

**GOOZEX**<sup>TM</sup>

Your game trading community<sup>TM</sup>

[www.goozex.com](http://www.goozex.com)

# GOOZEX ADVERTISER MEDIA KIT

Target your brand to an influential community of online video gaming & movie enthusiasts.

Winter/Spring 2011

## How Goozex Works

1. New member joins
2. Adds games & movies they own and are willing to trade to earn Goozex Points (Offer Queue)
3. Adds games & movies they want (Request Queue)
4. The Goozex system automatically makes a match for the user
5. Member agrees to send an item, and ships directly to the other user – seller receives Goozex Points
6. The Goozex system automatically matches the member with a seller who agrees to send the game originally requested. Buyer receives game in the mail

The Goozex system is designed to be the best hassle-free game & movie trading service.

Goozex.com offers today the most advanced and feature-rich platform for video game and movie trading, and delivers its services to a fast-growing and engaged community of avid gamers. By advertising on Goozex you are reaching a highly targeted online audience, many of whom are early adopters and brand influencers. They come to Goozex with open wallets and are ready to listen to your message.

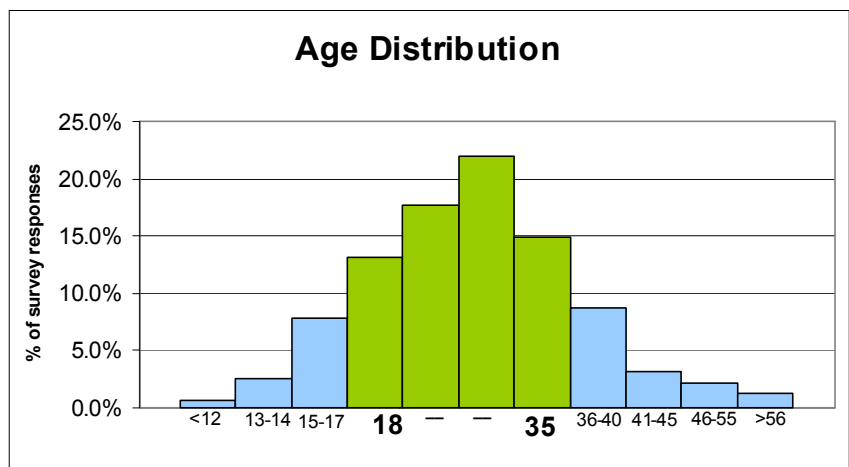
## INTRODUCTION TO GOOZEX

### What is Goozex

Goozex.com is a leading video game and movie trading community in the US and Canada. It provides the most advanced, feature-rich, and customer-acclaimed platform to trade video games and movies for points. In short, we connect members to trade games and movies for Goozex Points, which they can use to get other items for only \$1.99.

### Goozex User Age Distribution

Below is an age distribution chart of members with a median age of 27<sup>1</sup>.



<sup>1</sup> Goozex User Survey  
Goozex, Inc.

## Target. Target. Target.

Goozex goes beyond just geo targeting when serving banners. We are able to zero in on the type of consumer you need to reach with your brand. Here a few examples:

### The Sports Fan



Your brand particularly appeals to the sports fan who loves football, basketball, baseball and other sports. Goozex will help you target this segment by serving ads for only those users that own, request, review or search for specific sports titles like Madden NFL. Other major sports titles include MLB, NBA, NHL, FIFA, NCAA and more.

### The Role Playing Fan



Your market research predicts great return with the type of gamer that plays endless hours of their favorite role playing game. Let Goozex help you target these players only and test your market research.

### The First Person Shooter Fan

# GOOZEX MEMBER INTERACTION PAGES

## Home Page

Most Goozex.com visitors land on the home page. From here they can join the site, login, search, browse recently traded, friend referrals, research top 10 lists, Goozex toolbox and other useful areas of the site.

Ad size specifications for this page:

- 300x250 Medium Rectangle
- 528x240 Custom flash banner at top of home page



## Trade Games (Offer/Request Pages)

Members visit this page to add games to their offer or request queues. These pages must be viewed in order to complete specific trading actions including: accepting game trades, placed games on hold, removing games, managing inventory, and reviewing transaction history, among other things.

Ad size specifications for this page:

- 300x250 Medium Rectangle





Your core 18-24 male demographic will be found here.

**The PC User**



Your product or service is for high end PC users. These members are tech savvy and gadget oriented online consumers.

**The Casual Gamer**



Your audience is the casual gamer that typically don't spend much time playing games and have a wide range of entertainment interests. You will find families engaged around this games genre.

**Game Content (Game Detail Pages)**

These are highly visited pages that showcase specific gaming content like user reviews, screenshots, game description, and trading activity. Visiting this page is the most common way a member will add a game to their offer or request queue.

Ad size specifications for this page:

- 160x600 Skyscraper
- 120x600 Skyscraper



**Search Results Page**

This is a highly visited page that is accessed after a visitor searches for a game. From this page a member may continue to a specific game detail page, or quickly add a game to their offer or request queues. There are other valuable links on this page to help a visitor fine tune their search.

Ad size specifications for this page:

- 300x250 Medium Rectangle



## Goozex In the News

Here are some highlights of Goozex coverage in the media

- **Washington Post** - March 8, 2009
- **Ars Technica** - March 9, 2009
- **Wall Street Journal** - February 17, 2009
- **Forbes.com** - January 6, 2009
- **Lifehacker** - February 14, 2009
- **Official Xbox Magazine** - February 2009 Issue
- **Blender** - January 2009 Issue
- **Wired** - November 7, 2008
- **GamesRadar** - December 25, 2007
- **Electronic Gaming Monthly (EGM)** -- December 2007 Issue
- **MacWorld/Yahoo** - April 30, 2007
- **PC World** - September 25, 2007
- **PC Gamer** - December 2006 Issue

## Highly Engaged Members

Below are a few member highlights as of March 2009:

- **ThePC\_Gamer** - 1072 Trades
- **Magiic** - 1025 Trades
- **PSWii60 Elite** - Featured in Wall Street Journal article about saving \$2,500 in one year of trading
- **TaintedZodiac** -

## Personal Profile Page

Goozex users often visit this page to learn more about another member, to update their own profile, to read friends' feeds or to update their own feeds.

Ad size specifications for this page:

- 300x250 Medium Rectangle



## Community Message Boards

A popular place where many visitors come to either post on the message boards, get friendly customer service support, participate in contests, or just anonymously read over. There is a wide range of topics on the forums including video game topics, online tournaments, pop culture content, customer support, and beta testing.

Ad size specifications for this page:

- 728x90 Leaderboard
- 160x600 Skyscraper
- 120x600 Skyscraper





Your game trading community

Developing Goozex  
iPhone application

- **JimmyJames70** - Runs unofficial Goozex Blog site: *The Goozex Report*
- **PcktInt** - Contributes high quality graphic design work for organized online events
- **MCalvert1** - Organizes members to meet together in person
- **ZachT** - Developed the popular *Goozex Mac Monitor* application
- **JohnG** - Developed the popular *Goozex Indy* Google maps mashup with Goozex
- **PieMonster & LordKevin** - Developed Vista Sidebar Goozex gadget
- **Cheddar** - Submitted popular videos on Youtube about Goozex experience

## Goozex - Play. Trade. Game more!

### CORPORATE ADDRESS

Goozex, Inc.  
387 Technology Drive  
Suite 3110A  
College Park, MD 20742

### CONTACT

Jonathan Dugan, COO  
Tel.: 301-233-6553  
Email: [jdugan@goozex.com](mailto:jdugan@goozex.com)

© 2010 Goozex, Inc. All rights reserved. Goozex, Your Game Trading Community, and the Goozex mascot are registered trademarks or copyrights of Goozex, Inc. in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Goozex and any other company.