



Company Profile

Atrinsic offers both digital content and marketing solutions for consumers and advertisers, respectively. Atrinsic Media provides a broad range of online entertainment, spanning from ShopIt- an e-commerce social network site- to DataFrog- an online identity protection service. Our products are available in a free ad-supported environment or to paid subscribers, who receive premium access.

Atrinsic Interactive is a full-service digital agency- bringing our customers performance-based solutions. Using our proprietary technology and gifted team of experts, we apply customized and fully integrated solutions to your brand to increase market share and brand identity. Our cutting-edge techniques span search engine, social media, mobile, display and affiliate marketing.

Working together, Atrinsic Media and Interactive help shape the digital marketplace. We have unique access to original content that generates audiences AND agency services to provide the best solution for customers and clients.

Employees and Locations

Atrinsic currently has over 150 employees. Our offices are headquartered in New York City at 469 Seventh Avenue, with additional offices in Moncton, Canada.

Executive Team:

Jeffrey Schwartz, Interim Chief Executive Officer
Andrew Zaref, Chief Financial Officer
Andrew Stollman, President, Products Group
Ray Musci, Executive Vice President, Corporate Development
Aaron Baker, Executive Vice President Interactive Agency
Zach Greenberger, Chief Technology Officer

By the Numbers



attrinsic**media**

300,000 unique visitors to our sites every day
600,000 new registrations every month
Over 250,000 monthly music downloads on EZ-Tracks.com
Top 3,000 Alexa ranking for EZ-Tracks.com
Double opted in Data on all of our outbound emails lists
CAN SPAM Compliant practices (above and beyond what the law requires)
Over 85,000 Surveys Collected Monthly



attrinsic**interactive**

Over 50 Search Clients
Over 20,000,000 Live Keywords
Over 6,000 Live Campaigns
Over 600,000 Ads Running

Company Financials

- In excess of \$20 million in available cash and working capital at June 30, 2009
- No debt
- Little or no required capital requirements and variable expenses allowing for flexibility managing shifting market dynamics
- Recently Made Prudent, Protected, and Efficient Investments into Performing Assets
- Operations that allow for high operating leverage and variable expenses
- Numerous institutional long term shareholders who are also members of the Board of Directors

Company We Keep

