

Give a
Second
Life to your
Cellular



usedcell
.....com

OUR MISSION

We want to offer a unique and exclusive place to go for consumers who wish to buy and/or sell their communications devices. We want to make it the reference in this domain. Our goal is to become the number 1 site available in this category.

Our Vision
« To become the **unavoidable** partner in the sale of **used cellular phones** or other communications devices »

18.4 MILLIONS USERS IN CANADA
233 MILLIONS USERS IN THE U.S.

USER PROFILE

Since 1985, the telecommunications market has grown considerably. Today it counts more than 18.4 million users in Canada and 233 million users in the U.S. (ten times more). Men and woman from all ages, different backgrounds and all ways of life use this form of communication to stay connected with business partners and loved ones around the world. This is an incredible market worth exploring from all angles.

Nowadays, cellular users usually change devices every two to three years and they never know what to do with their old units. These units are often in very good shape and they work perfectly fine. In some other cases, consumers need to buy a used cellular phone, because their own devices were either lost or stolen. What can the consumers presented with these

different types of problems do? The solution is simple: go to a place where they could meet and fulfill each other's needs; sell and buy a used cellular unit. This is where *usedcell.com* comes in, we offer both consumers the opportunity to either announce for free or shop and buy a good used cell phone unit. That way both consumers would minimize the time wasted searching for this type of service and the seller would, in most cases, recover at least part of the value of their old unit.

Both Canada and the U.S. offer a potential combined market of over 251 million units to either sell or buy. *usedcell.com* will be one of the best online tool for this market. We must make *usedcell.com* more visible so that more and more users come to us to fulfill their needs.



251 MILLION UNITS TO BUY OR SELL

USE

The site is free, user friendly and very easy to navigate. For example, from our home page, the customers will clearly see where to click if they wish to post their products or shop for one.

It is important to note that we are not the ones selling the products for either party. The customers have the possibility to promote their products by listing

them on the site. Once there they could meet and finalize the transaction face to face, if they wish to do so. We don't offer any transaction or payment services. We are only an exclusive "One Stop Shop" for used cellular devices, a place they could come and offer their services to one another without any interference.

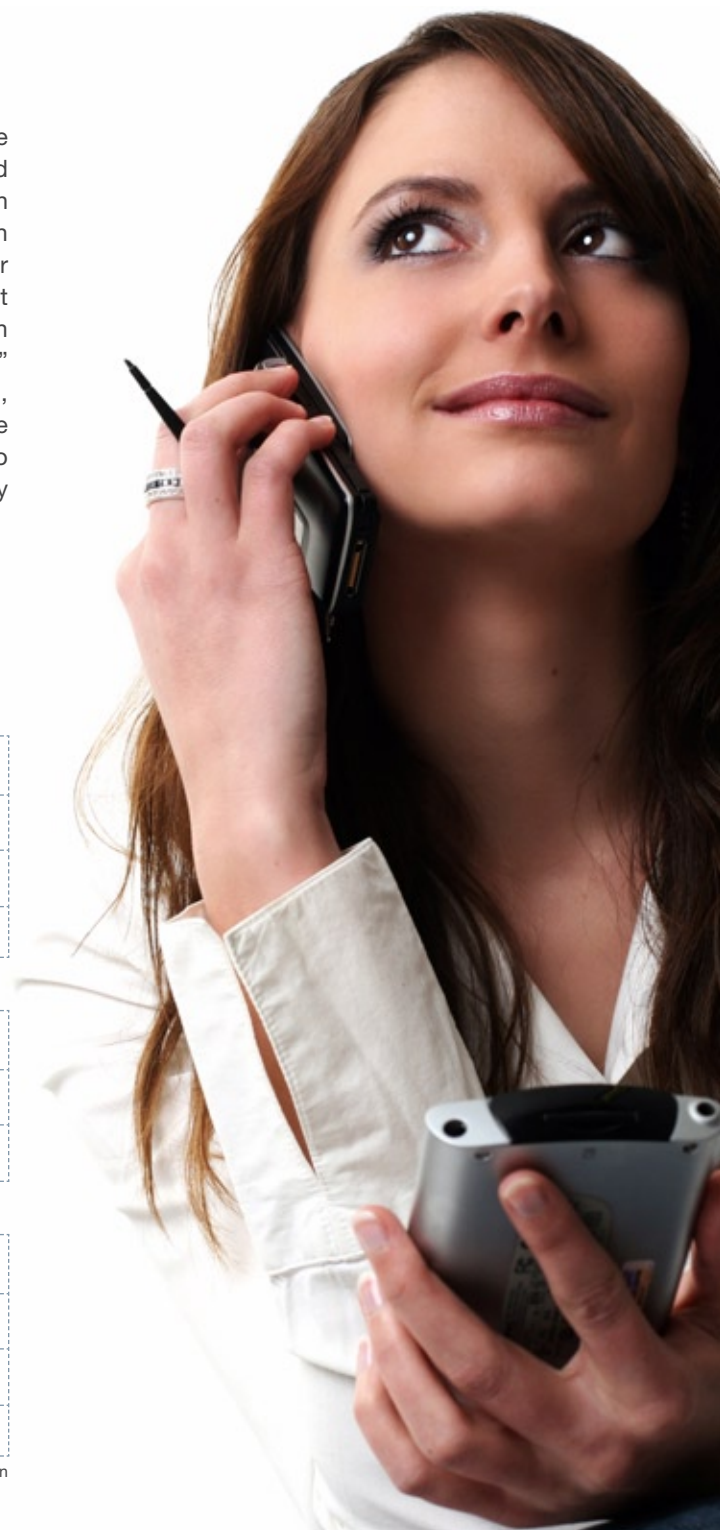
USER PROFILES THROUGHOUT NORTH AMERICA

AGE GROUP	USER (%)
18 - 34	74%
35 - 54	72%
55 - +	48%

INCOME	USER (%)
30k - 59k	65%
60k - +	82%

SCHOOLING	USER (%)
High School	44%
University	62%
Post-Graduate	38%

source : Canadian Wireless Telecommunications Association



PRICES & SPECS

Available formats on usedcell.com

PUBLICITY FORMAT	TYPE	DIMENSIONS	MAXIMUM WEIGHT	PRICE CPM*
Super Banner	GIF / JPEG Flash 6 / DHTML	728 X 90	20K 40K/flash	30,00 \$
Banner	GIF / JPEG Flash 6 / DHTML	468 X 60	15K 18K/flash	20,00 \$
Small Square	GIF / JPEG Flash 6 / DHTML	200 X 200	20K 40K/flash	25,00 \$
Sky Scraper	GIF / JPEG Flash 6 / DHTML	120 X 600	20 40K/flash	25,00 \$
Publicity video (15 sec)	Flash WMV / JPEG / Flash 6 / DHTML	300 X 250	20K 40K/flash	cost per view 4.00\$
Text	50 characters (max)	Link to our site	Minimum 1000.00 \$ in avance	cost per click 0.20\$
News	1000 characters (max)	Link to our site	Small article with photo	Minimum 1000.00 \$ per article / month

Send all related material to admin@usedcell.com - Include URL
 Everything has to arrive 3 business days before the beginning of the campaign.
 For more information please contact : Jean David at 514-388-4535 or via e-mail at admin@usedcell.com

For questions and comments about usedcell.com please contact us at info@usedcell.com

To report a bug or problem with the site, please contact us at support@usedcell.com

