



Touching the Heart of the Collector

WorthPoint Corporation - Media Kit, 2009





What's In Your Closet?

"American households own more than \$4 trillion of consumer durable goods...that is going to be a venue for shrinking the household side of the balance sheet. We're talking about the silverware, the old antique couch in the basement, unwanted or expensive art.... It will be a giant yard sale."

-- Dan Rosenberg, Chief North American Economist, Merrill Lynch, August 8, 2008



How Big is the Market?

People

- 221 million registered members on eBay
- 82 million U.S. Baby Boomers transferring little-understood personal assets
- 15 million weekly viewers of *Antiques Roadshow*
- Over 100 million worldwide collectors

Institutions

- 30,000+ U.S. appraisers
- 16,000 auctioneers worldwide

Transactions

- Estimated \$15 billion in art, antiques & collectibles sold at auction in 2007
 - Art, antiques & collectibles auction revenues grew at over 20% 2003–2007
 - Auctioneers spent an estimated \$3.8 billion in marketing and advertising in 2007
- 10,000 phone calls per day to replacements.com
- 1/3rd of eBay's U.S. listings are collectibles

Everyone's a collector, but most people do not understand the value of what's in their homes or how to realize it



WorthPoint - What We Do

WorthPoint was created to:

- Establish an efficient market for the liquidity of antiques and collectible items
- Help users understand, value, and monetize their antiques and collectibles



What Members and Visitors Can Do



WorthPoint

- Join a community of passionate collectors
- Find out the value of items from experts
- Learn about art, antiques and collectibles
- Buy and sell on our Classifieds
- Research and learn from our Worthopedia™ database of more than 30 million prices realized from sales and auctions all over the world



- Buy and sell in our Marketplace of over 1500 antique and collectible dealers in one place!
- Use our PriceMiner™ product to analyze pricing trends based on data from the Worthopedia™



WorthPoint



WorthPoint & GoAntiques Site Statistics

Monthly:

- **5.5 Million** page views
- **800,000** unique visitors
- **475,000** Email Newsletters
- **150,000** Email Daily Alerts

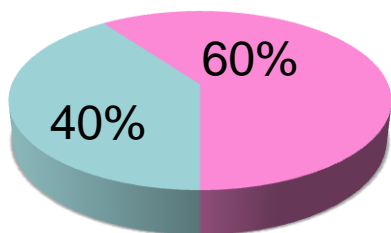


WorthPoint & GoAntiques

Gender, Age & Income

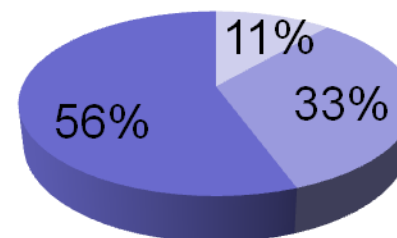
Gender

■ Male ■ Female



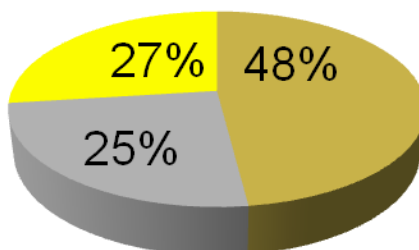
Age

■ 16-34 ■ 35-49 ■ 50+



Household Income

■ <\$60K ■ \$60K-100K ■ \$100K+



Source: Quantcast/November 2008

Baby-Boomers: Our “Sweet Spot”

Counterculturals (1946-1955) (early Boomers)



- Affluent, establishment jobs, second careers
- Will pay extra for quality
- Exercise often
- Like to shop
- Think globally, act locally
- Take time to research

Brady Boomers (1956-1964) (late Boomers)



- Building careers but facing financial obligations
- Embracing Internet
- Arts & culture enthusiasts
- Holding onto their youth

Source: Claritas/November 2008



WorthPoint Value Proposition

- Quality Demographics
- Media Rich Content
- Engaged Audience
- Resource Center
- Aggregated information for the collector and dealer



Advertiser Solutions

- Standard IAB Display Ads
- Email Newsletters
- Email Alerts
- Vertical and Content Sponsorships
 - Landing/Feature Page
 - Weekly video segments and podcasts by your experts
- Experts featured in television program/pilot/series
- Community
- Business Profile



The WorthPoint Advantage

- Reach a niche audience and get closer to your customer
- Weave brands into the fabric of WorthPoint's community
- Drive traffic to website
- Increase demand for products
- Support special offers
- Provide relevant content with adjacent branding



Advertising Rate Card

- 728 x 90: \$25 CPM
- 300 x 250: \$30 CPM
- 160 x 600: \$25 CPM*
- Email Newsletters: \$25 CPM
- Content sponsorship – site (flat rate)
- Content sponsorship – email (flat rate)
- In-Between Page Interstitial: \$50 CPM

* (This creative size runs only on the GoAntiques web site but is available in both Email Newsletters)



Be a Part of the Excitement and Join Us

Contact:



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