

MANAGEMENT'S DISCUSSION AND ANALYSIS

The following management's discussion and analysis of Multiplied Media Corporation's (the "Company") financial condition and results of operations is a review of the three and nine month periods ended September 30, 2007 and results compared with the same periods of the previous year. The discussion and analysis should be read in conjunction with the audited financial statements and Management's Discussion and Analysis for the year ended December 31, 2006, which are prepared in accordance with Canadian generally accepted accounting principles. The discussion is intended to provide both a historical and prospective analysis of Multiplied Media's activities. Any estimates are based on assumptions of future events and may be subject to change.

The discussion and analysis for the three and nine month periods ended September 30, 2007 is prepared and contains disclosure of material change occurring up to and including November 21, 2007.

Forward-looking Statements

Management's discussion and analysis contains forward-looking statements related to management's intentions and plans concerning future financing and investing activities, and the sufficiency of working capital to continue operations. These statements reflect Management's view with respect to future events. Assumptions made herein, with respect to these future events, are subject to certain uncertainties and factors which could cause actual results or events to differ materially from those implied by these forward-looking statements. Although the Company believes that the forward-looking statements contained herein are reasonable, no assurance can be given that its expectations are correct and that the results, performance or achievements expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them. All forward-looking statements are expressly qualified in their entirety by this cautionary statement.

Overview

Multiplied Media Corporation (TSXV: MMC) has developed and operates Poynt, the first local search service that works over Microsoft Windows Live™ Messenger in Canada. The 24-hour service allows consumers to search for information on retailers and consumer goods they want to buy, at the moment they are interested in finding the information or purchasing the goods or services. The Company is currently focused on partnering with operators of local directory service providers commonly known as yellow pages publishers.

In partnering with yellow page publishers, Multiplied Media provides the development and operation of automated search agents, which includes the design, software coding, data integration, testing, provisioning of these automated search agent applications on the Microsoft Windows Live Messenger Service in Canada and the ongoing operation of these applications. The directory service partner provides the marketing to local businesses, collects/manages merchant information, assists with integrating the merchant information into the automated search agent application and may deliver ongoing promotion of the automated search agent service to consumers.

Third Quarter Highlights

- Completed the corporate name change from illumiCell Corporation to Multiplied Media Corporation.
- Continued development of the new North American service platform.
- Ongoing marketing and advertising testing in preparation for launch of the new platform during the fourth quarter of 2007.
- Subsequent to the end of the quarter, completed the signing of agreement with Idearc Media to extend local services to Microsoft Windows Live Messenger users in the United States.

LIQUIDITY AND CAPITAL RESOURCES				
For the Three-Month Period Ended September 30				
		<u>2007</u>		<u>2006</u>
Current Assets	\$	5,841,266	\$	131,690
Current Liabilities	\$	790,729	\$	214,105
Total Assets	\$	8,401,030	\$	1,464,780

FINANCIAL RESULTS AND SHARE INFORMATION				
<u>Financial Results</u>	<u>Three Months Ended Sep 30</u>		<u>Nine Months Ended Sep 30</u>	
	<u>2007</u>	<u>2006</u>	<u>2007</u>	<u>2006</u>
Revenues	\$ 1,043	\$ 287	\$ 6,192	\$ 118,258
Salaries & Consulting	\$ 515,063	\$ 261,534	\$ 1,491,012	\$ 574,383
Total Expenses	\$ 1,170,051	\$ 447,978	\$ 3,473,657	\$ 1,008,082
Capital Expenditures	\$ 342,228	\$ 234,856	\$ 946,298	\$ 830,254
<u>Shares Outstanding</u>				
Basic	59,978,296	35,239,685	59,978,296	35,239,685
Diluted	66,152,078	35,239,685	66,152,078	35,239,685

Summary of Quarterly Results				
Quarter ended	Sep 30,	Jun 30,	Mar 31,	Dec 31,
	2007	2007	2007	2006
Sales	\$ 1,043	1,680	3,469	375
Net Loss from operations	\$ (1,120,347)	(1,172,417)	(1,105,271)	(551,235)
Loss per share – Basic	\$ (0.02)	(0.03)	(0.02)	(0.01)
Total assets	\$ 8,401,030	2,267,657	3,189,714	4,290,295
Total liabilities	\$ 790,729	753,607	565,847	547,538
Quarter ended	Sep 30,	Jun 30,	Mar 31,	Dec 31,
	2006	2006	2006	2005
Net sales	\$ 287	\$ 117,863	\$ 108	\$ -
Net Loss from operations	\$ (447,691)	\$ (191,033)	\$ (250,825)	\$ (202,770)
Loss per share – Basic	\$ (0.01)	\$ (0.01)	\$ (0.01)	\$ (0.008)
Total assets	\$ 1,464,780	\$ 1,481,001	\$ 1,023,482	\$ 1,034,453
Total liabilities	\$ 214,105	\$ 135,121	\$ 116,936	\$ 155,089

Results of Operations

Revenues

For the three months ended September 30, 2007, the Company generated sales of \$1,043, compared to \$287 for the same period last year.

During the third quarter of 2007, the Company received \$48,661 in interest revenues from its cash management program. In July 2007, the Company closed an equity offering for a total of \$7.9 million gross proceeds through issuance of common shares.

Net loss for the quarter was \$1,120,347, compared to \$447,691 for the same period of 2006. The increase in net loss was as a result of expansion of operations in preparation for signing the contract with Idearc, and launching operations in the United States later this year. Revenues and net loss for the nine month period were \$75,622 and \$3,398,035, respectively, compared to \$118,533 and \$889,549 for the same period in 2006. Higher revenues in 2006 were as a result of income derived from sub-contract services provided to a customer during the second quarter of 2006. The Company had no sub-contract revenue during the first nine months of 2007.

Operating Expenses

Operating expenses for the third quarter were \$1,170,051 compared to \$447,978 for the same quarter of 2006. The \$722,073 (162%) increase over the same quarter from the prior year was related primarily to the following:

- Salary and consulting fees increased by \$253,529 due to additions of staff and consultants in marketing, product development and IT support. For the three-month period ended September 30, 2007, the Company's Executive Chairman, Chief Executive Officer and Chief Financial Officer received management fees totaling \$90,000. These fees were considered as executive compensation. During the third quarter of 2007, the Company incurred salary and consulting fees of \$311,320 and \$203,743 respectively (2006 – \$85,615 and \$175,919), which represented 26% and 17% of total operating expenses for the quarter (2006 – 20% and 40%).
- Advertising and promotion expenses increased by \$321,123 due to various advertising campaigns and marketing activities. The Company will further invest in advertising and marketing activities to increase public awareness and usage of the Company's services in Canada and U.S.
- Stock-based compensation expenses increased by \$12,253 over the same period. The Company granted no stock options during the third quarter, and had previously issued 4,047,000 during the first half of 2007. As a result, the Company recognized non-cash stock option expense, net of cancellation, of \$52,323 and \$156,554 during the three- and nine-month periods ended September 30, 2007, respectively. The Company capitalized \$9,732 and nil respectively of the stock based compensation expense during the three- and nine-month periods ended September 30, 2007, as a portion of the expenses related, to deferred development cost.

- Administration, occupancy and insurance expenses increased by \$84,396 versus the same period in 2006. For the three-month period ended September 30, 2007, occupancy and office expenses increased \$30,391 and \$14,052, respectively, compared to the same period in 2006. These increases were related primarily to the office setup in Calgary, Alberta and the establishment of an office in Barrie, Ontario to meet the growth in personnel, operations and market development. Due to growth in operations, travel expenses increased \$39,953 to meet increasing business travel needs.
- Amortization for the quarter increased by \$14,564, which was in line with the increased investment in tangible and intangible assets. During the third quarter of 2007, the company amortized \$66,180 (2006 - \$66,180) in deferred development costs as a result of the commercial release of the YellowPages™ MSN Instant Messenger™ system in February 2006.

Deferred development costs

The Company has certain projects that meet the criteria for deferral and amortization of development costs. Development costs are capitalized for clearly defined, technically feasible technologies which management intends on producing and promoting to an identified future market, and resources exist or are expected to be available to complete the project. During the three-and nine-month periods ended September 30, 2007, the Company deferred \$406,415 and \$929,106, respectively, for costs related to development of new systems for identified future markets. Amortization of development costs commences when commercial use of the product or process begins. The amounts incurred and amortized for deferred development costs for are as follows:

Summary of Deferred Development Costs				
Fiscal year 2007	1 st Quarter Mar 31	2 nd Quarter Jun 30	3 rd Quarter Sep 30	Total
Balance, beginning of period	\$ 1,485,266	\$ 1,658,483	\$ 1,875,597	\$ 1,485,266
Additions	239,397	283,294	406,415	929,106
Amortization	(66,180)	(66,180)	(66,180)	(198,540)
Balance, end of period	\$ 1,658,483	\$ 1,875,597	\$ 2,215,832	\$ 2,215,832

Summary of Deferred Development Costs Additions				
Fiscal year 2007	1 st Quarter Mar 31	2 nd Quarter Jun 30	3 rd Quarter Sep 30	Total
Consulting	\$ 186,999	\$ 201,947	\$ 293,200	\$ 682,146
Salaries and stock based compensation directly related to development	52,398	81,347	113,215	246,960
Total	\$ 239,397	\$ 283,294	\$ 406,415	\$ 929,106

Liquidity and capital resources

As at September 30, 2007, the Company had cash of \$17,082 and short term investments in GICs of \$5,565,000, as compared to \$10,311 and nil, respectively, for the same period ended September 30, 2006. During the first nine months of 2007, the Company had total cash outflow of \$343,978 as compared to \$272,540 in the same period of prior year.

In preparation for the launch of the Company's service in the U.S., operations and development has been utilizing \$400,000 per month. With the financing proceeds received in July, the Company will have sufficient funds for operations and development for next fiscal year.

Operating Activities

During the third quarter of the year, the Company used \$1,284,914 on operating activities and invested \$5,543,300 in short term investments, compared to \$189,211 and nil, respectively, for the same period last year. As at September 30, 2007, the Company had \$5,565,000 in GICs earning interest between 3.65% and 4.5% per annum.

For the nine-month period ended September 30, 2007, the Company used \$6,496,973 cash in operating activities, compared to usage of \$639,703 for the same period in prior year. The Company will manage its cash outflow through increase of revenue, monitoring of expenditures and redemption of the short term investment.

Investing Activities

Cash used in investing activities for the three-month period ended September 30, 2007 was \$342,228 compared to \$234,856 for the same period in 2006. During the third quarter of 2007, the Company capitalized \$406,415 to the deferred development cost pool. Investments in tangible and intangible assets for the three-month period ended September 30, 2007 were \$154,216 and \$13,047 respectively. Intangible assets consist of costs to obtain patents and trademarks that protect the Company's investment in technologies.

During the nine-month period ended September 30, 2007, cash used in investing activities was \$946,298 as compared to \$830,254 in the same period of the prior year.

Financing Activities

On July 24, 2007, the Company completed a short form prospectus financing and issued 14,355,845 common shares at \$0.55 per common share for gross proceeds of \$7,895,715, less issuance costs of \$741,172. Pursuant to the agency agreement related to the short form prospectus financing, the Company issued 1,435,585 compensation options, with fair value of \$330,185, to the agent. The compensation options are convertible into common shares of the Company on a one-for-one basis and expire 18 months following the closing date. As of September 30, 2007, all compensation options remain unexercised.

During the first nine months of 2007, the Company repurchased 154,021 common shares, pursuant to the terms of the amalgamation agreement with Z28 Capital Corp., for a total cost of \$55,250, of which \$21,876 was recorded as a reduction in share capital and the remainder, \$33,374, as a charge to the deficit.

Activities Subsequent to September 30, 2007

Subsequent to the end of the period, the Company signed a contract with Idearc Media to launch the Company's service on Windows Live Messenger in the United States, and granted 400,000 options to an employee and director of the Company.

Outstanding Share Data

As of November 21, 2007, the Company had 59,978,296 issued common shares and 662,500 compensation warrants. In addition, there were 4,475,697 options and 1,435,585 compensation options outstanding with exercise price ranging between \$0.32 and \$0.69 per share.

Critical Accounting Policies and Estimates

Significant accounting policies and estimates are those policies, assumptions and estimates most important in the preparation of the Company's financial statements. Policy selection requires management's subjective and complex judgment from many alternatives and estimates involving matters that are inherently uncertain. Management believes that those policies, assumptions and estimates are reasonable, based on the information available. Those policies, assumptions and estimates affect the reported amounts of assets and liabilities at the date of the financial statements and revenues and expenses during the period represented. There have been no significant changes to the Company's critical accounting policies and estimates since December 31, 2006, except as noted below.

Changes in accounting policies

On January 1, 2007, the Corporation adopted the Canadian Institute of Chartered Accountants ("CICA") Handbook Section 1530 "Comprehensive Income", Section 3251 "Equity", Section 3855 - "Financial Instruments - Recognition and Measurement", Section 3861 "Financial Instruments - Disclosure and Presentation", and Section 3865 "Hedges". As required by the new standards, prior periods have not been restated.

The adoption of these standards has had no material impact on the Corporation's net earnings or cash flows. The other effects of the implementation of the new standards are discussed below.

Comprehensive income

The new standards introduce comprehensive income, which consists of net earnings and other comprehensive income ("OCI"). Upon adoption of Section 1530, the Corporation revised its "Statements of Loss and Comprehensive Loss and Deficit" to include the newly required statement of comprehensive income by creating a combined statement.

The adoption of Section 1530 has been made in accordance with the applicable transitional provisions and no amounts have been reclassified to accumulated other comprehensive income. Currently, the Corporation has no OCI.

Financial instruments

The financial instruments standard establishes the recognition and measurement criteria for financial assets, financial liabilities and derivatives. All financial instruments are required to

be measured at fair value on initial recognition of the instrument, except for certain related party transactions. Measurement in subsequent periods depends on whether the financial instrument has been classified as "held-for-trading," "available-for-sale," "held-to-maturity," "loans and receivables" or "other financial liabilities," as defined by the standard.

Financial assets and financial liabilities "held-for-trading" are measured at fair value with changes in those fair values recognized in net earnings. Financial assets "available-for-sale" are measured at fair value, with changes in those fair values recognized in OCI. Financial assets "held-to-maturity," "loans and receivables" and "other financial liabilities" are measured at amortized cost using the effective interest method of amortization. The methods used by the Corporation in determining fair value of financial instruments are unchanged as a result of implementing the new standard.

Accounts receivable is designated as "loans and receivables." Accounts payable are designated as "other liabilities."

The adoption of the financial instruments standard had no impact on opening retained earnings.

Accounting change

As of January 1, 2007, the Corporation adopted revised CICA Section 1506 "Accounting Changes," which provides expanded disclosures for changes in accounting policies, accounting estimates and corrections of errors. Under the new standard, accounting changes should be applied retrospectively unless otherwise permitted or where impracticable to determine. As well, voluntary changes in accounting policy are made only when required by a primary source of GAAP or when the change results in more relevant and reliable information. There is no material impact to the Corporation's financial statement as a result of implementing this new standard.

In addition, the Corporation has assessed new and revised accounting pronouncements that have been issued that are not yet effective and determined that the following may have a significant impact on the Corporation:

As of January 1, 2008, the Corporation will be required to adopt two new CICA standards, Section 3862 "Financial Instruments - Disclosures" and Section 3863 "Financial Instruments - Presentation," which will replace Section 3861 "Financial Instruments - Disclosure and Presentation." The new disclosure standard increases the emphasis on the risks associated with both recognized and unrecognized financial instruments and how those risks are managed. The new presentation standard carries forward the former presentation requirements. The new financial instruments presentation and disclosure requirements were issued in December 2006 and the Corporation is assessing the impact on its financial statements.

As of January 1, 2008, the Corporation will be required to adopt the new CICA Section 1535 "Capital Disclosures," which will require companies to disclose their objectives, policies and processes for managing capital. In addition, disclosures are to include whether companies have complied with externally imposed capital requirements. The new capital disclosure requirements were issued in December 2006 and the Corporation is assessing the impact on its financial statements.

In January 2006, the CICA Accounting Standards Board (“AcSB”) adopted a strategic plan for the direction of accounting standards in Canada. As part of that plan, accounting standards in Canada for public companies are expected to converge with International Financial Reporting Standards (“IFRS”) by the end of 2011. The Corporation continues to monitor and assess the impact of convergence of Canadian GAAP and IFRS.

The preparation of the Company’s financial statements requires estimates and judgments that affect the reported amounts of assets, liabilities, equity, revenues and expenses, and related disclosure of contingencies. Management evaluates the assumptions and estimates, including those related to deferred development costs, intangible assets and stock based compensation. Management bases its estimates on historical experience and on various other assumptions believed to be reasonable under the circumstances. The results of those estimates form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. The actual results might differ materially from these estimates under different assumptions or conditions. Management believes the following critical accounting policies affect the more significant judgments and estimates used in the preparation of the financial statements.

Intangible assets and deferred development costs

Intangible assets are presented at cost less accumulated amortization, computed using straight-line method based on estimated useful lives ranging from ten to twenty years. The Company amortizes intangible assets on a systematic basis to reflect the pattern in which the economic benefits of the asset are consumed, if that basis can be reliably determined. The expected useful life is the period over which the intangible asset contributes directly or indirectly to future cash flows. Management determines the useful lives of intangible assets based on a number of factors, which include legal, regulatory or contractual limitations, known technological advances and the presence of competition. A significant change in these factors may require a revision of the expected remaining useful life of an intangible asset, which could have a material effect on results of operations.

The Company evaluates intangible assets annually for impairment, or more frequently if events or changes in circumstance indicate that the carrying amounts of these assets may not be recoverable. Impairment testing is an assessment of fair value based on potential indicators of impairment, such as obsolescence, market potentials, plans to discontinue use or restructure, and poor financial performance compared with original plans. Impairment exists when the carrying amount of an asset is not recoverable and its carrying amount exceeds its estimated fair value.

Deferred development costs consist of direct expenditures related to the Company’s research and development projects. Expensing of research and development costs takes place in the current period unless they meet generally accepted accounting criteria for deferral and amortization. The Company assesses whether these costs have met the relevant criteria for deferral and amortization at each reporting date. Deferred development costs are subject to the same impairment testing as intangibles assets.

Stock based compensation

The Company has adopted the fair value-based method for recognizing non-cash stock based compensation. The Company uses the Black-Scholes option pricing model to calculate stock option values, which requires certain assumptions related to the expected life of the option, forfeiture rate, volatility, risk-free interest rate and dividend yield. The expected life of an option is based on three years vesting period according to the Company's stock option plan. When estimating volatility, the Company considers historical volatility of common shares of the Company and other enterprises in the same industry. The basis of the risk-free interest rate is the interest rate of one year treasury bill at option grant date. The basis of the dividend yield is the expected annual dividend rate at the time of grant. Changes to any of these estimates or assumptions, or the use of a different option-pricing model could produce a different fair value for stock based compensation expense, which could have a material effect on the results of operations.

Controls and Procedures

As required by, and defined in, Multilateral Instrument 52-109 issued by the Canadian Securities Administrators, Multiplied Media's Chief Executive Officer and Chief Financial Officer have made certain certifications related to the information in the Company's interim filings with the provincial securities regulators.

Evaluation of Disclosure Controls and Procedures

Disclosure controls and procedures are designed to provide reasonable assurance that all relevant information is gathered and reported to senior management, including the Company's Chief Executive Officer and Chief Financial Officer, on a timely basis so that appropriate decisions can be made regarding public disclosure.

As at the end of the period covered by this MD&A, management of the Company, with the participation of the Chief Executive Officer and the Chief Financial Officer, evaluated the effectiveness of the Company's disclosure controls and procedures as required by Canadian securities laws. Based on that evaluation, the Chief Executive Officer and the Chief Financial Officer have concluded that the disclosure controls and procedures were effective to provide reasonable assurance that information required to be disclosed in the Company's annual filings and interim filings, and other reports filed or submitted under Canadian securities laws is recorded, processed, summarized and reported within the time periods specified by those laws, and that material information is accumulated and communicated to management of the Company, including the Chief Executive Officer and the Chief Financial Officer, as appropriate to allow timely decisions regarding required disclosure.

In conducting the evaluation it has become apparent that management relies upon certain undocumented procedures, informal communication, and "hands-on" knowledge or the direct involvement of senior management. Given this current state, lapses in the disclosure controls and procedures could occur and/or mistakes could happen. Should such occur, the Company will take whatever steps necessary to minimize the consequences thereof. Additionally, the Company plans to enhance disclosure controls and procedures during the current fiscal year with the addition of personnel, documentation of procedures and communication and improvement in information systems.

Internal Controls over Financial Reporting

The Chief Executive Officer and Chief Financial Officer of the Company are responsible for designing internal controls over financial reporting or causing them to be designed under their supervision in order to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with Canadian GAAP. During the process of management's review and evaluation of the design of the Company's internal control over financial reporting, it was determined that certain weaknesses existed in internal controls over financial reporting.

As is typical of many small companies, the partial segregation of duties and documentation of only key procedures were identified as areas where improvements could be made. Given this situation, the Company's internal controls over financial reporting could result in a more-than-remote likelihood that a material misstatement in financial reporting would not be prevented or detected. The Company is recruiting additional personnel to ensure segregation of duties as the operations of the Company expand. The Company is also in the process of adding documentation and implementing necessary policies and procedures to minimize internal control and financial reporting risks that currently exist.

The Chief Executive Officer and Chief Financial Officer, together with other members of management, for the three-month period ended September 30, 2007, have not identified any changes to the Company's internal control over financial reporting which would materially affect, or is reasonably likely to materially affect, the Company's internal control over financial reporting.

Risk and Uncertainty

The Company's business involves a high degree of risk that a combination of experience, knowledge and careful evaluation may not overcome. Due to the Company's limited history of operations and no history of earnings, there can be no assurance that the Company will be successful or profitable. In addition to the risks described elsewhere in this report, the Company is subject to each of, the cumulative effect of, and all of, the following risk factors:

Competition

The Company operates in an environment with rapidly changing technology. It faces competition from other companies with greater financial resources and larger marketing organizations. All companies in this industry are subject to competition and technological advances which can render existing products or services obsolete or unmarketable.

Dependence on key personnel and products

Although the Company is staffed by experienced senior management and personnel, it is substantially dependent upon the services of a few key senior officers and technical personnel. The loss of the services of any of these staff members could have an adverse material effect on the business of the Company.

Risk of inability to effectively manage future growth and expansion

The Company's growth continues to place significant demands on its management and other resources. Future results of operations will depend, in part, on the ability of its officers and other

key employees to implement and expand operations, customer support, and financial control systems. The Company's future performance will also depend to a significant extent on its ability to identify, attract and retain highly skilled sales, technical, marketing and management personnel.

Potential fluctuations in quarterly results

The Company's quarterly operating results may vary significantly depending on factors such as timing of new product introductions, competition, and market acceptance of new and enhanced versions of the Company's products. Since the Company's operating expenses are based on anticipated revenues and certain expenses are relatively fixed in the short term, variations in revenues can cause significant fluctuations in operating results from quarter to quarter. The market price of the Company's common shares may be highly volatile in response to such quarterly fluctuations.

Finite financial resources and the potential need for future financing

The Company may require additional financing to pursue its operations, to make further investments or take advantage of unanticipated opportunities. The ability of the Company to obtain such financing will depend in part upon prevailing capital market conditions. There is no guarantee that the Company will be successful in obtaining additional funding.

Changes in the regulatory environment

From time-to-time governments may review the legislation and regulations applied to the industry. Such review could result in the enactment of new laws and/or the adoption of new regulations in Canada, which might adversely impact businesses in Canada in general and consequently, may threaten our growth prospects. The Company regularly reviews its risk management practices to offset these risk factors to the greatest extent possible.

Outlook

The third quarter was primarily focused on executing the Company's business plan, dominated primarily by launch preparations for the new instant messaging platform. The Closing of the Company's financing in July was a key event to enable the execution of various elements of the Company's plans for 2007 and into 2008.

The long-awaited signing of the agreement with Idearc to launch the service on the Windows Live Messenger platform was completed subsequent to the quarter end; however, it was the focus of much effort during the period. The service launch is slated for November.

The final items to be completed as part of the Company's business objectives for 2007 include the November launch of the new platform on the Windows Live Messenger and AOL networks in the United States, and test deployment of the Company's Blackberry solution late in the fourth quarter. Work on the SMS platform has been deferred until the first quarter of 2008 as development resources are being directed to other initiatives supporting additional functionality and geographic expansion of the instant messaging platform.

In the coming months, marketing and public relations programs will be ramping up to support the service launch in the United States. The programs are designed to educate consumers on

Poynt's availability and generate interest to induce trial. The Company has a projected target of 280,000 North American users by years-end 2008.

Additional Information

Additional information about Multiplied Media Corporation is available from the Company's website at www.multiplied.com.