

Kynetx Email Solutions

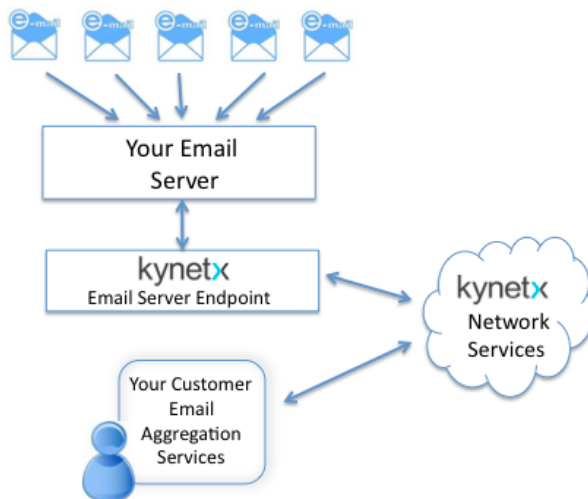
Rule-driven Email Offers Unique Possibilities:

Offer never-before-seen services and communication with Kynetx email solutions. Enhance existing email servers by connecting them to devices, data sources and rules with a Kynetx cloud-based application. Kynetx email apps are also completely customizable, allowing you create differentiating solutions to grow your business or solve problems specific to your needs. And because Kynetx is cloud-based you can easily create, update and expand applications without having to buy servers, software or force users to re-download. Possible solutions include:

1) Customer Receipt Aggregation:

Create leading-edge services for customers with Kynetx email solutions. Kynetx receipt aggregation can parse, intelligently group and respond to receipt emails in useful ways...all with customizable rules. For example, using Kynetx, a car parts retailer could offer a service inviting their customers to forward any and all receipt emails having to do with their car (oil changes, tune ups, accessories, etc). The service would aggregate and parse the receipts for the consumer, then offer relevant services and discounts (mileage analysis, service reminders, coupons for future

Customer forwards emails from various sources



services, etc.) in response to the content. Not only would the service help customer keep track of their receipts, the retailer would become the single touch-point of all things "car." By providing this kind of email service, the retailer offers more value, stimulates sales and builds a more loyal, active customer-base.

2) Price Comparison Programs:

Using Kynetx Email Solutions, create a viral and valuable price comparison service that's all your own. Collect competitive email ads from your customers and reward them with price matching (or beating) promo codes. And because

Kynetx is context-aware and cross-platform, you can personalize the service by sending codes directly to their phone...with directions to the nearest store. With a Kynetx Price Matching service, you'll increased sales, traffic and loyalty all the while gathering unparalleled competitive intelligence.

3) Layered with Loyalty:

Looking to pump up your loyalty program? Offer rewards (discounts, points, etc.) to members for either of the above (receipt aggregation or sharing competitive emails) and watch consumer interaction skyrocket. Your Kynetx application can parse through emails, looking for key words or dates and give bonuses or offers based on the content. Looking to reward consumers for transaction amounts or products bought from a sister site, or multi-merchant program? By using a Kynetx email application as a complement to your loyalty program, you'll quickly differentiate your program from the competition.



4) Cloud-based Inbox Management:

Do you have special needs for handling rule-based email services like “Out of Office” alerts or notifications. With Kynetx, you can create your own inbox rules that extend and enhance existing email systems. Imagine offering “Out of Office” alerts that respond based on when an incoming message was sent or who it came from. Reroute emails based on the sender or content. Create customized auto-response behaviors, junk mail criteria or SMS forwarding based on your own rules. And because Kynetx stretches across platforms, sites and browsers easily, your applications can work on multiple inboxes, allowing all your inboxes to work together (e.g. your personal and corporate email). Solve problems and add services across your organization from supply chain, to customer support to sales with customized inbox solutions.

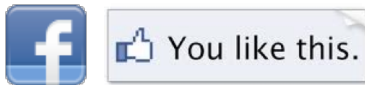


5) Link Email to Other Platforms (Telephony or SMS):

Cloud-based Kynetx applications not only integrate with email servers, but a variety of other platforms as well making powerful multi-channel communication possible in revolutionary ways. The Kynetx Rules Language integrates easily with APIs like Twilio’s telephony and SMS platform, giving you a new kind of flexibility across platforms. Imagine responding to a customer support email instantly with an SMS answer or phone call—or vice versa. With Kynetx your only limitation is your imagination.

6) Combining Email & Social Media:

The Kynetx Platform includes features for unparalleled innovation linking email and social media. A Kynetx application not only sees, but can post to Facebook based on criteria designed by you, including email content. This means a single Kynetx application can look for specific content in in-coming emails and send posts to your Facebook page in response. As a result, you can post competitive discounts or time-based offers based on email content on your Facebook page. Create a customer support tool that tracks the number of emails coming in about a specific problem and post answers to your Facebook support page. Connect in the other direction...sending emails based on Facebook posts on your site, number of likes or poll results of your “friends.”



What Makes the Kynetx Platform Powerful & Unique?

Kynetx offers the first ever Development Platform that:

- **Stretches across web sites & devices** = Because the platform lives in the cloud, you can quickly create apps that work on any web site or device.
- **Flexible** = Apps can facilitate mashups including any data source, along with a variety of programming elements and content to make never-before-seen app capabilities.
- **Event-driven** = Kynetx allows developers to define what an “event” is and how an application will respond to it. This means you have infinite flexibility to respond to changing data, activity streams, user actions, or even world events in unique and powerful ways.
- **Secure & private** = Since the Kynetx Platform doesn’t “see,” or store, any personal info, and easily integrates with OAuth, iCards, and other security methods, users can be assured their interaction will remain private and secure.
- **Context-aware** = The patent-pending Kynetx Rules Language looks for, and understands, user context (any information about them, where they are, what they’re doing) then responds through a wide variety of actions for a robust and relevant user experience.
- **Cross-platform** = Kynetx Apps work on multiple operating systems, devices and browser types.
- **Networked-delivered for low maintenance** = The Kynetx Rules Engine lives in the cloud, giving developers the ability to change an app once and have it change the client experience everywhere, instantly.

For More Information...

To learn more about Kynetx, contact a representative at **801-649-4901** or email us at **info@kynetx.com**. For more information about the company and products, visit our web site at **www.kynetx.com**.