

# SIONICMOBILE®

<b>Founded:</b>	February 2010
<b>Address:</b>	909 West Peachtree Street NW, Atlanta, GA 30309 USA
<b>Phone/Fax:</b>	(404) 228-1475 [p]   (404) 963-1945 [f]
<b>Websites:</b>	<a href="http://SionicMobile.com">SionicMobile.com</a>   <a href="http://IONrewards.com">IONrewards.com</a>   <a href="http://MobileRewardsMarketplace">MobileRewardsMarketplace</a>
<b>Headcount:</b>	28 full-time employees and contractors
<b>Executives:</b>	Ronald Herman, Founder/Chairman & CEO Nat Milburn, Managing Director Business Development Phil Gura, Chief Legal Officer Robert Burroughs, EVP Products Andrew Choi, VP Solutions Development William Brown, VP Marketing Lori Frans, VP Support Services
<b>Board:</b>	Ronald Herman - Chairman, CEO William E. Clift – (retired), CTO Cingular Wireless Bill Lamar – CMO (retired), McDonald's USA Robert G. Hisaoka – Chairman, CEO - RGH Management Services, LLC. Patrick Gahan - Principal, Alder Group William Mills – Advisory Board - Principal, William Mills Agency
<b>Counsel:</b>	Corporate/Securities – Morris, Manning & Martin, LLP Patents & Trademarks – Meunier Carlin & Curfman, LLC Payments - Dykema Cox Smith
<b>Accounting:</b>	Bennett Thrasher
<b>Public Relations:</b>	William Mills Agency
<b>Capitalization:</b>	+\$16 million private equity
<b>IP:</b>	Patent 9,542,691; Patents pending – Multiple, non-disclosed. Trademarks – Sionic Mobile; ION Loyalty; ION Rewards; ION Local; ION Give; GeoSense; It pays to pay with your phone; Mobile Rewards Marketplace; ION Commerce Engine.
<b>Bank/Payments:</b>	FBO/Clearing/Commercial accounts and Full Liability Submitter with J.P. Morgan Chase
<b>Product:</b>	ION Commerce Engine: mobile payments, rewards, e-gift cards and mobile ads for SMB and enterprise merchants. Mobile Rewards Marketplace: nationwide merchant locations where consumers receive instant rewards when paying with a loyalty app on their phones.
<b>Industry:</b>	Mobile marketing & commerce; Customer loyalty/retention
<b>Client value:</b>	Helps merchants reduce fees, increase traffic & sales, get customers back more often
<b>Partner value:</b>	Incremental net revenue, loyalty beyond the channel experience, access to more point of presence resources for earning and redemption of rewards
<b>Target markets:</b>	SMB & enterprise merchants in North America
<b>Business model:</b>	Merchants pay us a small percentage of mobile checkout amounts as a marketing fee