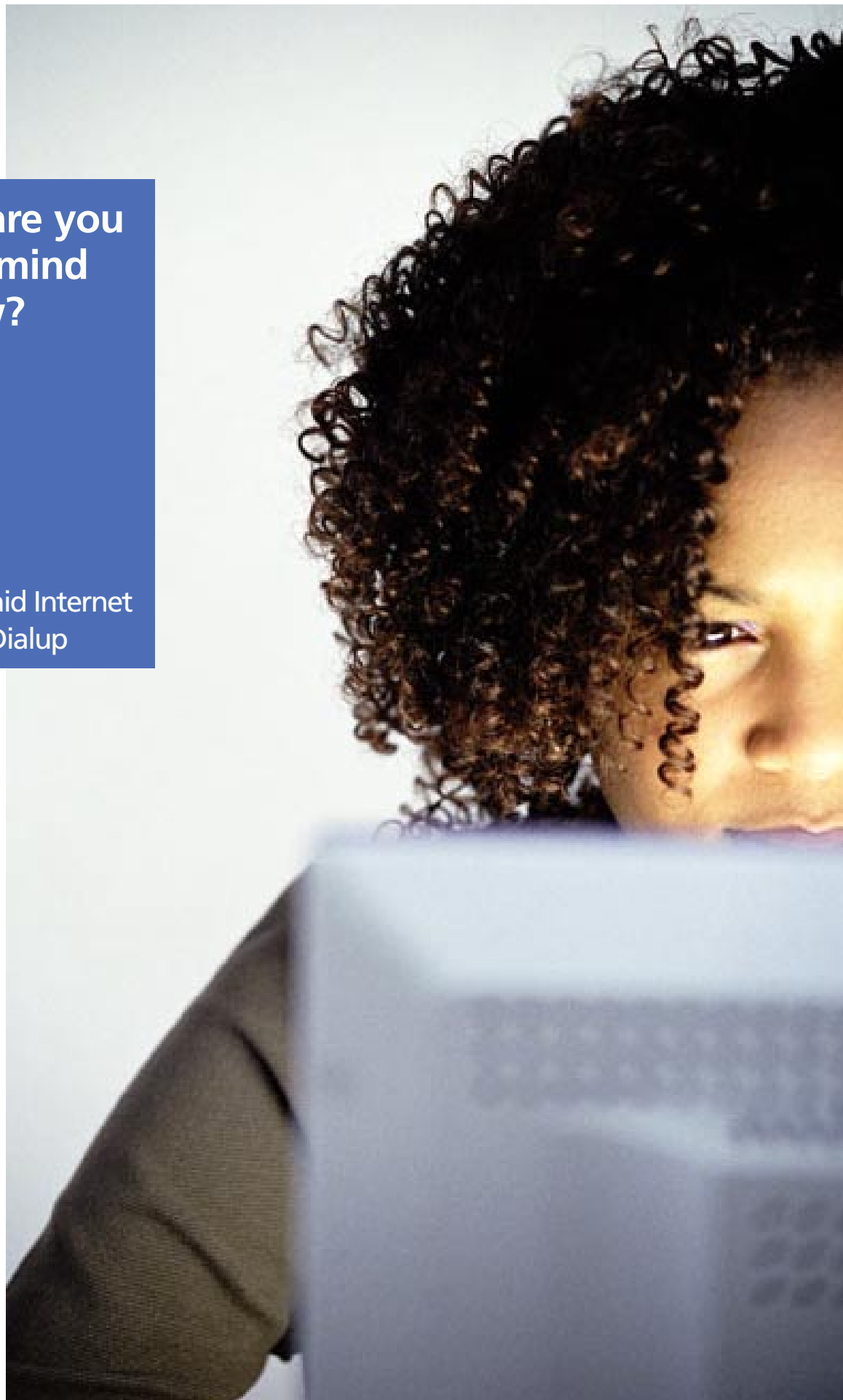


How far are you
from her mind
right now?

Branded Prepaid Internet
from Budget Dialup



Keep in touch with your customers.

Be Their Host Online

Thousands of your customers and prospects log on to the Internet every day. They shop, explore, learn and share. But is your company at the top of their mind?

With our Branded Prepaid Internet product, you are your customers' host online. It's your name they'll associate with the Internet, helping you increase brand awareness, drive traffic across channels, and generate additional revenue.



Drive Traffic from Your Bricks & Mortar Store to the Online Channel

Giving easy, prepaid Internet access in your store drives customers to your online channel.

Drive Foot Traffic

If you'd like, additional time can be purchased only through PIN cards bought in your stores, helping bring customers back again and again.

Generate Revenue

Your prepaid program can be priced for shared revenue, allowing you to take up to half of the revenue generated from the purchase of PIN cards.

Generate Brand Awareness

Our dialer is branded to your specification, using your logo, colors, imagery and content. With your brand as the focus of the product, the impact is far greater than banner advertising. And with no charges for click-throughs or impressions, it's much more cost-effective.

Great for Communities and Organizations

Organizational groups can bring together a variety of services under a single brand. And depending on how the dialer is priced and delivered, it can generate additional revenue for the group.

Customer Loyalty Programs

Prepaid Internet access is a great reward for loyalty programs. Give your customers a few hours of Internet access at certain milestones to keep them coming back for more.

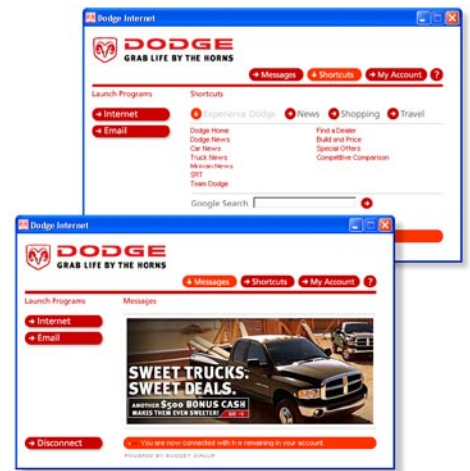
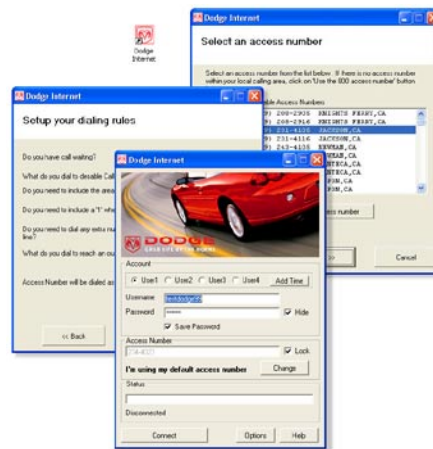


Your brand. Your products. Your content.

More Than Just a Logo in the Corner

With Branded Prepaid Internet, you get more than your logo in the corner and a link to your site. Not only is the complete package branded as yours, the focus of the content is entirely up to you.

Use the CD to showcase your brand, and the PIN cards to highlight various areas of your company or seasonal offers. Once customers launch the dialer, there is a dedicated space for customized promotions, and a full page of links to your offerings.



Your Starter CD and PIN Card

The Starter CD contains the software customers need to find a local access number and connect to the Internet. PIN cards define the amount of time a customer available for online use (usually 10, 20 or 60 hours, good for one year).

Leverage your brand assets on the CDs and PIN cards. The image area is 100% yours, and can be used to bring customers the experience of your brand outside the store.

Your Dialer

The dialer is an easy-to-use tool to help customers connect to the Internet. It's branded just for you, right down to the desktop icon.

It's also a great tool for collecting customer data. Each field in the questionnaire can be customized to help you learn more about your customers.

Your Portal

Once a customer's computer is logged in, your main promotion appears—valuable space and impressions for special offers or new products. Your promotions can be customized as well, allowing you to target messages to specific audience segments.

There is also a "shortcuts" tab dedicated exclusively to your company. With up to fourteen links, it's a great tool to help drive traffic or introduce new areas of business.



Why Prepaid?

Customers Pay As They Go. No Commitments. No Hassles.

The key benefit of Budget Dialup Prepaid Internet is that customers buy only the time they need, when they need it. It's a refreshing break from subscription-based Internet service providers who require a credit card and bill customers month after month.

Prepaid Internet customers buy time via PIN cards. The cards can be sold in your store, on your Web site, or on a segment of our site we'll brand as yours. It's easy, low risk, and extremely customer friendly.

Key Benefits of Budget Dialup Prepaid Internet

- Customers explore the Web and e-mail on their own terms—no monthly recurring fees and no long-term commitment
- Internet access time can be purchased as needed—without using a credit card
- Ideal for travelers, customers without credit cards, and infrequent or moderate users of the Internet
- Fast and easy dialer makes connecting to the Internet a snap



How does Budget Dialup Branded Prepaid Internet work?

1. Get Started with the CD and PIN Card

The Starter CD contains the software that drives the dialer and portal. PIN cards show a number that defines the amount of Internet access time—usually 10, 20 or 60 hours—that is good for one year. PIN cards can be purchased from your stores, or given away as incentives.

2. Launch the Dialer

Our dialer has been built to be extremely easy for any customer. It's a snap to establish a local access number and get logged in.

3. Use the Internet Portal as a Starting Point

Once logged in, the portal becomes a starting point for exploring the Internet. While customers have easy access to open e-mail or a Web browser, they'll have your promotions and links displayed.

Once customers are logged in, connection time is deducted from the PIN account. Customers can check their balance anytime, and are notified when time is running low.

4. Buy Additional Time as Needed

Customers can recharge their PIN online, or come to your store to purchase additional cards as needed.



Getting Started

Select a Plan That's Right for Your Customers

Our Branded Prepaid Internet Program can be customized to allow for virtually any amount of time you would like. If you are considering selling Internet access, one of the standard plans would work well. For customer rewards and incentives, plans with only a small number of hours (three, four or five) can be created

Typical Plans

- 10 hours Prepaid Internet, good for 1 year
- 20 hours Prepaid Internet, good for 1 year
- 60 hours Prepaid Internet, good for 1 year
- Unlimited access, good for 30 days
- Unlimited access, good for 7 days
- Any combination of hours and expiration

Establish a Distribution Technique

The Starter CDs and PIN cards can be distributed to customers in stores or online. Simply select the approach that is right for you, based on your business needs.

Physical Distribution (In-Store Giveaway or Sale)

- Starter CDs and PIN cards sold in stores
- Starter CDs and PIN cards given away in stores or via mail

Electronic Distribution (Web Site Download)

- Starter software and PIN number downloaded from your Web site
- Starter software and PIN number downloaded from our Web site, branded as your own

Pricing

Our standard rate of 49¢ per hour is *59% below the market average*, and includes everything: Internet access, 24/7 support, e-mail and account management. There are no hidden costs for click-throughs, impressions, or other metrics associated with online advertising!

Retail pricing of the plans is up to you, based on your desire to give away plans as a customer reward, or sell them for an additional revenue source.

Please call for a detailed proposal.

About Budget Dialup

Budget Dialup provides prepaid Internet access to consumers and businesses across the US, allowing them to access the Internet with the ease and simplicity of prepayment.

We use proprietary connection software designed to make connecting to the Internet extremely easy. And with our world-class 24/7 customer support system, we can fully satisfy customers' needs efficiently and professionally.

Budget Dialup uses the Level 3 Communications Network—the same network used by the top ten ISPs in the country—ensuring 93% of the US population can efficiently connect to the Internet.

Budget Dialup was incorporated in 2001, and is privately owned and operated.

Ready to Get Started?

Give us a call to learn more about our Branded Prepaid Internet Program and sign up for a free trial set of 1000 Starter CDs and PIN cards.

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