

What is SuddenValues?

SuddenValues is a marketing service for merchants who sell their products and services in their local community. The Service uses a unique three step approach that includes an email-based customer loyalty program, a weekly community update and a local website. Using SuddenValues, merchants collect the email addresses of their existing customers, with the promise to send their updates and specials. These emails are entered into the Merchant's private database by the local Dealer, who provides the signup cards and a collection fishbowl. In consultation with the Merchant, the local Dealer sends out a branded email update, (often including special offers), to encourage repeat and referral business from their customers twice each month.

To generate new business, the local SuddenValues Dealer sends a weekly community update to individuals who signed up for the loyalty program at a participating merchants' establishment. This update contains a list of the most popular offers of each merchant—a cross promotion technique enabling merchants to expose their offers to a much wider audience. With thousands of individuals reading down the list of merchants and offers each week, it's also an excellent source of branding.

SuddenValues is supported by a local website that exposes the merchant's brand, offers and key information to local consumers who access the site daily for the latest savings. The local Dealer promotes the site through the weekly community update and other marketing activities. Merchants can track this activity and update their information in real-time via an access point on the local website.

How does SuddenValues ensure emails get delivered?

SuddenValues is a permission-based service, which means all email addresses are provided with the individual participants permission. This signup process takes place online at local SuddenValues websites or via written signup forms at the merchant's establishment. SuddenValues is third party certified in this process by Habeas, an email trust authority recently acquired by Return Path. Their team, of 50 plus people work with all the major service providers to ensure the delivery of each email. Additionally, SuddenValues uses feedback loops with major providers to remove individuals who falsely report spam activity. This, along with staying current on all major Spam legislation, keeps SuddenValues reputation with Internet Providers high, ensuring maximum delivery. With this commitment, SuddenValues email campaigns often see view rates two times the national average.

How did SuddenValues.com get started?

SuddenValues.com is an initiative of US Online.com, Inc., a private company based in Wenatchee, Washington—a rich hydro electric region that is quickly becoming a Mecca for server farms for industry names like Yahoo and MSN. US Online provided a portal to local Internet Service Providers (ISP's) in markets throughout the U.S. Through this experience, the Company recognized that as Internet subscriptions, (especially “always on” broadband connections), surpassed local newspaper subscriptions in a community, individuals would look to the web for their primary information source. With this transition, US Online envisioned a “new way” that the Internet's core benefits, (a media that is real-time, targeted, direct and delivered at a lower cost), could be packaged into a more effective medium for local advertisers and consumers. In November of 2004 SuddenValues is born.

How is it distributed and supported?

SuddenValues is distributed and supported through a Dealership model, similar to a franchise, but without the large upfront investment. In this model individuals serve as independent Dealers for the Service, living in the communities they serve. These Dealers come from an outside sales and/or business owner-background and receive significant upfront and ongoing training from SuddenValues. The core of this training (provided through online resources, conference calls, infield training and regional/national meetings), is focused on how to best generate local market awareness for SuddenValues and maximize participating merchant's results. Dealers earn a strong family wage for their expertise and service to their local merchants and community, while gaining control over their schedule.

Who uses SuddenValues?

SuddenValues is ideal for merchants that sell their products and services in their local community. With 90% of all individuals in the U.S. having an email account, the SuddenValues market access is wider than any other media. The Service is finding a growing appeal beyond the initial target of retailers and restaurateurs, including local contractors and service providers. An Estimated, 70% of all special offers are printed at work, which makes the service ideal for even business to business types. The largest group of users, an estimated sixty percent, are women ages 21-48.

What does SuddenValues Cost?

SuddenValues is sold to merchants based on a flat fee annual contract at roughly half to one third the cost of a traditional local advertising service. This ensures merchants are not penalized for their success or become the victim of click-through fraud that often plagues the pay per click model. The service is all inclusive, from materials to expertise, there is *no* nickel and diming merchants after the fact. The Service, including email updates and access to specials on the local SuddenValues website are provided FREE to consumers.

Who are SuddenValues Competitors?

SuddenValues faces competition from Internet-based and traditional media players. On the Internet side, national competitors offer do-it-yourself products that compete with our email loyalty program. On a local basis, in some markets, web developers have created websites with offers from local merchants. Traditional competition comes from local sources like print based coupon books, which are sometimes posted online. Today, no competitor offers our three step approach and local service.

What is SuddenValues vision for the future?

The Company is expanding rapidly at the pace of 10 new markets each month, with plans to continue this pace into over 500 markets in the U.S. and Canada. This growth is fueled by the quality of our Dealer candidates, with 30% coming from the referrals of existing Dealers. At the same time, the Service is continually being enhanced each month, based on the feedback of our Dealers and merchant customers, as we work to “Unite the Connections Between Us”.