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THE WALL STREET TRANSCRIPT

Questioning Market Leaders For Long Term Investors

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COMPANY INTERVIEW

BENNY ABOUD
MICHAEL W. WALLACE

Saveology.com™

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Saveology.com

BENNY ABOUD is the CEO and Founder of Saveology.com™, the one-stop destination for fast, unbiased comparisons and the best values on the most common home services. He developed the Saveology.com brand while presiding over its successful Elephant Group, Inc., business-to-business brand, which he grew to \$95 million in annual revenues on sales of over 100,000 household services per month. An entrepreneur while still in college, Mr. Aboud opened his first wireless store in Woodbridge, New Jersey, while pursuing a degree in Finance at Fairleigh Dickinson University. Over the next few years, that one wireless store morphed into 120 major mall locations, reaching from Connecticut to Florida and including a 30,000 square foot logistics center. In 2004, Mr. Aboud's holding company, Elephant Group, Inc., sold its wireless division to AT&T Wireless, but retained the core asset behind Elephant Group's growth, its successful and aggressively competitive marketing engines. Today, these engines in coordination with its dedicated search engine technology drive the growth of Saveology.com and its affiliates. Mr. Aboud's strong customer service ethic is the basis of the Saveology.com business model, which helps consumers through the stages of ordering new home services. Serving customers in every corner of America, Saveology.com is headquartered in Ft. Lauderdale, Florida, and employs more than 500 people working through facilities in New Jersey and Florida.

MICHAEL W. WALLACE, Senior Vice President and Chief Financial Officer of Saveology.com, has spent 18 years as a financial executive in both public and private companies, as well as beginning his career in public accounting. Prior to joining Saveology.com, Mr. Wallace was the Senior Vice President and Chief Financial Officer of several private companies engaged in various industries including software development for the call center market, direct marketing and medical diagnostic services. Mr. Wallace is a licensed Certified Public Accountant. During the years 2003 and 2004, he was appointed as an Assistant Chief Accountant in the Securities and Exchange Commission's Division of Enforcement and a member of the Commission's Financial Fraud Task Force in Washington, DC. From 1997 to 2000, Mr. Wallace was Senior Vice President and Chief Financial Officer of Kellstrom Industries Inc., then a publicly traded company on the NASDAQ, operating in the aerospace services sector. Following graduation from the University of Notre Dame, Mr. Wallace began his career at KPMG LLP in the firm's assurance practice, ultimately leaving the Firm as a Senior Manager. At his new post as Senior Vice President and Chief Financial Officer at Saveology.com, Mr. Wallace is responsible for all aspects of the company's financial, accounting and treasury functions.

Investors Brief

Saveology.com™

Corporate Headquarters

3303 W. Commercial Blvd
2nd Floor

Ft. Lauderdale, FL 33309

Phone: (954) 657-9600

Web: www.saveology.com

Corporate Officers

Benny Aboud
Chief Executive Officer

Amir Ahmed
President

Michael W. Wallace
Senior Vice President & Chief Financial Officer

Joseph Bamira PhD
Vice Chairman

Reid Shapiro
Executive Vice President

James Flynn

Senior Vice President - Strategic Alliances

Michael Aronowitz

Chief Marketing Officer

Steve Smith

Senior Vice President and Chief Information Officer

Tamar Burton

Director of Public Relations

EXECUTIVE SUMMARY

Saveology.com™

Saveology.com is a leading comparison shopping destination focused on a vast array of home services including cable, satellite television, Internet, telecommunications, home security and warranties, moving services and various financial products. Our mission, through utilization of the Saveology.com platform and search engine, is to empower consumers to lower their cost of living by quickly comparing offers and allowing for the seamless purchase and service installation of a broad range of nationally-recognized brands.

The company's operational prowess has developed over 11 years of managing a Sales and Customer Contact Center environment. We believe Saveology.com can leverage its experience in the areas of marketing and sales facilitation, support and contact center operations to help achieve and exceed corporate goals. Saveology.com has persistently pursued innovation and pushed to improve our existing technology to provide a fast, accurate and easy-to-use engine.

The value of Saveology.com is the ability to increase brand awareness of our comparison-shopping engine while increasing the number of successful sales to customers who utilize our services. Saveology.com has a keen insight of the industry superior to many other customer contact service providers; we further understand the importance of maximizing every expense dollar in an effort to extract value from every business opportunity. Our business model brings a focused value proposition on cost management and customer conversion to our partners.

The company operates two Sales and Customer Contact Centers in the United States; one 200 seat facility located in Ft. Lauderdale, Florida and a secondary 100 seat facility in South Plainfield, New Jersey. Plans are currently under review for a new 300 seat facility in Edison, New Jersey.

Saveology.com provides a professional Sales and Customer Contact Center staff that are well versed and trained in the industry norms required to deliver high-quality sales processes and exceptional service levels, in terms of strengths and weaknesses, while producing a high sales conversion rate. Saveology.com has a proven track record of delivering high volume sales.

The most important component of the Saveology.com platform is system reliability and uptime. Over the past months, Saveology.com has invested millions of dollars within our IT Operations to implement system and application upgrades. These improvements were designed with the core purpose of improving the reliability, availability and dependability of critical sales and customer contact systems. Our disaster recovery procedures, policies and processes are specifically designed to provide a level of cost effective redundancy and business continuity in the event of a natural disaster or other business impacting event.

The company has architected, engineered, and integrated leading industry technology providers' products systematically to extract more value than utilizing these systems within a standalone mode. These product integrations provide the ability for Saveology.com to implement scalable services that can handle millions of calls per year. Saveology.com provides our partners with the experience gained from owning and operating our own Sales and Customer Contact Center.

Other companies must partner with additional service providers in order to deliver the full sales cycle in a Sales and Customer Contact Center environment. Saveology.com provides an integrated one-stop-shop for both online and offline transactions. As a leader in Sales and Customer Contact Centers driving home service and product sales, Saveology.com is uniquely qualified to exceed expectations and performance targets.

Saveology.com has built a business model that incorporates the sales and marketing aspects of the industry integrated with a full service Sales and Customer Contact Center. Saveology.com brings the advantages of an in depth knowledge of the industry coupled with some of the most sophisticated sales processes, tools and technology available.

Saveology.com has structured its delivery model with the flexibility to alter any component of the sales or customer contact process at a moment's notice; since we control every aspect of the Sales and Customer Contact Center, Saveology.com can provide maximum value to our partners and their clientele.

SECTOR – INTERNET SERVICES

(AMT612) TWST: Would you begin with a brief overview and history of Saveology.com™?

Mr. Wallace: The company's evolution began in the early 1990s as part of the wireless market with Elephant Wireless, Mr. Aboud's initial brand which would soon lead him in other directions. By 2003, Mr. Aboud sold the Wireless Division to Cingular Wireless, now AT&T. Following this sale, in 2004 he continued to establish the parent company, Elephant Group, Inc., as one of the most successful and competitive marketing engines and operated out of five state-of-the-art facilities, employing more than 400 people. The company was established as an efficient marketing and advertising company that primarily marketed products and services. Elephant Group, Inc., is a successful direct response marketer of home services utilizing direct mail, pay per click, search engine optimization, affiliates and co-branded partnerships. In early 2007, the brand had taken the next step in its evolution by adding cable, telecommunication and home security to its suite of services, along with the development of proprietary technology on its site and customer service sales centers to meet additional demand.

In 2008, Saveology.com was launched and focused on lowering the cost of living for every household by offering the most cost effective choices in home services. The Saveology.com core services include satellite, cable, broadband, Internet, telecommunications, home security and utility services. We currently offer over 30 products and reach over 95% of the households in the United States. Consumers will spend over \$3 trillion on these home services by 2010 and Saveology.

com is uniquely positioned to take advantage of this market opportunity.

TWST: What are SaveologyMoving.com™ and SaveologyFinance.com™? Are there any other products or services that resemble these service offerings?

Mr. Aboud (CEO): Saveology.com launched a new business model with SaveologyMoving.com, which is a unique platform that is not duplicated. Currently there are no business models that can duplicate this mix of product offerings with such ease of use. Combined with our existing 12 brand sites, our brands currently generate over 2 million visitors per month. SaveologyMoving.com works with pre-qualified moving companies across the United States. It provides consumers with the ability to research moving companies and select only the companies that fit their needs such as a local, regional or national relocation. SaveologyMoving.com is set to revolutionize the moving industry by not only providing consumers the ability to quickly research and receive matches to only nationally recognized van line companies throughout the United States, but to take it one step further in the process and allow customers to book in-home appointments. SaveologyFinance.com is a new vertical within Saveology.com to address the growing need for consumers looking to take control of their finances. SaveologyFinance.com will empower users to obtain their credit report, apply for a mortgage, learn about loan modifications or simply inquire about debt consolidation services.

TWST: What differentiates SaveologyMoving.com and SaveologyFinance.com from what is already available?

Mr. Aboud: In 2009, we expanded our strategy to include the addition of moving and relocation services to the Saveology.com platform.

The latest brand verticals, SaveologyMoving.com and SaveologyFinance.com, were added to the broad Saveology.com distribution channel as complements to our current product offerings. SaveologyMoving.com only works with pre-qualified moving companies across the United States. It gives consumers the ability to research moving companies and only select the companies that fit their needs and comfort level. All recommended movers are associated with a major van line or AMSA. Consumers are in control. They can book an in-home estimate or phone call return that fits their schedule. It provided not only moving services but also utility set up for video/Internet/telephone services in one easy step. It also provides access to special rates and discounts on home services and moving services. It is secure and safe.

The SaveologyFinance.com vertical is unique as it fits into the Saveology.com philosophy of empowering consumers with the ability to research and compare services in an unbiased format. By providing our core consumers who are currently purchasing home services the ability to lower their current home service bills, and offering financial services, it is a natural fit.

TWST: How many users of your service are there? What is the average cost of using your service?

Mr. Aboud: SaveologyMoving.com is a nationwide service that offers a safe alternative for consumers who are researching for various moving options. This free service allows consumers to research and schedule appointments for quotes and services when planning a move. The SaveologyFinance.com is a trusted nationwide service that provides a one-stop-shop of service partners and products available to consumers who access Saveology.com and its partner sites. The consumer brand empowers users to obtain infor-

mation and educate themselves on important details such as how to obtain a credit report, mortgage processing, educates them about loan modifications and debt consolidation services all at no cost to the consumer. SaveologyMoving.com and SaveologyFinance.com utilize both online and offline marketing efforts such as pay-per-click, SEO, direct mail and affiliates to market to consumers.

"The Saveology.com core services include satellite, cable, broadband, Internet, telecommunications, home security and utility services. We currently offer over 30 products and reach over 95% of the households in the United States. Consumers will spend over \$3 trillion on these home services by 2010 and Saveology.com is uniquely positioned to take advantage of this market opportunity."

TWST: What response is anticipated following the launch of this service to consumers?

Mr. Wallace: Through early introduction to the SaveologyMoving.com brand and helpful moving guides during the moving process, Saveology.com provides its core service menu to a new customer base in need of such services and at the precise time. This one-stop destination for moving-related services also offers informative articles and moving help guides, and provides assistance in the research and scheduling of mover and mover-related services. Additionally, consumers can also research, purchase and schedule installation of essential service connections such as utilities, home security, telecommunications, Internet, cable TV and satellite. The Saveology.com brand is destined to become the premier destination for consumer products and services. We offer a convenient and helpful environment in

which the consumer can compare and purchase home services.

TWST: What strategies will Saveology.com implement over the next 12 to 18 months to get the service out to the broader marketplace?

Mr. Aboud: SaveologyMoving.com aims to be the premier online destination for consumers to research, schedule and ultimately book relocation services via an intuitive interface and the existing Saveology.com call center personnel.

We will leverage our platform to consumer electronics retailers and create an opportunity for the consumer to “one-stop-shop” both electronics and home services needs in addition to moving services. With our diverse partnerships and strong brand, we provide a simple platform that touches the customer from the time of initial product interest all the way to scheduling activation of services. We have identified a robust methodology for driving consumer traffic that is an extremely attractive financial model due to the fact that we have no inventory, long-term real estate or other fixed costs. The majority of our costs are variable costs that we control.

TWST: What could go wrong for you? What could get in your way?

Mr. Aboud: The current state of the economy is an important factor that definitely impacts this business platform, should the housing market continue to decline. Although market forces are cyclical, we do feel that the platform is a necessity as consumers are continually driven to the Internet for community information and moving options when researching a move.

By utilizing Saveology.com’s core strength in performance-based marketing, SaveologyMoving.com seeks to revolutionize

the moving industry by introducing a pay-per-performance model within an industry that has relied heavily on pay-per-lead. Through pay-per-performance, service providers are rewarded based on the quality of the service rather than the quantity of consumers seeking a service, as is the case through pay-per-lead. By utilizing the Saveology.com business model and verticals, our goal is to provide consumers with the tools and the comparison-shopping engine to make this process essentially hassle-free.

TWST: Would you tell us about the recruiting, training and development of employees?

Mr. Wallace: At Saveology.com, our Client Relations Specialists within our Sales and Contact Center are cross-trained, top-performing representatives empowered with tools following the completion of a specialized training program to enable them to efficiently facilitate consumers. Through engaging the consumer at an early stage of the moving process, we can then provide essential service offerings such as video, Internet, telephone, insurance and home security to prospective movers assessing their options.

TWST: How long have you been CEO? Would you tell us about the elements in your background that led you to become CEO of Saveology.com?

Mr. Aboud: I have been the CEO since the formation of the company in 1996. In the early 2000s, as the dot-com markets matured, I recognized the development of service aggregation and the advanced marketing techniques soon to be the common thread to reach customers. With a lead-by-example entrepreneurial style, I branched out in other directions, developing the groundwork to launch a consumer brand and competitive marketing engine.

TWST: Do you have any thoughts of an exit strategy such as merging, acquiring, going public?

Mr. Aboud: At this time we are simply focusing on enhancing our search engine and Saveology.com platform while growing the business in an organic fashion. If management executes accordingly, the right “exit strategy” will present itself at the appropriate time.

TWST: Thank you. (KL)

BENNY ABOUD

CEO

MICHAEL W. WALLACE

SVP & CFO

Saveology.com™

3303 W. Commercial Blvd.

2nd Floor

Ft. Lauderdale, FL 33309

(954) 657-9600

www.saveology.com
