



Jefferies 5th Annual Internet & Media Conference

February 25-26, 2009

Mandarin Oriental, New York

After five years of uninterrupted out-performance, Internet stocks have had a very challenging 2008, with the weakening global economy likely to further dampen their short-term prospects. Fundamentally, however, we believe that the secular shift of ad dollars, commerce and services online, which started over 10 years ago, remains on course, buoyed by these models' superior value proposition and continuous improvement to the telecom infrastructure. At the same time, non-Internet media firms, already weakened by the onslaught of online media models, are bracing for a tough 2009, made more difficult by the current economic crisis, especially for those with significant advertising exposure.

You can't afford to miss our 5th Annual Internet & Media conference; a gathering of nearly 60 CEOs and leading institutional and private equity investors that offers you the ideal opportunity to take the pulse of opinion leaders and top decision makers, assess where we are in the growth cycle of the Internet, and how traditional media is likely to cope with these challenges going forward.

For questions please contact:

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7:30 AM **Breakfast/Registration** (Ballroom Foyer, 36th Floor)

7:50 AM **Opening Remarks** (North Salon, 36th Floor) Youssef Squali, Managing Director, Equity Research, Jefferies & Company, Inc. & Brian Shipman, Managing Director, Equity Research, Jefferies & Company, Inc.

Track A (North Salon)

Track B (Grand Salon)

Track C (South Salon)

8:00 AM **VistaPrint Limited (VPRT)**
Robert Keane, CEO;
Mike Giannetto, EVP & CFO

8:40 AM **comScore, Inc. (SCOR)**
Magid Abraham, CEO;
John Green, CFO

9:20 AM **Build vs Buy in 2009?**
Panelists: James Burtson, SVP, IR, Time Warner Inc. (TWX); Eric Lint, SVP, M&A, The Dun & Bradstreet Corporation (DNB); David O’Hara, VP, Microsoft Corporation (MSFT)

10:00 AM **Break** (Ballroom Foyer)

10:10 AM **Netflix, Inc. (NFLX)**
Barry McCarthy, CFO

10:50 AM **United Online, Inc. (UNTD)**
Mark Goldston, Chairman, President & CEO

11:30 AM **Video Advertising: The Long Road to Bonanza**
Panelists: Jamie Harper, CFO, Move Networks, Inc.; Frederick Singer, CEO, Grab Networks, Inc.; Doug Stevenson, CEO & Co-Founder, Vibrant Media; Matt Wasserlauf, CEO, Broadband Enterprises, LLC; Christine Watkins, President & CEO, INVISION INC.

12:10 PM **Working Lunch & Keynote Presentation**
David Kenny, Managing Partner, VivaKi/Publicis Groupe (PUB FP)

1:00 PM **ValueClick, Inc. (VCLK)**
Tom Vadnais, CEO; John Pitstick, CFO

1:40 PM **Dice Holdings, Inc. (DHX)**
Scot Melland, Chairman, President & CEO;
Michael Durney, SVP, Finance & CFO

2:20 PM **Online Ad Brokerages vs Google DoubleClick: David vs Goliath?**
Panelists: Joe Apprendi, CEO, Collective Media; Scott Schiller, EVP, Global Marketing, Glam Media; Don Mathis, CEO, Epic Advertising Inc.; Art Shaw, CEO, Connexus Corporation

3:00 PM **Break** (Ballroom Foyer)

3:10 PM **EarthLink, Inc. (ELNK)**
Rolla Huff, Chairman & CEO

8:00 AM **The Knot, Inc. (KNOT)**
John Mueller, CFO

8:40 AM **Web.com, Inc. (WWW)**
David Brown, Chairman & CEO

9:20 AM **Acquiring Customers Beyond Search**
Panelists: Jeff Kupietzky, President, Oversee.net; Jonathan Levine, Co-President, LinkShare Corporation; Will Margiloff, CEO, Innovation Interactive LLC; Patrick Vogt, Chairman & CEO, Datran Media Corp.

10:00 AM **Break** (Ballroom Foyer)

10:10 AM **Is the Fastest Growth Coming Out of Europe?**
A fireside chat with 2 high growth Internet CEOs:
Dr. Nikolai Riesenkampff, CEO, MoneyBookers Ltd.;
Tim Steiner, CEO, Ocado Limited

10:50 AM **InnerWorkings, Inc. (INWK)**
Eric Belcher, CEO;
Joseph Busky, CFO

11:30 AM **eHealth, Inc. (EHTH)**
Gary Lauer, CEO;
Stuart Huizinga, CFO

1:00 PM **TradeDoubler (TRAD SS)**
Casper Seifert, CFO

1:40 PM **Artificial Life, Inc. (ALIF)**
Eberhard Schoneburg, Chairman & CEO

2:20 PM **The Anti-Ad Model: eCommerce**
Panelists: Peter Kelly, CFO, Open Lane, Inc.; Ira Kerker, CEO, Vitacost.com; Josef Mandelbaum, President, Intellectual Property, American Greetings Corporation; Adam Slutsky, CEO, Mimeo.com; Are Traasdahl, President & CEO, Thumbplay, Inc.

3:00 PM **Break** (Ballroom Foyer)

3:10 PM **Atrinsic, Inc. (NWMO)**
Burton Katz, CEO

8:00 AM **Lions Gate Entertainment Corp. (LGF)**
Michael Burns, Vice Chairman

8:40 AM **Marvel Entertainment, Inc. (MVL)**
Peter Cuneo, Vice Chairman;
Robert Steffens, SVP, Financial Analysis

9:20 AM **Is CPA the New CPC?**
Panelists: Douglas Brown, President & CEO, All Star Directories, Inc.; Elisabeth DeMarse, CEO, Creditcards.com; Rick Fernandes, CEO, Webloyalty.com, Inc.

10:00 AM **Break** (Ballroom Foyer)

10:10 AM **Scripps Networks Interactive Inc. (SNI)**
Deanna Brown, President, Interactive;
Joe NeCastro, EVP & CFO

10:50 AM **MDC Partners Inc. (MDCA)**
David Doft, CFO

11:30 AM **Data Overload & How to Profit from It**
Panelists: Mike Brochu, President & CEO, Global Market Insight, Inc.; Jeffrey Hirsch, President & CEO, AudienceScience (formerly Revenue Science); Rich Nelson, SVP, Corporate Development & Strategic Planning, The Nielsen Company; John Squire, CSO, Coremetrics

1:00 PM **YouGov plc (YOU LN)**
Nadhim Zahawi, CEO

1:40 PM **Marchex, Inc. (MCHX)**
Russell Horowitz, CEO

2:20 PM **The Role of “Old” Agencies in a “New” World**
Panelists: Peter Gardiner, Chief Media Officer, Deutsch, Inc., Interpublic Group of Companies, Inc. (IPG); Paul Palmieri, President & CEO, Millennial Media; Don Scales, President & CEO, iCrossing

3:00 PM **Break** (Ballroom Foyer)

3:10 PM **1-800-FLOWERS.COM, Inc. (FLWS)**
Chris McCann, President

* Presenting companies and speakers are subject to change.

7:30 AM **Breakfast/Registration** (Ballroom Foyer, 36th Floor)

Track A (North Salon)

Track B (Grand Salon)

Track C (South Salon)

8:00 AM **Can Yahoo! Stage a Comeback?**
A fireside chat with Mike Walrath, SVP, Advertising Marketplaces Group, Yahoo! Inc. (YHOO)

8:00 AM **drugstore.com, inc. (DSCM)**
Tracy Wright, VP

8:00 AM **Meredith Corporation (MDP)**
Stephen Lacy, President & CEO;
Joe Ceryanec, CFO; Lauren Wiener, SVP

8:40 AM **Shutterfly, Inc. (SFLY)**
Jeffrey Housenbold, CEO

8:40 AM **Stamps.com Inc. (STMP)**
Kyle Huebner, CFO

8:40 AM **Moody's Corporation (MCO)**
Linda Huber, EVP & CFO

9:20 AM **Keynote Presentation**
Tom Glocer, CEO, Thomson Reuters (TRI)

10:00 AM **Break** (Ballroom Foyer)

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10:10 AM **Local & SME Markets: Who Wins, Who Loses?**
Panelists: Larry Kutscher, CEO, Register.com; Ross Landsbaum, CFO, ReachLocal, Inc.; Trey Bowles, CMO, tangle.com; Michael Zimmerman, CFO, GoDaddy.com

10:10 AM **The Content Panel**
Panelists: Max Bardon, President & COO, White Pages; Ollen Douglass, CFO, The Motley Fool; Jeffrey Tinsley, CEO, MyLife.com

10:10 AM **Marketing & Leveraging the Wisdom of Crowds**
Panelists: David Balter, CEO, BzzAgent, Inc.; Cary Rosenzweig, CEO, IMVU, Inc.; Michael Sanchez, CEO, Cafemom; Ken Saunders, CFO, Bazaarvoice; Tim Sullivan, CEO, The Generations Network, Inc.

10:50 AM **Bankrate, Inc. (RATE)**
Tom Evans, President & CEO

10:50 AM **Internet Brands, Inc. (INET)**
Bob Brisco, CEO;
Scott Friedman, CFO

10:50 AM **The McGraw-Hill Companies (MHP)**
Harold McGraw III, Chairman, President & CEO

11:30 AM **Branding Online, Hype vs. Reality?**
A fireside chat with Wenda Harris Millard, Co-CEO & President, Media, Martha Stewart Living Omnimedia, Inc. (MSO) and Chairman of the Interactive Advertising Bureau (IAB)

11:30 AM **ChinaEdu Corporation (CEDU)**
Lily Liu, CFO

11:30 AM **j2 Global Communications, Inc. (JCOM)**
Scott Turicchi, President