



Notemarks is a Baltimore-based company of web enthusiasts who wanted a better way to manage their web content. The Notemark is a cross-platform, hybrid application designed to replace today's traditional bookmarks and ultimately help users get more out of their Internet experience. Our save-engine is a convenient, easy-to-use desktop application that allows you to save, organize and share all of the cool stuff you find on the web: text, photos, links, banner ads, even entire pages. Simply drag content from the browser directly into the Notemark and it's instantly saved. You can then organize Web content into folders, add notes to what you've saved, tag and rate your favorites, paste content into other documents, email it to friends or co-workers—even set a reminder to take action on specific items.

Not only does the Notemark build a custom library of information, but the application itself is an expression of you and your individual tastes and style. The library of changeable skins allows you to customize the look and feel of your Notemark with your favorite brand, sports team, celebrity, special cause or your personal photos. Combining functionality with the user's personal style, the Notemark really is the ultimate online tool. With the Notemark, we really just want to make managing your web content fun and simple so you can have “your web, your way.”

If you have any questions regarding the materials found in this digital media kit please email us at contact@notemark.com.

The Notemarks Team



Management Team

Brian Penuell

Director | Information Technology/Information Systems

As Director of Information Technology and Information Systems, Brian is responsible for Notemarks central computing infrastructure. In this role he provides PC and Mac support as well as new networking, backup, storage and security solutions. Brian also oversees technology planning with regard to ongoing development, installation, and implementation of computer systems and applications. Brian holds an MCSE and Network+ certification.

Cam McDougall

Co-Founder & VP | Online Advertising

Cam brings considerable operational and financial management experience to the company, spending 8 years with Tyco Telecommunications. During his previous position with Tyco as Project Manager, he was responsible for managing a \$360 million operating budget for new ship construction. In this position, he also coordinated the production and progressive building of six state-of-the-art 650-foot ships for the world leader in fiber-optic cable technology.

Cam also spent 6 years as an Engineering Officer in the United States Merchant Marines, where he gained considerable leadership and problem-solving knowledge. His hands-on operational experience with production coordination, personnel management, and mechanical systems provides him with a sound foundation for leading the software development efforts at Notemarks.

George Wielechowski

VP | Marketing | Product Development

George's considerable creative, marketing and communications experience spans a decade and includes diverse media and disciplines. During his years as a corporate and advertising agency creative and marketing director, George developed and managed multi-million dollar communication campaigns for clients in a broad range of industries including: consumer products, gaming and casinos, and national real estate developers.

George is also an award winning feature film and television producer, writer, director and editor. He has produced and directed two feature length films and his television content has been broadcast on Discovery Channel, ESPN, NBC and FoxSportsNet. George's broadcast commercial experience includes spots for international brands including Puma, Gatorade, Dada Shoes, and Fanta.

As head of Internet and digital product marketing for Notemarks, George's expert foundation in creative strategy and campaign management across industries, products and media, brings strong leadership to the Notemarks creative, marketing and product development team.



Jon Roll

VP | Interactive | Creative

Jon is a 24-year veteran in advertising and interactive design. He has held a number of positions including design director for WMAR-TV and WJZ-TV in Baltimore, creative director for Henninger Video in Washington, D.C., and partner in Visionmark Communications.

Jon attended and has taught at the Maryland Institute College of Art (MICA) and the University of Baltimore. His experience in interactive design, broadcast graphics, video editing, web based motion graphics, and DVD programming has included work for The Discovery Channel, Comcast, Country Music Television (CMT), DHL Global Mail and a wide variety of consumer and business-to-business brands.

Justin Jewett

VP | Strategic Partnerships

Justin brings 10 years of senior sales and management experience, selling to and managing Fortune 500 accounts in the telecom, technology and advertising sectors. Most recently, Justin was a National Accounts Director with Cox Communications, where he sold advertising to some of the companies' largest accounts. Consistently a top performer, he was recognized as a President's Club award winner member every year at Trader Publishing.

Previously, Justin spent six years with UUNET/Worldcom, where he served as Regional Sales Manager. Each of his five years with the company, he was recognized as a sales and management leader by being a member of both President's Club and Inner Circle Club. He consistently exceeded his sales quotas and finished in the top 5% of all sales executives and management company-wide on a yearly basis.

Keith Rockhill

Founder & Chief Executive Officer

As the founder and CEO of Notemarks, LLC, Keith brings a proven 16-year track record of management and corporate development experience to the organization. After managing the sales of a proprietary line of chemicals to such Fortune 500 companies as Proctor & Gamble, Johnson & Johnson and The Ford Motor Company from 1987 to 1993, Keith began his publishing career. For nearly a decade, he had the privilege of working with some of the country's most celebrated sports stars and, to this day, is the only individual ever licensed to produce art prints from the historic photography collection of Augusta National Golf Club and the Masters Golf Tournament. In the fall of 2003 Keith started an interactive media company that markets proprietary software and Web applications, whose primary product, the Notemark®, is a Web 2.0 desktop application that provides a breakthrough new way for people to manage Web content.



Keith Murphy

VP | Hosting Operations

Keith comes to Notemarks with a background split between publishing and screenwriting. With over a decade of experience in these areas, Keith sold an original screenplay to Hollywood while heading up the licensing and rights group of a worldwide publishing company headquartered in New York City.

Keith is an award winning screenwriter and has placed in the final rounds of such competitions as Sundance Institute Screenwriters Lab, Chesterfield Screenwriting Competition, and the Walt Disney Studios / ABC Entertainment Competition.

Keith heads up Hosting Operations for Notemarks, working closely with outside Internet Technology Partners and Hosting Partners to ensure a stable backend platform for the Notemark application and its users.

Ted Moss

Co-Founder

Ted brings 12 years of high-level corporate marketing and communications experience to the company, including more than eight years with Xerox Corporation. His expertise includes developing sales and marketing collateral, internal communications, public relations support, and speechwriting and presentations for senior-level management. Ted has been a member of several Xerox global Web launch teams, and has extensive project management experience for digital, interactive and Web.

Tim Barger

President

With over 14 years experience as a sales, operations, and business development executive, Tim brings his impressive expertise in developing strategic alliances and business partnerships in traditional and high-tech industries to the company.

His portfolio of high-level executive positions include tenures as National Director of Banking and Financial Services for Allegis Group, the world's largest privately held staffing company. Most recently, Tim served as Vice President of Business Solutions for Get Integrated, Inc., a \$30 million human resources outsourcing firm. His strong background in cross-functional operations, complemented by his strengths in strategic planning, budgeting, employee management, sales, new product launches, and infrastructure development for new business operations bring diverse experience and highly effective leadership to the Notemarks organization.

Introducing the Notemark®. The world's first save-engine.

The Notemark allows users to save, organize and share their favorite web content, all in one desktop tool that's an expression of each individual's unique style.

The Notemark desktop tool was created to simplify the saving and sharing of web-based information. Drag and drop anything from a web page to the Notemark—text, photos, links, ads, even the entire page—and it's automatically saved and ready to organize and share with the world.



User Benefits

- **Organize** everything from articles and images to special offers and your favorite websites.
- Instantly **share** your web content—email a single file or an entire folder of files in one message all at the click of a button.
- **Build** you own custom library of internet information.
- **Make notes** and set reminders to take action on any piece of saved content.
- **Customize** your Notemark's skin to reflect your personal style.

▶ Please visit www.notemark.com to learn more about our free application and watch a quick demonstration video.

1 Your Web, Your Way.

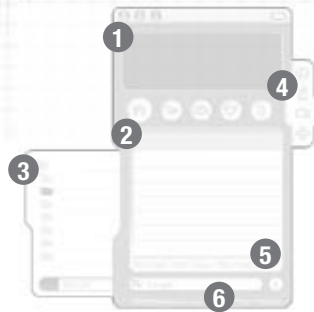
- Choose from our library of unique skins or upload your own photos to personalize the Notemark.
- The Notemark also offers a growing catalog of consumer, entertainment, and charitable group art to reflect your style, your personality, and your cause.

2 Notegrid

- Drag and drop any clipping from the web into this area for automatic saving:
 - Text grabs
 - Photos
 - Links
 - Banner Ads
 - Entire documents
- The Notemark saves it all for instant organizing and sharing.

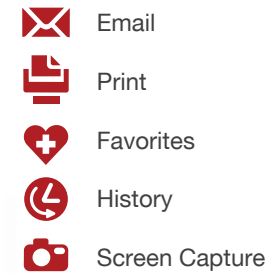
3 File Drawer

- Create folders to easily store and access information.
- Easy-access file drawer for dragging online content right to a predetermined folder.
- Instantly search saved Notemark content.



4 Save. Organize. Share. All in one application.

- Enjoy one-click access to the Notemark's integrated suite of file saving and sharing features including:



- You can even set a reminder to take action on your saved content when it's convenient or search through all of your saved content by tag, rating or keyword.

5 RSS

- Live RSS scroll for up-to-the-minute news and information.
- RSS can be customized by users to deliver the latest news and updates based on their areas of interest.

6 Search

- Quick web search built right into the application.

User FAQs

What is a Notemark? And what is a save-engine?

Why would I want to use the Notemark?

How do I get a Notemark?

How do I save things to my Notemark?

How do I create folders in my Notemark?

Can I email things I've saved in my Notemark to a friend?

Can I change the look of my Notemark?

Why is the Notemark free?

What is the Notemanager?

Do I have to be a Mac user? A Windows user?

Do I have to install software to run the Notemark?

Does it matter which browser I use?

Can I access my Notemark from other computers?

If I have other questions, how can I contact Notemarks?

What is a Notemark? And what is a save-engine?

The Notemark is a save-engine. The Notemark save-engine is a free downloadable application for easy saving, organizing and sharing of any content you find on the web. If you want it, Notemark it. You just select any item of interest on any website, drag and drop it into the Notemark, and it's automatically saved. A search engine is all about getting the most out of your Internet searches. The Notemark save-engine is all about saving, organizing and sharing the stuff you gather from all that searching.

Why would I want to use the Notemark?

If the Web is an important tool in your life the Notemark will compliment your current Internet workflow. We all perform several searches each day. Many of those searches will return thousands of pages of results that match search keywords. Once you find what you're looking for, there should be an easy way to save, organize and share exactly what you want.

That's where the Notemark comes in. Think of it: you can drag and drop anything that interests you from any webpage into the Notemark, and it's instantly saved— text, photos, links, banner ads, even entire pages. The Notemark lets you create folders to organize all of your web stuff, and has built-in features such as email, favorites, history, screen capture and more, to allow you to share all of your web experiences with your closest friends. You can even add notes to each file, tag and rate anything you save, or set yourself a follow-up reminder with our built-in calendar.



How do I get a Notemark?

Click [here](#) to download your for free Notemark. That was simple.

How do I save things to my Notemark?

Select what you want on any website– URL, a photo, text, a special link, an ad, the entire page– and drag and drop it into the Notemark grid or folder of your choice.

How do I create folders in my Notemark?

Just click the folder button on the Notemark toolbar to open the slide out File Drawer. Select "New Folder" from the top of the drawer. Name it and you're ready to drop your content in for quick organization.

Can I email things I've saved in my Notemark to a friend?

Sharing the cool stuff you find is key to the Notemark. Just choose any saved file, or even an entire folder, and click on the email button on your Notemark. The Notemark will open your email and auto-populate the selected information into the body of your email message. Email is only one of the functions we've bundled into the Notemark to make it your one-stop web tool. Click [here](#) to see all of the Notemark's features.

Can I change the look of my Notemark?

Yes. Just click the Notemark logo Notemark on the desktop tool to open the preferences menu. Select Choose Affinity to browse our catalogue of designer and brand skins or feel free to load your own images into your Notemark.

Why is the Notemark free?

Much like our search engine counterparts, the Notemark "save-engine" is free because it's ad-supported. Clicking on sponsored links in the Notemark edit window helps us pay for our server costs and related overhead.

What is the Notemanager?

The Notemanager window is where you organize all of your saved stuff. To get there, double click on any file in the desktop application. Your default web browser will open and voila, anything you've saved with the Notemark can be edited, organized, printed, emailed and bookmarked- all from one place. You can even add notes, tags and ratings to every file, or set yourself a reminder with our built in calendar to follow up on your important content at a time when it's more convenient.



Do I have to be a Mac user? A Windows user?

Currently, the Notemark is only available for the PC and will run on both XP and Vista operating systems. The Mac version will be released shortly after our public PC launch. The Notemark is a Java Application, so make sure your browser has the latest Java plug-in, which can be downloaded from <http://java.com/en/download/index.jsp>.

Do I have to install software to run the Notemark?

Most computers are already loaded with what you need: Java Runtime Environment (1.5 or later) (<http://java.com/en/download/index.jsp>) installed, and your browser should be running Java Runtime Plug-in (<http://java.com/en/download/index.jsp>).

Does it matter which browser I use?

Nope. Just be sure you have Java Runtime Plug-in installed and you'll be fine.

Can I access my Notemark from other computers?

Not yet, but we're working on this functionality now, and you will be able to do this with our second beta release.

If I have other questions, how can I contact Notemarks?

Use our Contact Us page to submit your questions.