

# MyNumber

## White Paper

What does MyNumber do?

**MyNumber** provides real, local telephone numbers that forwards to a subscribers' regular landline or mobile telephone. Signing up is fast and easy, using a customized website tailored exactly to the media partner's needs. Subscribers have access to their accounts directly via a secure landing page, and can make payments, review calls, edit accounts and modify the advanced features. International and Toll-Free telephone numbers are also available.

An example of a **MyNumber** website is shown below.

The screenshot shows the Florida Today MyNumber website. The header includes the logo 'FLORIDA TODAY.com' and navigation links: HOME, HOW IT WORKS, PRICING, ABOUT US, and FAQ. A welcome message for existing and new users is in the top right. The main banner offers a 'Get a US Phone Number for 30 days for \$1!' with 1000 minutes free. A 'Sign Up NOW!' button is prominent. Below the banner is a table for managing multiple numbers.

Real Number	Forwards To	# Of Calls	Features	Configure
+1 212 000 4015 Personal Friends Line	+1 214 000 4441 Dallas, TX US	34	Q.D. ID DND	⚙️ 🗑️
+44 207 000 8241 London Virtual Office	+1 310 000 1364 Los Angeles, CA	57	Q.D. ID DND	⚙️ 🗑️

How Does MyNumber Work?

- 1) Sign up for an Account.
- 2) We'll issue you your own NEW Local Phone Number -- instantly!
- 3) You choose where you'd like your New Phone Number to ring (home, office, cell phone, etc).
- 4) Callers dial your New Phone Number and our system routes the call to the number you've chosen.

Get All These Features Absolutely Free!

- **Do Not Disturb:**  
Control when callers can reach you!  
You decide when you want to receive calls by restricting the times that your calls are forwarded to you. If a call comes in after hours, your caller can leave a message on your MyNumber voicemail.
  
- **Advanced Voicemail:**  
Listen to messages via phone, web or email!  
If you've activated voicemail on an Extension or Real Number, and a call is received during a time you have restricted, callers will be asked to leave a voicemail, which you can retrieve via our website, phone or email as an MP3 attachment.
  
- **Call Screening:**  
Hear who is calling before you answer!  
Our advanced call screening system asks your callers to identify themselves by recording their name. When a call is forwarded to you, you'll hear your callers recorded name and can choose to accept or decline the call. If you decline a call, your caller will be forwarded to voicemail without knowing their call was declined.

**MyNumber** is ideally suited for:

- ✓ Social networking sites – Mom's Clubs, Pets Channels, Dating/Romance
- ✓ Small Office/Home Office (SOHO) – Realtors, Breeders, Electricians, Plumbers
- ✓ Professionals – Lawyers, Accountants, Doctors, Consultants
- ✓ Email Marketing Campaigns – Special offers, coupons, "Hotline".....

...and many more!

*What are the revenue opportunities?*

- ⊕ **Subscription fees** – Media Groups charge an average of \$10.00 per telephone number, netting \$4.00. Selling 1,000 **MyNumbers** will generate an additional \$4,000.00 per month.
  
- ⊕ **Banner Ads** – There are multiple locations for selling banner advertising on the customized website, fees are divided on a 50/50 revenue share basis.
  
- ⊕ **"Stickiness"/Cross-selling** – The Media Group becomes the communications provider for the user of **MyNumber's** business or profile. However, the telephone number remains the property of the Media Group. Major Media companies discount the subscription fee for current advertisers or newspaper subscribers.
  
- ⊕ Additional benefits of **MyNumber** are *privacy* and *transiency*. Anonymity of the user is maintained, as the real telephone number is not displayed. Once the user cancels **MyNumber**, there is no way for the a previous caller to contact the subscriber. There are the intangible benefits derived from the intrinsic value of providing new and innovative products in the marketplace.