

iHealthSpot, Inc.

Executive Summary

June 2009



iHealthSP+T
Advancing Online Medicine

**Get your website with iHealthSpot and
watch your practice grow.**

www.iHealthSpot.com

Introduction and Service Offering

iHealthSpot Inc. is a South Florida based, industry disruptive web development, patient education, and Internet marketing provider building website and technology solutions for the medical industry. iHealthSpot's services enable medical practices to market themselves with a full-featured website that includes cutting-edge tools for secure (HIPAA compliant) online patient communication, easy updating using iHealthSpot's proprietary content management system ezNetPublish®, effective and ongoing search engine marketing, and award-winning, interactive patient education content. Our subscription based model builds a high margin, strong recurring revenue stream by packaging the hosting of the website with the licensing of the patient education, secure tools and content management system, and search engine optimization services.

iHealthSpot has been operating since January 2007 and has developed and currently hosts over 300 websites in 28 medical specialties. iHealthSpot also licenses the patient education library independently of website services. The company has been recognized with industry awards for its physician written, Interactive patient education library, which includes 1500 written conditions, 300 illustrations and 75 videos, and for its e-business tools developed especially for physician practices. iHealthSpot recently tied for #12 in the South Florida Business Journals "Top 25 website and technology companies", and was a winner at the 2009 STEVIE® Awards, The American Business Awards, with its interactive orthopedic education in the multi media category of Consumer Information.

iHealthSpot's services offer excellent value and generate revenue from website development and recurring revenue from hosting, licensing of patient education, secure tools and the content management system, and ancillary services. The services offered include the following components:

- Website design services that include initial development and design of the practice (marketing) web site, content and look and feel.
- Full featured Content management tool, ezNetPublish®, that allows non-programmer personnel in the practice to maintain and update the website.
- Website hosting and e-mail which includes the handling of visitors to the practice web site, traffic reporting and nightly back-ups.
- Physician-to-patient secure interactive solutions for registration and health history, appointment requests, online bill pay and prescription refill requests. Available features also include secure files viewer for secure lab and test result reporting for patients and referring physicians.
- Award winning, Interactive physician developed patient education content by specialty including written, illustrated and video content with 3D animations fed directly to the website and taking on its appearance.
- Search Engine Optimization and ongoing visibility services.
- Licensing of Patient Education Content independent of other services.
- Ancillary services for the practice including marketing, branding and image services.

Market

The healthcare industry is a large growth industry, generating \$2.7 trillion annually across its insurance, medical service, diagnostic, medical supply, pharmaceutical, and technology sectors. This growth is expected to continue even in the face of tough economic times. Healthcare web sites are already playing a vital role in patient care, education and communication and with the Internet now influencing patient choice, healthcare practitioners have begun to understand and accept that a good web presence is essential if they are to improve the management and marketability of their practices, attract new patients and remain competitive. In 2008 there were over 850,000 practicing physicians in the U.S. and, of these, 75% were practicing a specialty. Of the 85% of physicians who use the Internet for work 4 in 10 have a website. This provides a large untapped market.

Competition

While competition exists in this field, few companies offer the complete suite of services offered by iHealthSpot. iHealthSpot's main competitors have tended to focus on a single component of a physician's Internet strategy such as website design (Einstein Medical) or search marketing, (Officite) but none offer a full featured website complete with patient education content as a turn-key package as iHealthSpot has. In addition, iHealthSpot offers service in all specialties rather than focusing in any one area. By doing so, iHealthSpot has avoided economic challenges faced by others who concentrated heavily in what were until recently the more "lucrative" fee for service specialties such as dentistry and cosmetic surgery.

Management

iHealthSpot has seasoned executive management with broad collective strengths and capabilities in the areas of Internet and New Media, software and technology development, sales and marketing, financial and operational management and the medical industry, and a proven track record for operating successful growth companies. The team consists of Mary Hall, CEO, Nicholas Hall, President, Eric Soto, CIO and Steve Meadows, MD, CMO.

Mary Hall, Chief Executive Officer

Mary Hall has more than 20 years of operational, marketing, and general management expertise, with ten years specifically in the Internet new media sectors. Ms. Hall is the founder and Chief Executive Officer of iHealthSpot, and is responsible for coordinating operational activities, business development, marketing and PR. Ms. Hall has intimate knowledge of the healthcare industry and is dedicated to offering physicians an affordable way to market online and is passionate about developing tools for streamlining practice operations and bridging the gap for online interaction between doctor and patient.

Ms. Hall was the Vice President of Operations for Hollywood Media Cop., a publicly held entertainment and Internet New Media company in online entertainment media, responsible for the operation and development of the company's consumer product brands including three major web sites providing online ticketing services and entertainment editorial content and e-commerce. With a staff of 75 Ms. Hall managed graphic design, editorial, marketing, sales, production, technology, and customer service for the brands. Previously, Ms. Hall managed retail, buying and merchandise operations within The Limited, Marriott Hotels, Tribune Company, Sirgany Century Miami Airport and Allders International. Ms. Hall has served as a consultant for, and has addressed and advised Caribbean community trade organizations such as ECSEDA, the Eastern Caribbean States Export Development Agency, and Caricom.

Nicholas G. Hall. President

Nicholas G. Hall is the President of iHealthSpot. Mr. Hall has more than 30 years of experience in financial and operational management. Mr. Hall is responsible for directing and coordinating the strategic growth of iHealthSpot, as well as the financial, human resource, and administrative activities of the company.

Mr. Hall held the position of Chief Operating Officer of Hollywood Media Corp., a publicly held entertainment and Internet New Media company, where he was responsible for the strategic growth of the company, the operational management of its six divisions as well as finance, administration and implementation of Sarbanes-Oxley compliance. Previously, Mr. Hall was the Chief Financial Officer of Hair Club for Men, the foremost hair replacement specialist where he successfully relocated the company from New York to Boca Raton, Florida, and by establishing financial stability, prepared the company for growth and successfully positioned the company for acquisition. Prior to this, he was Chief Financial Officer and General Manager of the US Division of Allders International.

Eric A. Soto, Chief Information Officer

Eric A. Soto is the Chief Information Officer of iHealthSpot. Mr. Soto has more than 18 years of information technology experience, and considerable experience as a project director and manager of process engineering, Internet application development, Internet server architecture and operations and database design. He also has vast experience in requirements analysis and documentation, network architecture, hardware architecture, system migrations, and technical training.

Mr. Soto is the founder of Internet Systems Solutions, a firm that develops technical solutions in the manufacturing, distribution, wholesale and retail sales, Internet and hospitality industries. He managed the design, implementation, and programming teams that successfully completed specialized projects for Starwood Hotels and Resorts, Houston Zoo, and Jimenez Y Fernandez, a major producer of Puerto Rico's coffee. Mr. Soto's past experience includes serving as the Chief Technology Officer at Hollywood Media Corp. where he directed a staff of over 30 technology personnel in the design, implementation, operation, and maintenance of the company's websites and system infrastructure.

Steve E. Meadows, MD, Chief Medical Officer

Steve E. Meadows, MD is the Chief Medical Officer of iHealthSpot. Dr. Meadows is responsible for providing guidance for iHealthSpot's successful penetration of the medical market and for providing introductions and insight to the medical community at large. He oversees medical content development, including written, animated and video content for iHealthSpot's Patient Education Library, and iHealthSpot's Physician Editorial Board.

Dr. Meadows is a Board-Certified Orthopedic Surgeon with Advanced Fellowship Training in Hand and Upper Extremity Surgery. Dr. Meadows received his undergraduate degree from the University of Pennsylvania and his Medical Degree from SUNY, Downstate College of Medicine. Dr. Meadows completed his Internship in General Surgery at the North Shore University Hospital of Cornell University, obtained his Residency Training at the Hospital for Joint Diseases Orthopaedic Institute, and received his Fellowship Training in Hand and Upper Extremity Surgery at the Hand Center at Thomas Jefferson University in Philadelphia. Dr. Meadows is a Diplomate of the American Board of Orthopaedic Surgery and is a Member of the American Academy of Orthopedic Surgeons and the American Society for Surgery of the Hand.

Dr. Meadows has been in private practice of orthopedic surgery for more than 15 years, and is a Managing Partner of South Palm Orthopedics, a large group practice recognized in South Florida as a foremost authority in advanced techniques for the diagnosis, treatment, and rehabilitation of a variety of orthopedic conditions.

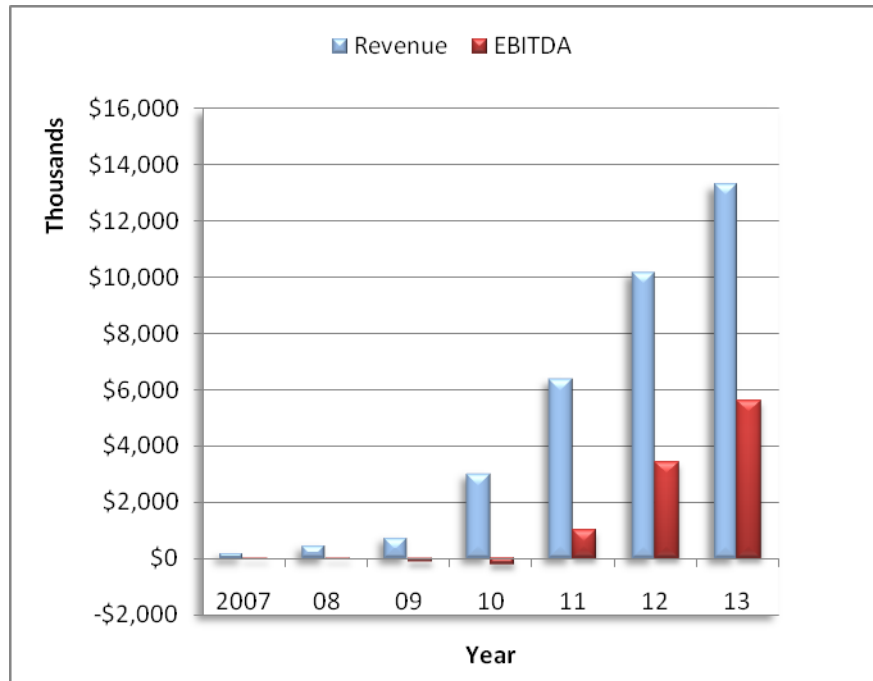
Future Growth and Use of Funds

iHealthSpot currently has 300 active clients, with a further 50 websites in development. Management has invested approximately \$0.5 million to date in iHealthSpot and has seen revenue increase at a slow but steady pace. Further investment will allow iHealthSpot to exploit all of its opportunities and achieve substantial growth, and therefore iHealthSpot is seeking to raise investment of \$1.0 million in order to:

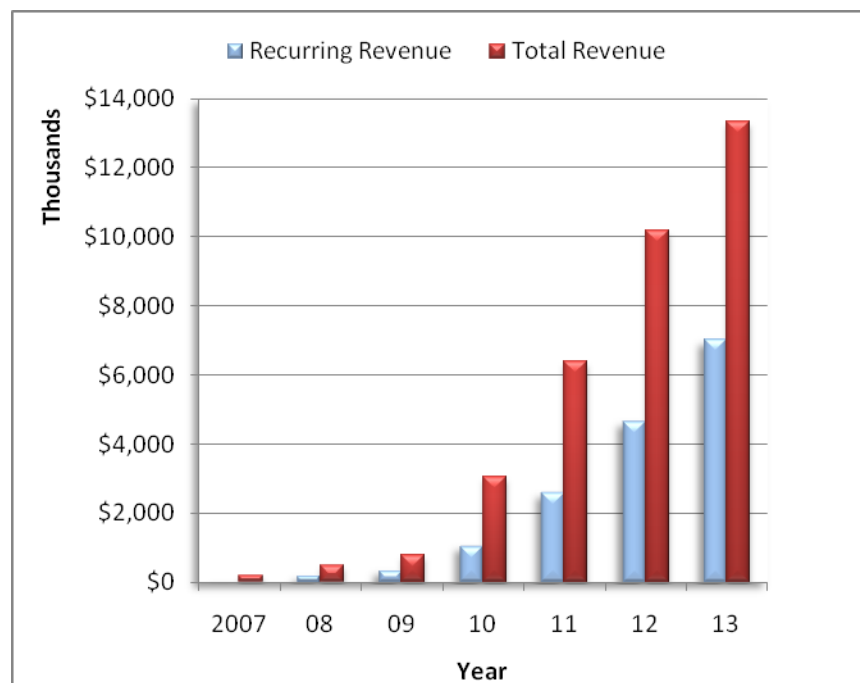
- Expand its marketing and advertising strategies
- Expand its operational and technical infrastructure to reflect sales growth
- Complete multimedia development of patient education
- Develop online visibility services
- Increase focus on direct sales for patient education licensing
- Develop business partnerships including leading EMR (Electronic Medical Records) providers
- Increase offering for marketing services
- Develop new technology

Revenue and EBITDA Projections

The Company has experienced steady growth more than doubling its revenues in 2008, its second year of operation, with EBITDA close to breakeven. Revenue and EBITDA for 2007 and 2008 together with projections to 2013 are as follows:



Recurring revenue in relation to total revenue is as follows:



Company Information

iHealthSpot, Inc is one of two wholly owned subsidiaries of Action Online Technologies, Inc., a leading edge technology company. The management of Action Online Technologies comprises Nicholas Hall, CEO, Mary Hall, President and Eric Soto, CIO. Action Online Technologies' second subsidiary, Action Online, LLC, is a provider of Web technology solutions to the hospitality industry and was voted one of the top 25 Web Development companies in South Florida. Action Online Technologies is located in Margate, Florida and currently employs 25 full time and independent contractor personnel.

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