

High Growth Investment Opportunities

StockVest Quarterly

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2012 CAMBRIDGE HOUSE CONFERENCE SPECIAL EDITION



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Emerging Growth Investment Opportunity



Driving Revenue Through Local Search

Search Initiatives, through its wholly owned subsidiary eLocal Listing, is a leading provider of search-driven lead generation solutions for business in the U.S. and internationally. In four years, the company has built one of the largest customer bases in the local search space. eLocal Listing drives leads (telephone calls) for these businesses by employing its unique, automated and fully managed, Search Engine Optimization platform. The Company has a strong position in the U.S. market and has completed a successful pilot in Europe with the Deutsche Telecom Group of Companies.



Search-Driven Lead Generation Solutions

eLocal Listing offers a turnkey, highly automated, fully managed Search Engine Optimization (SEO) solution with very low monthly or pay per call pricing that positions local businesses high in organic search results. eLocal Listing owns six proprietary online directory sites which are optimized to push businesses onto the first page of organic search results in Google, Yahoo, Bing and other search engines. Customers track their leads through our proprietary, online dashboard which records each telephone call and tracks call volume and other marketing campaign details. eLocal Listing gives small businesses an affordable solution for local online exposure. eLocal Listing has currently deployed over 75,000 customers with another 1,000,000 having been contracted and available for deployment. eLocal Listing's prominent position in the market and proven results has meant that the Company has been able to contract with major online agencies such as Marchex, IAC and ServiceMagic among others to provide leads to many hundreds of thousands of their customers.

"We have been in business for over 20 years. In the past we spent an extraordinary amount of money on yellow page ads. Due to the changing ways that people search for goods & services, we decided to take a different approach and use eLocal Listing. This enables our prospective and existing customers to find us on the web at a very competitive price. We no longer advertise in the yellow pages, as the cost per lead is extremely high. We are very satisfied with eLocal Listing."

Mark Russo – Main Street Insurance – Hartford, CT

Search is the most valuable segment of online marketing and within search, our focus, "local search" is the fastest growing sector projected to grow to over \$10 billion by 2011 (Borrell Associates, 2010). A massive shift has been underway for several years in the way consumers conduct local business. The relevance of print yellow pages has declined rapidly while consumers turn to search engines such as Google, Yahoo and Bing to locate products and services in their neighborhoods. Businesses have realized that they need to develop a strategy to get found in search engine results. Currently, the market offers many ways to find new customers online. These include Pay Per Click solutions, Search Engine Optimization, banner ads and Pay Per Call solutions. These approaches include marketing ROI measurement tools. Local business owners are typically too busy "minding the store" to manage the complexities of an online marketing campaign. There are a significant number of small businesses that do not even have a website but now face the problem of their customers using search engines to find them online. These business owners often have limited funds for advertisement; much less than the \$1,000+ per month as the minimum budget required to run a successful advertising campaign.

Ranked TOP 10
for Local SEO

↑TOPSEOs

"In the past I have used other online lead services and was always disappointed by the results. They always over promised and under delivered. When I signed up with eLocal Listing, I was so happy to finally find a service that actually delivers what they promise and that is to make my phone ring. I don't know how they do it, but I am thankful for what they do."

Dave Heinzman – Maid America of Temecula

eLocal Listing has a partnership with Axiom lending it access to one of the largest databases of businesses in the U.S., as well as new channel marketing opportunities. eLocal Listing also has partnerships with major Internet Yellow Pages providers and over 500 local newspapers.



Search Initiatives has recently launched an important new product which will revolutionize the local online marketplace. The explosive growth of social media as exemplified by Face Book and Twitter has changed the online world yet again. However being found through search remains the most important way that local businesses obtain new clients.

MyLocally is a revolutionary yet simple way for local business of all sizes to take advantage of the rapid growth of socially originated content and get found in the major search engines. MyLocally is free for the business to sign up for and use with many very valuable monetization opportunities. MyLocally uniquely leverages the “social” content produced by the business owner and its followers/customers to drive MyLocally results pages to the front of the search engines. It’s a truly novel approach. MyLocally is both different and innovative. It takes advantage of the dramatic growth in social media, which typically has little or no real value in search and makes it effective in search, which is where new business is found. MyLocally is a game changer. It removes the cost and technology barriers to entry which are faced every day by every small business across the U.S. It helps bring every community and demographic online, and gets them found in search, driving new revenue and new jobs in all markets. MyLocally puts Search Initiatives squarely in the category of the other membership players such as FaceBook, MySpace, Linked In and Twitter.

Leadership Team

Search Initiatives has one of the most accomplished executive management teams that one will find in an emerging business and clearly have demonstrated their commitment to success as they have \$13 million of their own money invested out of the \$26 million that is in the company's balance sheet equity account. The Team has a combined 50 years of experience in the publishing industry and over 40 years combined experience in Internet search and interactive advertising.



Tim Judd, CEO, founded Contraco USA, an international search and consulting company. His previous management roles include Director of Business Development for Search at Terra Lycos, and Director of Business Development at FAST Search and Transfer.



Ralph Williams, CFO, previously at Ernst & Young in its Small Business practice, has held executive positions in several high-growth companies, has experience at Lockheed Corporation and Sonera Venture Partners, and is a CPA.



Bruce Barren, President has been involved as a CEO in over 50 companies, both publicly and privately-owned and has been a partner in several Wall Street firms. He has been recognized by The White House, the U.S. Congress, the Peoples Republic of China plus the Central American Parliament for numerous business accomplishments



Phil Collins, VP of Technology brings a strong background in new media and has led many successful product developments and deployments including the ground breaking next generation advertising system at Dow Jones.

Recent News:

Search Initiatives Secures “Firm Commitment” to raise \$50 Million in an Initial Public Offering

2.8 Billion Local Searches

are conducted on Google every month, let us get you found and help turn clicks to calls.

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