Visited) session usage, then posts information back to Socialbrowsr.com website. Data is logged to a mysql database and can be viewed by visiting a protected page. (email logged only when user uses the automated login button)

Browser users

Each record represents a single browser session

Refresh

IP Number	IP String	System	Date	Shutdown Time	Homepage	Email	Pages Viewed	Time Active (h:m:s)	Remove
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:14:02	www.myspace.com		149	11:44:12	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:14:56	www.myspace.com	anthonyjanuary@rock.com	122	11:45:38	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:15:06	www.myspace.com		56	0:05:45	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:15:10	www.myspace.com	tom_nubbin@yahoo.com	6	0:00:02	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:15:53	www.myspace.com	tom_nubbin@yahoo.com	19	0:01:14	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:15:56	www.myspace.com	BarbieaSanders_27@ymmy.com	7	0:02:16	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:16:24	www.myspace.com	vaffordi@gci.com	45	0:02:49	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:19:22	www.myspace.com	oldjfgrhybgaxefaghgtureh.th	53	0:04:22	☐
		Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060608	2007-11-08	14:20:42	www.myspace.com		42	0:05:21	☐

❖ **Dynamic Browser Content** – 'Top-Right text link,' 'Tools Tab content,' and 'More Profile Tool' sections are retrieved from the Socialbrowsr.com website upon program launch. To update any of these items you simply update a file on the website!

❖ **AD Zone Integrated with OpenAds Server** – The 'Friend tab' advertisement area is controlled by the OpenAds ad server. This simplifies the process of rotating ads in this zone.

❖ **Traffic Driving Features** – The software application includes a unique 'Tools Tab' which allows users to easily modify their profile. All tools are hosted on the myspaceenhanced.com website so when you update the website, the features in the program are updated as well.

- o Edit profile with the built in Profile-Editor
- o Add graphics, layouts, generators, and codes to profiles
- o Upload an image file

The tools tab allows easy access to these features which in turn ends up driving traffic to the myspace resource site (myspaceenhanced.com).

SOFTWARE STATISTICS

Chart Updated - 11/28/07 - 7PM EST

Month	Downloads	Browser AD Impressions	Tools Tab Impressions	Program Used
Dec 06	158	247	247	NA
Jan 07	725	479	1849	NA
Feb 07	484	2088	1698	NA
Mar 07	2361	20016	3967	404*
Apr 07	2268	29428	7323	3337
May 07	2159	32345	8271	4685
Jun 07	1044	32733	6526	2939
Jul 07	1008	29409	4586	2039
Aug 07	671	17790	4848	3299
Sep 07**	637	16451	2464	962
Oct 07	1714	62974	6183	3017
Nov 07	1484	89976	12933	7861
*Tracking installed 3/28 **Server outage for 7 days				

ADDITONAL STATISTICS (since tracking installed on 3/28/07)

➢ 25,808 application opens
➢ 543,744 pages viewed through browser
➢ 11/27/07 – 679 application opens

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2. **SOCIALBROWSR.COM – PR 3**

Socialbrowsr.com is the website for the MySpace Browser. The site and logo were custom designed. Also provided in the sale is marketing materials such as graphics and copy you can use to promote the website and software.

SEARCH ENGINE RANKINGS – MySpace Browser

Search Engine Ranking for the keyword: myspace browser

Alexa.com – 1	Google.com – 1
Alltheweb.com – 1	Live – 1
Aol.com – 1	msn.com – 1
Ask.com – 1	search.com – 1
Clusty.com – 1	yahoo.com – 1
Entireweb.com - 1	

# of Google Results **1** - **10** of about **177,000** for **"myspace browser"**

SEARCH KEYPHRASES

Search Keyphrases (Top 10) Full list		
201 different keyphrases	Search	Percent
myspace browser	445	43.9 %
nph-proxy.pl	33	3.2 %
mypace	29	2.8 %
myspace browse	29	2.8 %
myspace	29	2.8 %
myspace unblocker	26	2.5 %
myspace enhanced	24	2.3 %
myspace browsers	20	1.9 %
website unblocker	15	1.4 %
nph-proxy	14	1.3 %
Other phrases	349	34.4 %

WEBSITE TRAFFIC

Stats as of 11-28-08 7PM
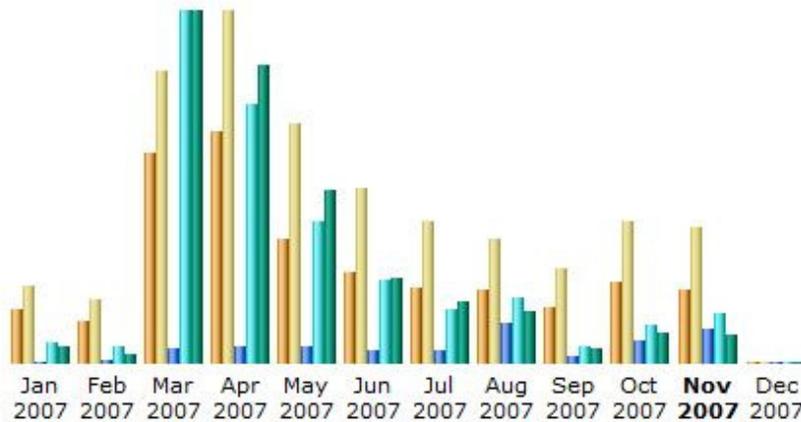
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	1647	2420	5775	68636	3.16 GB
Feb 2007	1284	1964	7002	58529	1.84 GB
Mar 2007	6517	9115	49957	1233728	68.90 GB
Apr 2007	7237	10949	57420	911328	58.34 GB
May 2007	3836	7424	55338	498387	33.74 GB
Jun 2007	2817	5470	47807	294436	16.71 GB
Jul 2007	2315	4429	43829	190564	12.06 GB
Aug 2007	2284	3885	139048	232392	10.06 GB
Sep 2007	1751	2935	24393	58384	2.87 GB
Oct 2007	2529	4429	77413	136897	6.11 GB
Nov 2007	2272	4239	118840	178001	5.45 GB
Dec 2007	0	0	0	0	0
Total	34489	57259	626822	3861282	219.23 GB

Traffic is Higher during March – May because the site was actively promoted during this time.

3. MYSPACEENHANCED.COM – PR 2

MySpaceEnhanced.com is a MySpace resource website. The site provides users with tools to change their profile as well as videos and flash games.

SITE BACKEND

Content on the website was included with the 'MSCMS script' the site is currently running. There is a newer version of this script named ProfileCMS. The new script is a major improvement because it ads 'HTML Posting Codes' for additional social networks. The new ProfileCMS script is provided in this sale.

What's Included in the Sale

1. Friendadder program for myspace – FBP latest version included.
2. MySpace Profile - **10296 friends** – myspace.com/ton_o_friends
3. Socialbrowsr.com – custom coded site.
4. Source video file to 5 min intro video shown on socialbrowsr.com.
5. Myspaceenhanced.com – Myspace resource site, lifetime updates to profilecms.com script.
6. Custom coded XUL Based (Mozilla) Web Browser based off of Mozilla Firefox Core code. (over 100 hours of billable programming time to develop the software.) ($5000 value)
7. Proxy script for Myspace Browser "unblocker" feature to work.

8. Custom coded multi-threaded myspace scraper to parse myspace pages and target profiles for messaging. – This is a unique piece of software which originally cost $750 to create.
9. Advertising media banners (custom graphic design) to promote the site.
10. List of around 250 websites the software has been submitted to.
11. Email list of all users that have used the software and used the autologin feature of the software.
12. Fully configured OpenAds ad server to aid in Ad Serving within the browser. This is already setup for you, all you do is drop your ad code in to have your ads appear within the program.

(We have also received an editor's review from CNET: http://www.download.com/3000-2356_4-10651686.html?tag=dl.1) – *Figure out where to put this*

Hosting Environment

To properly support myspaceenhanced.com, socialbrowsr.com, and the browser software you should: [PUT SPECS HERE]

Included Post-Sale Support

- 10 hours custom coding to modify the software to your liking. ($500 value)
- 5 hours consultation ($375)

Why are we Selling:

We have recently been hired to run a new social network startup and no longer have the time to fully commit to the program. This program has great potential and we are very sorry to be selling.

Current Revenue Streams:

- Adbrite ads on MySpace Browser Software
- Adsense Ads on Myspaceenhanced.com

Potential Future Revenue Streams

- Sell text ads on MySpace Browser Software and myspacenhanced.com (not done)
- Sell Preimium Text Link placement in upper right portion of the browser. – This link can be updated from the socialbrowsr.com website and will instantly update the next time users open the software.(not done)
- Rotate CPA banner ads within the browser (not done)
- Change the software from Freeware to Shareware (not done)
- Create an improved version with enhanced functionality and sell it. (not done)

HOW THE Software Promotes itself:

- When users add content from myspaceenhanced.com to their profiles the code they paste includes a top-right of the page div image and link, an example of this can be seen on myspace.com/ton_o_friends

- Whenever someone uses the image management feature to easily drag and drop images into the code of their profile a link is added below the image which points back to socialbrowsr.com and myspaceenhanced.com

FREE Ways to promote the Site:

1. Use myspace links page as a tool to trade links with other myspace resource sites.
2. Sending out Friend Requests to new myspace users.
3. Sending bulletins and comments to the current friends on myspace.com/ton_o_friends
4. Contact A-List blog sites like Techcrunch.com and Mashable and ask them to review the software.

PAID Ways to promote the Site:

1. Use payperpost.com and blogads.com to pay bloggers to make posts about the program.
2. Buy links on popular MySpace resource websites.
3. Buy premium placement on popular software downloading websites.
4. Use a submission service to submit the software application to hundreds of additional downloading websites.

Why it Will Work:

Myspace continues to be one of the fastest growing websites and most visited sites on the internet today [expand this section]

MULTIPLE DOWNLOAD LOCATIONS

Program has been manually added to the top 250 software download websites. On about 80% of these download sites the program listing info can be easily updated by changing an xml file on the socialbrowsr.com website. **Buyer will receive a detailed spreadsheet containing information on the 250 download sites.**

Recommendation for improvement – For a small fee there are services that will submit your xml description file to over 900 download websites automatically. This is highly recommended. *(I believe it costs around $250 however you may be able to find it for cheaper.)*

Right now the monthly downloads are split with about half downloading from socialbrowsr.com and half downloading from a download site. Buyer will most likely see a significant increase in downloads if said recommendations for improvement are followed.