

Techbook Online Corporation®, a news and event company.



MILLIONS REACHED ACROSS CHANNELS AND PLATFORMS!



Houston's



Pictured here: The audience at Philly After Ferguson, a citywide town hall meeting organized by Techbook Online which trended locally on Twitter, was comprised of active citizens, journalists, religious leaders, scholars, teachers and government officials.

Producing content and events that attract well-educated and civic-minded audiences.

Techbook Online reaches tons of Philadelphians a month.



TBO INC IS THE LARGEST AND MOST ACTIVE PUBLISHER ON WWW.PHILLYINFOCUS.COM!

Headquartered in Philly, TBO Inc everyday publishes original stories of impact, issue, inspiration and innovation. Every Friday, in addition to publishing **T.G.I.F.**, an email digest featuring all the content produced over the week, TBO Inc's CEO appears on Pennsylvania's only Black talk radio station to review **#TheWeekThatWas**, a live audio version of **T.G.I.F.**

Every quarter, TBO Inc aggregates its content across channels and platforms into a color-coded E-Book called **TABS!™** and produces **Black and Bold Voices™**, an online town hall featuring black men around the world and the issues that unite them.

www.techbookonline.com

Investing in content, repurposing it across platforms.



INVESTING IN CONTENT, BRANDS AND PLATFORMS.

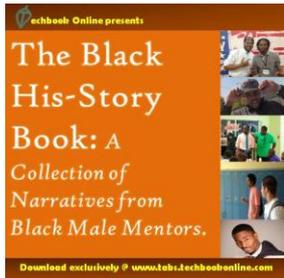
Through a partnership with Comcast's Project Open Voice, a national initiative to strengthen local content, TBO Inc communicates daily with active citizens in America's 5th and 4th largest cities.

TBO Inc's personalities regularly appear on quality audio platforms, including The Dr. Vibe Show, 2012 Black Weblog Award Winner for Best International Blog, and 900am WURD, PA's only Black talk radio station.

To maximize visibility among its target audience, millennial males, TBO Inc partnered with GoodMenProect.com, one of the world's largest website for men.



Techbooks extend the brand and engage new audiences.



Presented in part by GoodMenProject.com, *“The Black His-Story Book: A Collection of Narratives from Black Male Mentors™”* highlights important dimensions in the lives of black men, such as fatherhood, leadership and community service.



Presented by The Andrew Goodman Foundation, *“Minding Climate Change: A Call to Action™”* features more than 30 pages of thought-leadership from teens and millennials on the subject of ecology.



Presented by Phresh Philly, *“Climate Change: Causes & Effects™”* is a comic journalism Techbook that uses original characters to foster values, attitudes, and behaviors that support environmental advancement.



Presented by Phresh Philly, *“Why Butterflies Are Dying or Moving North™”* is a comic journalism Techbook that reveals the impact of climate change on butterflies.



Every quarter, TBO Inc aggregates all of its content across channels and platforms and makes it available for consumption in a color-coded E-Book called TABS!™



Presented by Phresh Philly, *“What Rashaun Learned While Greening His Community Garden™”* is a comic journalism Techbook that teaches composting and the important role of earthworms.

TBO Inc has a diversified portfolio of media brands.



Black Men Share It, You Hear It™

Black and Bold Voices™, a joint venture between TBO Inc and The Dr. Vibe Show, is a quarterly, online town hall that features black men around the world and the issues that unite them.



Introduced by TBO Inc in Q115 in an effort to diversify its audience, TABOO!™ is a satirical news brand whose content is distributed exclusively through Project Open Voice.

A promotional poster for Black and Bold Voices. At the top left is the B&B V logo. The text reads: 'Black and Bold Voices™ presents BLACK MUSIC AND ITS IMPACT ON BLACK LEADERS.' Below this, a red starburst shape contains the text: 'Featuring Flood the Drummer®, Gregory Walker, Ogonna Hagins, Asa Khalif and Dr. Vibe, host of The Dr. Vibe Show!'. To the right of the starburst, it says '6/20/15 LIVE 1pm EST'. At the bottom left, it says 'PLUS: An interview with the owner of Philadelphia's Uptown Theater!' and 'www.TheDrVibeShow.com'. At the bottom left, it says 'Presenters' followed by logos for 'The Dr. Vibe Show' and 'Dr. Vibe Show'.

The 4th BABV episode aired live on 6/20/15, the same day TABS!™ 8 was published.

A graphic introducing the TABOO! brand. It features the TABOO! logo at the top left. Below it, a collage of six small images shows various scenes: a car, a building, a person, a group of people, a person in a suit, and a building. The text 'Introducing' is at the top left, and 'A brand that publishes fun at real life!' is written across the collage. At the bottom right, it says '©2015 TBO Inc' and '©TBOTaboo'.

TBO Inc's audience: the well-informed and hyper-connected.



Techbook Online produces content and events that attract well-educated and civic-minded audiences.



Target Audiences	Males, 18-35; Females: 25-54
Key Markets	Philadelphia, Houston, Toronto, NYC, Worldwide
Interest	Politics, Education, Business, Community Service, Media Production, Innovation, Social Justice
Average income range of audience	\$30-160K
Occupations	Media Personalities and Executives, Religious Leaders, Activists and Community Organizers, Authors, Writers and Journalists, Nonprofit Leaders.

Techbook Online's event are well attended and highly publicized.



In March of 2012, Christopher Norris, CEO, Techbook Online, organized a vigil for Trayvon Martin at Love Park in Center City PHL.



In June of 2013, following the not-guilty verdict in the trial of George Zimmerman, Mr. Norris convened Philadelphians in Love Park for a march/rally.



In September of 2013, Mr. Norris organized a citywide town hall meeting to discuss the highly publicized case of Tomayo McDuffy.



In January of 2014, Mr. Norris, in partnership with Catalyst for Change Ministries, organized a citywide town hall meeting to discuss the controversial case of Darrin Manning.



In April of 2014, Mr. Norris co-organized PHL's Global Youth Service Day, which was held in the courtyard of City Hall.



In Sept. of 2014, Mr. Norris organized Drum Duel, a drum competition held in the courtyard of City Hall where the winner was decided by ballot.



In Feb. of 2015, in response to mounting tensions between police and community, TBO Inc organized Philly After Ferguson, a citywide town hall meeting focused on improving policing.



In April of 2015, TBO Inc co-organized #TransparencyNow, a Mayoral Forum focused on police and criminal justice reform, and all but one mayoral candidate attended.

ADJacent™, solving the problem of ad viewability.

Are you frustrated with consumers turning a blind eye to your banners ads and opting to skip pass your branded video?

If one of your core advertising objectives is to increase the viewability of your branded content, then consider putting your message in the center of the TABS!™ Universe!

ADJacent™ offers marketers a native advertising opportunity which enables them to produce branded content alongside of TBO Inc's Board of Leaders and Doers (B.O.L.D), a world-class roster of thought-leaders, subject matter experts and active citizens who produce content across disciplines and platforms.

Native advertising means sponsored stories are cohesive with the platform's content, assimilated into the design, and so consistent with the platform's behavior that users feel it belong and are inclined to engage it.

TABS!™ is produced quarterly and marketed worldwide, with 75% of the audience coming from the Delaware Valley/Tri-State Area, with the remaining traffic credited to international markets.



TABS!™, which averages 100 downloads a day, is available exclusively at www.techbookonline.com.

ADJacent™, a unique native advertising program.

Investing in shareable, non-static media, means greater accessibility and viewability of your advertisement.

Market	Price	Order of Ad Distribution
Philadelphia	\$300.00 per post or 5 for \$1,250.00!	1) PhillyinFocus.com 2) T.G.I.F 3) TABS!™
Worldwide (male interest)	Inquire @ cnorris@techbookonline.com	1) International platform 2) T.G.I.F 3) TABS!™



TABS!™ 7, published on 3/21/15, had nearly **9,500** downloads by the start of Q315.

Key strengths which increase TBO Inc's operating leverage.

**Strong
global
brand**

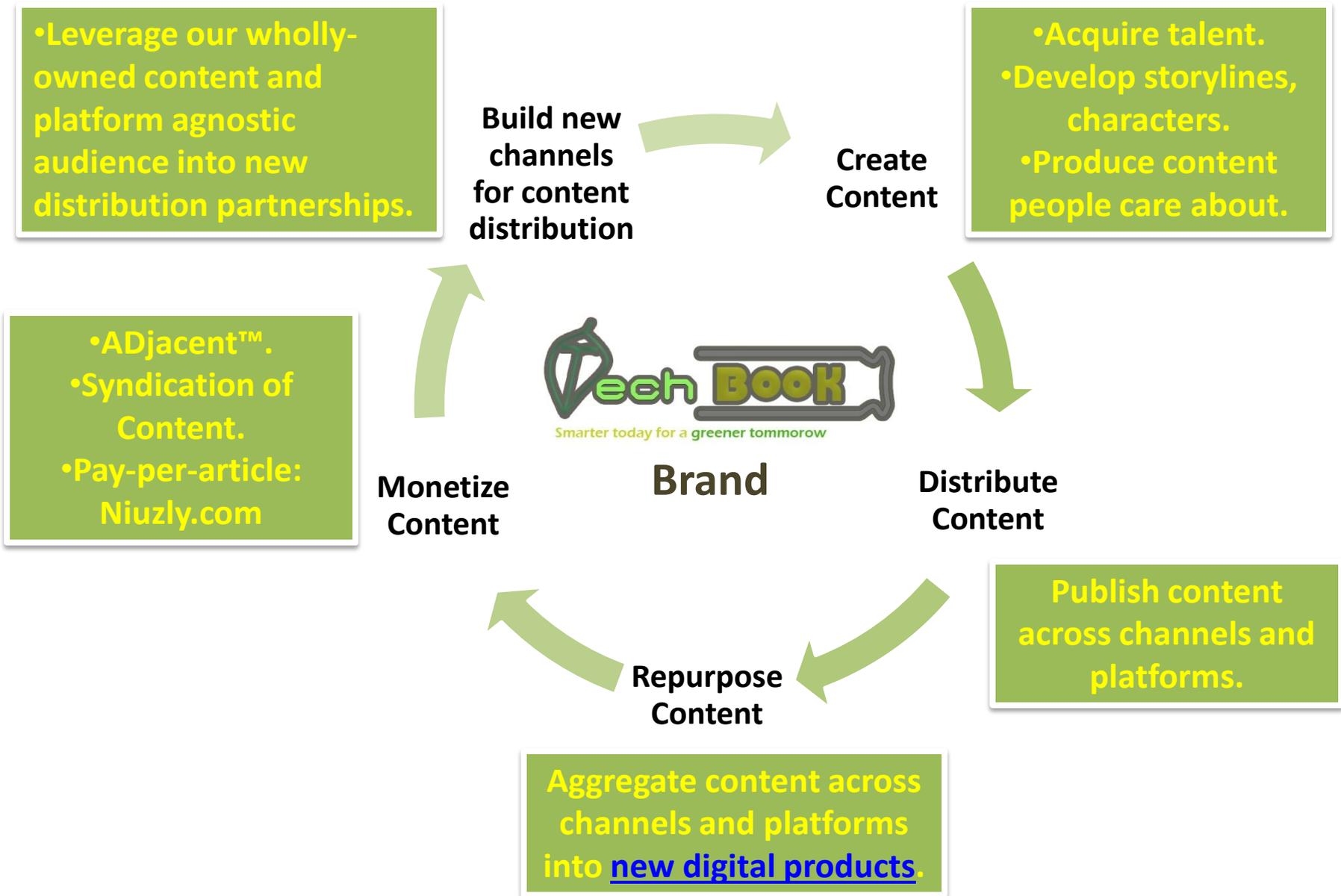
**Strong
competitive
position**

**Content rich
company**

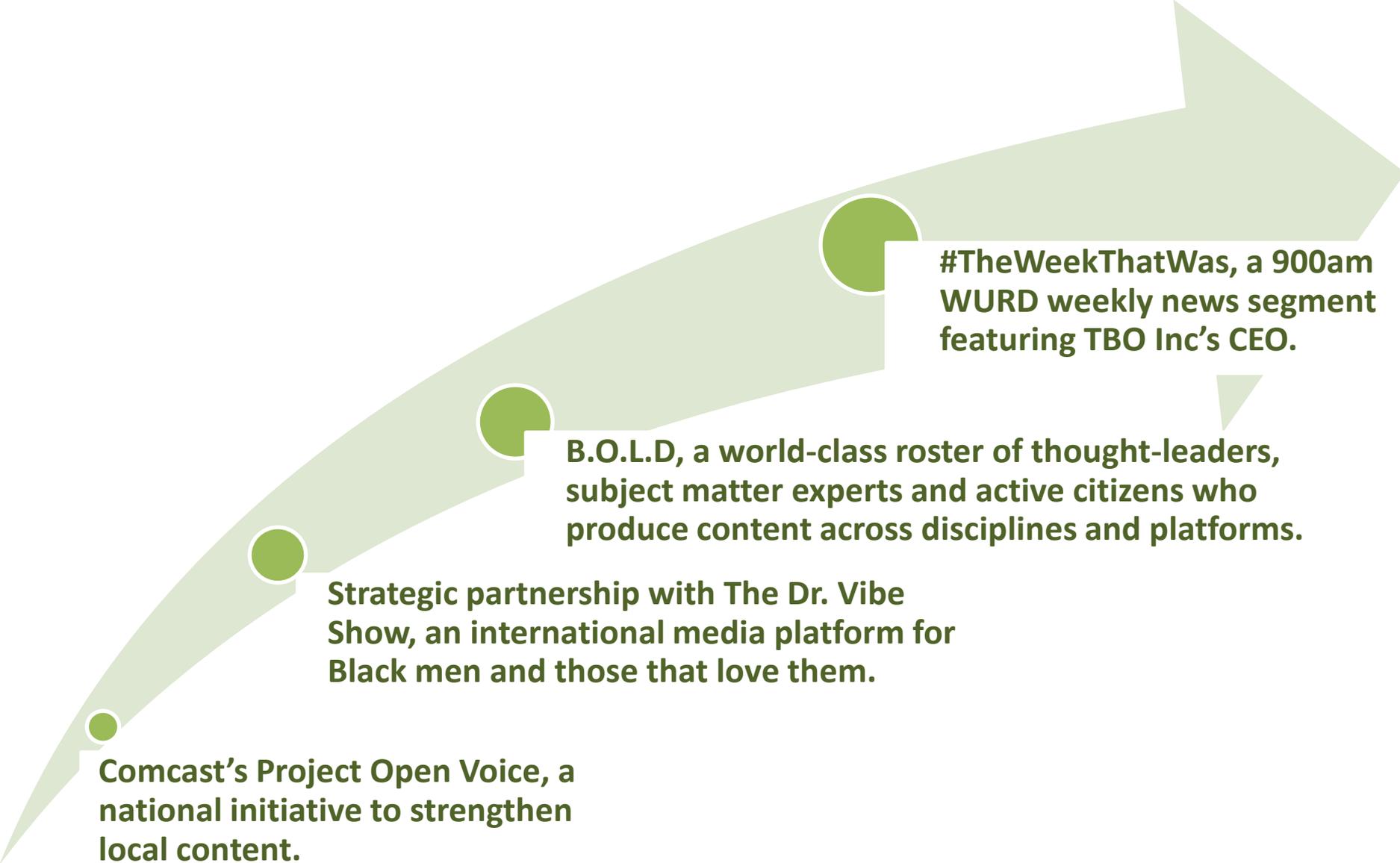
**Large
addressable
market**

**World-class
talent
roster**

Strong execution of TBO Inc's business model.



Growth drivers over the next 1-2 years.



Comcast's Project Open Voice, a national initiative to strengthen local content.

Strategic partnership with The Dr. Vibe Show, an international media platform for Black men and those that love them.

B.O.L.D, a world-class roster of thought-leaders, subject matter experts and active citizens who produce content across disciplines and platforms.

#TheWeekThatWas, a 900am WURD weekly news segment featuring TBO Inc's CEO.

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