



Yoursphere.com **The Kids-Only Social Network**

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Yoursphere Media Inc. focuses on the family. The company publishes the kids-only social network, Yoursphere.com, and the Internet and social networking safety resource for parents, YoursphereForParents.com.

What does Yoursphere offer?

Yoursphere.com is a social network exclusively for kids and teens through age 17 that offers its members the best of the Internet in an environment that respects privacy, values online safety, and provides vibrant age-appropriate content. Yoursphere encourages creativity and the fostering of shared interests through its innovative "spheres" -- a feature akin to building one's own website; offers social interaction, contests, hundreds of games, a scholarship program, kid-friendly celebrity spheres, a rich virtual world and much more.

Yoursphere leads the global social media industry in online safety with its common sense, innovative approach. Member safety and privacy are key priorities which Yourspheres guards using proprietary technological and human oversight.

Members need not lie about their age nor provide personally identifiable information to join. The site, approved by the Privacy Vaults Online Safe Harbor of the Federal Trade Commission, obtains parental consent for those 12 and under, verifies the identity of the parent and protects members from a coarse adult culture through site monitoring. In addition, Yoursphere teaches kids how to be "Internet safety smart" and has zero tolerance for disrespectful behavior or harassment.



What are some of Yoursphere's most popular features? - Yoursphere offers more than 400 games and a virtual world where members can ride hovercrafts, work in a cafe, raise critters, go to the beach and much more. Kids earn credits (redeemable in the gift gallery) for constructively interacting within the community. Yoursphere provides daily and weekly contests as well as a popular young writers program through which members can become paid contributors. Yoursphere also provides scholarship opportunities; kids can support their own favorite charities; and there is a generous fundraising program feature.



Yoursphere members also learn online etiquette while contributing to the community and earn rewards -- "credits" -- redeemable for gifts in the gallery. Examples include leaving a comment and treating other members with kindness and respect, creating a sphere, adding photos or videos, writing a blog, sending friend requests, or inviting others to join Yoursphere.

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Spheres - Yoursphere members create their own spheres to connect and share interests -- sports, music, fashion, online games, popular culture, academics, performing arts and much more. A Yoursphere membership also includes ourWorld, social online games exclusively available for members. Kids can have fun interacting with their Yoursphere friends playing multi-player games, decorating their condos or creating stylish avatars. Conversations revolve around popular topics such as fashion, music, sports, pop stars, TV and movies. For example, in the "Love It or Leave It" sphere, members view the latest fashion do's and don'ts and vote their preferences. In the "You Ask You Answer" section of the community, kid and teen members give advice to their peers.



LEFT: Sampling of member-created 'Spheres' through which kids share interests with likeminded peers.

STORY IDEAS:

1. Facebook does not allow kids under the age of 13 to join the site, but in reality, there is no mechanism to prevent kids from lying about their age and opening accounts. Oftentimes kids are getting on Facebook with the tacit approval of their parents, even though they are under-age. Is this a good idea? *Mary Kay Hoal, president of the kids-only social networking site Yoursphere.com, says parents should explore kid-friendly alternatives.* "From firsthand experience, I can tell you that it's very difficult not to simply succumb to the pressures of letting your tween have an account on an adult-intended social network like Facebook," Hoal says. "Most of their friends probably have one — in fact, their friends' younger siblings probably have one. But does that justify giving in, jeopardizing your child's privacy and online safety?"

2. Today's teens – creating a digital record path that will be used to judge their job-, school-, credit-worthiness when they're adults? A recent Federal Trade Commission ruling authorizes companies to provide reports on an individual's online actions by reviewing up to seven years worth of publically available records. *These "publicly available records" include everything from what your child may say and post on social media sites like Facebook, Twitter and YouTube, to Craigslist ads and personal blog posts.* How can parents help their children understand the permanence of digital living? How do kids-only sites like Yoursphere help retain privacy?

3. Why are family-friendly celebrities aligning their brands with Yoursphere? Yoursphere has created partnerships with a number of youth- and family-friendly celebrities – popular kids' game show host Jeff Sutphen (Nickelodeon's BrainSurge, Family BrainSurge, and ABC's 101 Ways to Leave a Game Show, Nickelodeon's Kids Choice Awards); Animal Planet's Victoria Stilwell (It's Me or The Dog); Donald Schultz (Wild Recon); Sony music teen country star, Jordan Shellhart. *These television and music industry professionals understand the importance of affiliation and have created spheres within Yoursphere's site to engage with their young fans.*

4. Bringing the wider world to a new audience -- Yoursphere is a values-based community and its mission for guiding youth in a nurturing online environment resonates with a non-secular audience.

The National Federation of Catholic Youth Ministry (NFCYM) this year affirmed the kids-only social networking site as a "Collaborating Member." The NFCYM considers Yoursphere to be a quality resource to parish parents, teachers, youth ministry organizations and young people. *Yoursphere is the first and only social networking site to affiliate with the NFCYM.*

5. Can kids be inculcated with philanthropic spirit? How one kids-only social site is leading the way. *Raising the next generation of philanthropists and supporting scholarly aspirations is a big part of Yoursphere's mission.* Yoursphere allocates sponsorship and underwriting fees to encourage philanthropic behavior, supporting causes its members are passionate about, and allocating 3% of fees to a members-only scholarship program.

6. MaxPreps co-founder Lee Rees -- he's at it again! Web2.0 leader is harnessing the Internet's positive attributes to benefit and encourage young people. Lee Rees, Yoursphere Chairman, CEO and private equity investor, sold the wildly popular MaxPreps business he co-founded to CBS in April 2007. High school athletes, parents and coaches continue to benefit from his foresight and skill. *Rees is now throwing his 30+ years of financial management and Internet expertise behind Yoursphere.* He's determined to solidify Yoursphere's position as the number-one social networking site for youth through age 17 because he believes in the quality, potential and value of this site dedicated to youth.

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Where is Yoursphere located? Yoursphere.com Headquarters: 803 2nd Street, Suite F; Davis, CA 95616
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How much is it? The site is free and is exclusively for kids and teens. Yoursphere offers members a unique online community experience that is rewards-based, content appropriate, age-relevant, and socially conscious.

Yoursphere.com Demo: Available upon request. Additionally, while member profiles are only viewable by verified members, you can see some of the exciting activity happening real-time at Yoursphere. Simply go to Yoursphere.com and click through navigation points from the home page.

Yoursphere Management Team



Mary Kay Hoal President, COO - As a mother of five children (both biological and adopted, ranging in age from 7-20 years old), Mary Kay faces the same challenges every parent does: keeping her kids safe, raising them to be good, happy and well-balanced people, and providing them with the tools and support to create their own future. Conceived and founded by Mary Kay, Yoursphere Media Inc., publishers of Yoursphere.com, is the first social networking service for youth that kids genuinely love being part of and parents can embrace with confidence. Drawing on her corporate entrepreneurial experience as a media strategist, advertising, marketing and publishing VP formerly with CMP Media LLC, Mary Kay built the Yoursphere team.



Lee Rees Chairman, CEO - Lee serves as Yoursphere's CEO and CFO. A former Army officer and paratrooper, Lee holds an accounting degree from the University of Washington and an MBA from Governor's State University. His impressively varied career began in public and private accounting before shifting toward corporate banking at the Farm Credit System and, later, Wells Fargo. Lee was a founder of Ventura County National Bank (eventually sold to City National Bank) and managed Department of Defense contracts and commercial businesses for Aerojet General. Before turning his business acumen towards Yoursphere, Lee cofounded the innovative WePlayTV.com and, most famously, MaxPreps.com — the most visited and most comprehensive high-school sports website.

What else?

Developed and written by Yoursphere founder and nationally recognized expert in children's online safety Mary Kay Hoal, YoursphereForParents.com is read by parents in more than 100 countries.

YoursphereForParents empowers families with tools, information and easy-to-implement solutions to create a safety-first experience.

The screenshot shows the homepage of Yoursphere For Parents. At the top, there's a navigation bar with links like 'Look Inside Yoursphere', 'Sign Your Child Up!', 'Love It!', 'Be Aware', 'Cyberbullying', 'Safety Tools', and 'C.O.P.P.A.'. Below that is a featured article titled 'One Network for Adults and Children: A Recipe for Disaster' by guest columnist Luke Gilkerson. The article discusses Facebook safety for parents and children. On the right side, there's a 'Subscribe' button for the 'Ys Parent Newsletter' and a 'Provide Your Email to Receive Internet Safety Tips!' form. At the bottom right, there's a 'Press Coverage' section with logos for CNN, FOX, and other news outlets.