



## SHAREHOLDER INFO

(as of February 1, 2010)

**Ticker:** MDVX.OB  
**52 Week Range:** \$1.21 - \$4.38  
**Average Daily Volume:** 73,423  
**Recent Stock Price:** \$1.21  
**Shares Outstanding:** 57.3 million  
**Market Capitalization:** \$69.3 million  
**Enterprise Value:** \$67.5 million  
**Fiscal Year End:** February 28

## RECENT EVENTS

**February 2, 2010**  
PR Firm Engaged - Phillips & Co.

**January 19, 2010**  
3Q10 results – ended 11/30/09

**January 11, 2010**  
Capital raise - \$2 million

**December 31, 2009**  
Divested Internet Radio business (“iRadio”)

**December 3, 2009**  
Management Letter to Shareholders

## QUICK FACTS

- Large brand-name channel partners, including Graphic Packaging, News America Marketing (a division of News Corp), Clear Channel Outdoor, and OMD (a division of Omnicom Group).
- Headquartered in New York City
- 20 employees
- \$1.8 million in cash and no debt (as of February 1, 2010)

## INVESTOR CONTACT

Frank Milano  
**ICR**  
 612-333-9099  
[ir@augme.com](mailto:ir@augme.com)

## COMPANY DESCRIPTION

Modavox Inc. – soon to be renamed Augme Technologies, Inc. – provides Internet applications and services based upon Market Driven Technology Platforms that enhance the delivery of marketing communications through intelligent distribution to all Internet-enabled devices. In 2009, Augme initiated a comprehensive business growth strategy aimed at fully leveraging the value of its technology platforms that apply the most valuable aspects of its patents. The company now aggressively manages three newly defined operating divisions in the high growth markets of mobile marketing (AD LIFE™), video content delivery (AD BOOM™) and ad network provisioning (AD SERVE™).

Augme owns the “Method and System for Adding Function to a Webpage” portfolio of patents, which cover technical processes and methods which are an indispensable component of Behavioral Targeting – the automatic provision of customized content to individuals based on information such as past web activity, personal preferences, geography, or demographic data. Augme’s strategy is to simultaneously grow its core business while continuing to defend its intellectual property.

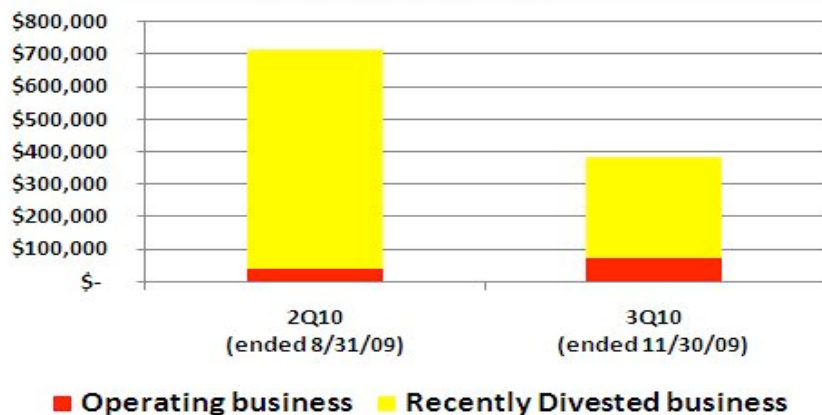
## INVESTMENT HIGHLIGHTS

- Significantly reduced monthly burn and higher targeted operating margins after divestiture of Internet Radio business
- Recent \$2M capital raise: Proceeds dedicated to attacking high growth markets for mobile marketing and video content delivery
- Highly successful indirect sales channel and partnership strategy – Multi-billion dollar current Channel Partner reach
- Existing client base includes some of the largest brand-name consumer product and pharmaceutical companies
- Implementing operating budget that anticipates positive cash flow from operations by the end of FY11 (2/28/11)

## OPERATING METRICS

- Number of contracts: 14
- Typical contract duration: 1 Year with auto-renewal
- Contract size: \$25k - \$100k, plus up to 25% professional service fees
- Contract backlog: 100 prospects at various stages (12 month cycle)
- 3Q10 top line revenue (with iRadio) expected to be matched by 2Q11 top line (without iRadio), completing the transition to high growth, high margin businesses in less than three quarters

## REVENUE BREAKDOWN



*This Fact Sheet includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements regarding our expected future financial position, results of operations, cash flows, financing plans, business strategy, products and services, competitive positions, growth opportunities, plans and objectives of management for future operations, are forward-looking statements. All forward-looking statements involve risks, uncertainties and contingencies, many of which are beyond our control, which may cause actual results to differ materially from anticipated results. Factors that may cause actual results to differ materially from those in the forward-looking statements include those set forth in our Form 10-K and other reports filed with the SEC.*