



PLOOSE.COM™
PLOOSE YOUR PLANS TONIGHT!

THE WORLD'S FIRST COMPREHENSIVE GLOBAL NIGHTLIFE DIRECTORY
GO WITH ADVERTISING THAT IS PROVEN, EFFECTIVE, AND 100% GUARANTEED



Ploose: The World's First Comprehensive and Interactive Global Nightlife Directory

THE PLOOSOLUTION™: ONLINE MARKETING SOLUTIONS

By World Wide Promoting LLC
Est. 2008
1802 North Carson Street Suite 212
Carson City, NV 89701



AN INTRODUCTION FROM OUR FOUNDERS

THANK YOU FOR ALLOWING US TO WALK
YOU THROUGH THE SOLUTION TO SUCCESSFUL,
TARGETED, ONLINE MARKETING FOR NIGHTLIFE.

Ploose It!TM

The owners of World Wide Promoting LLC, founders of PLOOSE.com, have come together to offer business owners a one of a kind opportunity to maximize advertising at an ultra competitively low rate. World Wide Promoting LLC has revolutionized internet marketing by developing cutting edge technology with some basic yet rarely explored techniques and a common sense number's game approach. World Wide Promoting LLC has tremendous vision and resources worldwide and believes in the fundamentals that create strong business relationships for many years. We believe in highly ethical practices, not only with our advertising partners, but also with our users, and our integrity and the integrity of anyone affiliated with our organization is of the highest importance. Rest assured, World Wide Promoting LLC is one of the fairest employers in the world, knowing that a happy employee will in the end lead to an even happier customer. We began the concept of Ploose.com to create a safer, cleaner, and more informed world to live in. Ploose.com provides an easy way for people to integrate a taxi or limo into their night out and we hope that by making it easier for people to book these services it will lead to more responsible partying. Ploose.com also promotes environmental friendliness by

reducing expensive an ineffective flyer and direct mailing campaigns that often lead to refuse cluttering streets around venues. We make a conscious effort to print as little as possible, and the little printing that we do is done on recycled paper.

Now, after realizing how overlooked the night life promoting industry's online presence is, we have made it our mission to educate venue owners on how to come together with people who are looking for them but have not been reached because of flaws in traditional advertising. Ploose.com not only helps advertise smarter and more effectively, it helps the people who wish they could find a certain type of venue finally find the hangout they have been looking for. In essence we connect you, the venue, with your new "regulars".

Also, many of our lives have been touched because of accidents caused by drunk driving. Ploose.com not only brings new customers and hangouts together, it also encourages and provides resources for safe travel to and from venues. World Wide Promoting LLC and M.A.D.D (Mothers Against Drunk Driving) have a partnership in the works that will effectively reduce drunk drivers and start saving lives.

Thank you for taking the time to review "The Ploosolution"

Cordially,



World Wide Promoting LLC

matter to them most, as well as reduce environmentally destructive advertising and encourage safe travel alternatives to prevent drunk driving.

WHAT WE ARE DOING FOR THE USERS OF PLOOSE.COM

What is Ploose.com?

Ploose.com is a very simple concept: it is the world's first comprehensive & interactive global nightlife directory. There are many small websites dedicated to specific niches of nightlife. However, with over 10,000 nightlife venues in the Chicago area alone, and hundreds of thousands nationwide, it can be difficult and overwhelming to even attempt to plan a night out. At the same time, since it is so difficult for someone to find credible, relevant information regarding nightlife online, how can venue owners expect to effectively market to the customers that are most valuable to them? Confusing, incomplete, and out of date websites that only target a very small part of the nightlife demographic have left venue owners feeling frustrated and stuck using traditional, expensive, weakly targeted marketing tactics.

Our Mission to our Users

Our mission to the users of Ploose.com is to provide a free, unbiased, comprehensive, current, and user friendly nightlife directory that quickly allows users to plan their night out around the things that

Who Plooses?

Ploose.com is designed for everyone from all walks of life in mind. The site is strategically designed to be the easiest site to navigate on the internet. Simple search categories on the home page that require no registration to use are the main attraction. The basic Ploose.com search consists of: City, Drink Specials, Dress Code, and Music. These search options have been proven to select the most relevant choices of nightlife venues and give people nightlife options that fit them best. Traffic will be driven to the site through several proven and effective online traffic generating sources:

- 1) A strong Myspace presence with projections of over 50,000 friends by launch
- 2) YouTube videos promoting the sites ingenuity
- 3) Craigslist Ads (for both jobs and users)
- 4) Search Engine Optimization of over 300 domains and top keyword placement for the 50 best nightlife keywords
- 5) An extensive nightlife blogging affiliation
- 6) Direct invitations to users of Yahoo Messenger and AIM Messenger
- 7) Direct E-Mail campaigns (only as compliant with CAN-SPAM ACT)
- 8) Affiliate Pride and word of mouth
- 9) Media Recognition – TMZ, NBC, Howard Stern and more
- 10) Nightlife event sponsorship



- 11) Ploose.com is not targeted specifically to one niche of nightlife. All of the various demographics of the nightlife industry will find Ploose.com helpful and eventually find it to be their essential source for everything related to going out. In our survey of 10,000 Myspace users, data shows that 95% of users complained about various promoters spamming the bulletins sections or spamming emails and comments with events they were already aware of. However, only 3% of those same users said when in doubt of what to do, they would turn to that spam to see what their nightlife options were. This shows several important points. First, that promoters who spam sites like Myspace and Craigslist are not only breaking the law and violating these sites terms and conditions, they are not reaching any new audiences. This also proves that although people want the information regarding where to go out to, they do not want it forced on them or interfering in their personal social space online. Ploose.com allows promoters to advertise more effectively by reaching new prospects who are seeking the information they as promoters provide, and helps users by giving them a choice of when they want to be exposed to advertising and exactly what kind.
- 12) By allowing users to search for exactly what they want when they want it, and providing them accurate, up to date, and relevant content, "Ploosing It!" will be more popular than "Googling it" in no time.

What features will Ploosers find useful?

Users will find the simplicity of navigating Ploose.com wildly refreshing. NO registration is required to use the "Ploose It!" feature, which is a basic search for nightlife venues based on City, Drink Specials, Dress Code, and Music. To use all of Ploose.com's advanced features, users will be prompted to fill out a basic profile with an option to upload a

picture. Many users will appreciate the simple profile's interactive applications. The following features will be available to Ploose.com users (aka Ploosers):

- 1) Comprehensive global nightlife directory. Users can find the exact hangout they are looking for without having to register or navigate complicated, poorly thought out web sites filled with useless content.
- 2) Search from anywhere in the world! Whether looking for 1\$ beers on a Tuesday in Lincoln Park, a hip hop concert in Brooklyn, or a dress to impress dance club in Tokyo, Ploose.com can provide relevant, accurate, and up to date information in just one click. Ploose it!

As a registered member, Ploosers have access to many more features:

- 1) Rate venues they have attended
- 2) Leave detailed reviews of specific venues or events
- 3) Have easy access to the world's first and largest comprehensive nightlife photo gallery, where Ploosers can tag and comment photos as well as see what venues and events other members in photos around them are attending all over the world
- 4) Submit photos and resumes to modeling and talent agencies worldwide
- 5) Apply for employment directly to venues that are hiring for various positions
- 6) View streaming video feeds of venues and past events and watch virtual tours of the venues
- 7) Download unlimited music from Ploose.com registered musicians
- 8) Set E-Mail reminders for upcoming events



- 9) Ad themselves directly to the guest list online and view who else is attending the event
- 10) Purchase discount advanced event tickets via a secure account
- 11) Become a member of the community by joining forums regarding Job's, Hangouts, Music, and Partying recollections, and more!
- 12) Have access to a full list of official Ploose.com Drink Recipes
- 13) Shop securely online for memberships to gyms, tanning salons, and more, and receive special Ploose.com incentives
- 14) Shop online for exclusive club and party wear
- 15) Book hotels online securely worldwide with incentive pricing
- 16) Keep up to date with their favorite promotional companies
- 17) Get entertainment, fashion and sports news online, or delivered to their E-mail
- 18) Find late night restaurants to help coordinate their evening
- 19) Have access to a courteous and knowledgeable Ploose Partner Planner who will provide 5 or more party or event options at the click of a button
- 20) BOOK A LIMO OR TAXI SO NOBODY DRIVES WHILE INTOXICATED!!!**
- 21) Other features include individual home pages for each major city that automatically sets once a user registers in his or her city, Top 10 Hottest Ploosers, Featured Venues, Featured Events, Featured Celebrities, Most Recent Photo Albums Added, Five Hottest Places for the Night per city, messaging features for interactivity and many job opportunities either as a Ploose.com affiliate, an independent nightclub promoter, or one of many other lucrative industry jobs. Exciting, new, fresh features and content are being developed and added daily!
- 22) ITS FREE FOR USERS! J

Where can users Ploose It! From?

Ploose.com will be the first website to be accessible and relevant from truly anywhere in the world. By 2009, Ploose.com will be translated into over 20 languages and be accessible in every country worldwide.

When should users Ploose?

Whenever a group of friends is sitting around trying to decide where to go is a good time to Ploose It! Some may be on a budget, others not in the mood to change clothes, and some may be in the mood to dance. Find something that accommodates everybody's needs and wants effortlessly. Out of town for the weekend? Just moved to a new area? Is a favorite bar out of business and there's seemingly nowhere to go? Sick of the same old places you always go? Need an ATM at the venue? Looking for a specific parking situation? Looking for the hot spot on a Wednesday night? ALL perfect opportunities to Ploose It!

PLOOSE IT!

Remember Our Mission to our Users...

Our mission to the users of Ploose.com is to provide a free, unbiased, comprehensive, current, and user friendly nightlife directory that quickly allows users to plan their night out around the things that matter to them most, as well as reduce environmentally destructive advertising and



encourage safe travel alternatives to prevent drunk driving.

WHAT WE ARE DOING FOR OUR ADVERTISERS

Our Mission to our Advertisers

Our mission to our sponsors is to provide an economical, highly effective, targeted, guaranteed marketing strategy to link them with their new customers and keep them coming back!

Ploose.com is a cross marketing community designed to integrate businesses to help each other advertise each other much like the relationship between a Real Estate Brokerage and Mortgage Company creates a positive synergy and makes both business more profitable because of their relationship with each other. Although the main advertising exposure on the site will be from bars, nightclubs, lounges, and other venues, Ploose.com's targeted advertising power can be the right choice for many businesses. The following industries stand to benefit from Ploose.com's targeted traffic:

- 1) Bar/Club/Venue owners
- 2) Livery and Taxi Dispatchers
- 3) Promotional Companies/Party Planners
- 4) Gyms and Tanning Salons
- 5) Beauty Spa, Nail Salons and Skin Care
- 6) Clothing Retailers
- 7) Brand Name Liquor Distributors
- 8) Late-night Restaurants

- 9) Banquet Halls/Event Halls
- 10) Gentleman's Clubs
- 11) Photographers (initially will be invited as non-paying members)
- 12) DJs/Bands/Musicians (initially will be invited as non-paying members)
- 13) Modeling Agencies and more...

Venue owners will have several advertising options to select from that will include many interactive features to help attract new customers. Other business looking to advertise will appear as sponsors in the specific areas of the site where they are most relevant (ie: The photo gallery will feature a banner under the pictures that reads, "Don't Like What You See? Improve Your Image!" and link to skin care, hair salons, gyms, tanning salons, and clothing links. Another banner reading, "Perfected Your Image? Click Here" will link users to modeling and talent agencies to submit their photos for consideration).

What features will venues find useful?

Venue owners will be able to consolidate many if not all of their current advertising needs all into one easy to manage subscription to Ploose.com. The following features will be available to venue owners included in the monthly subscription:

- 1) A venue specific profile, with simple search criteria that will appear when a user's input deems that venue relevant to that user's search.
- 2) A complete list of drink or bottle specials organized any way they feel is appropriate (ie: daily, weekly, monthly, or special events)



- 3) Food specials or menus if appropriate
- 4) Event schedules and calendar (many times venues have specific nights they host that allow different dress codes such as urban, latin, or dress to impress) so that users can determine if the exact date they are interested in attending is appropriate for them.
- 5) Full unlimited multimedia hosting so venues can upload any length and quality videos of their venue to give users a virtual tour experience! Resident DJ's and Bands can feature their new music on a specific venue's page as well as drive traffic to that venue by featuring their songs in the music section and quickly linking users to the venues they perform at regularly, or have an upcoming event at. Also, venues can use the music section to find and book new talent easily without paying brokers or booking agents.
- 6) Full unlimited photo hosting on Ploose.com's massive nightlife photo gallery. In a survey of 100 club goers all 100 said their least favorite thing to do on club's websites was try to find the pictures taken of them. Between the club's site, the promoter's site, and several photographers' websites, finding pictures from a night out can be impossible. With Ploose.com's easy to navigate photo section, users can log on and easily find the venue they were at, on the night they were there, and immediately have access to their pictures for their own use or they can tag and comment their photos online. It is proven that people who attend a venue are more likely to attend again if they are reminded of a good experience by seeing themselves in a great photo. Easy access to the photos will send more traffic to the venue's profile and keep customers coming back for more.
- 7) Many venues have high turnover or difficulty finding quality employees that fit the venue. Venues will be able to post job ads directly on their profile, so that users who attend these venues regularly will have first dibs on a dream job. Classified ads can cost up to \$200 a week or more in print and can bring in some not so qualified candidates. Why take phone calls from job seekers that do not match the venue when users can easily message resumes and pictures directly to the hiring authority. Also, an email campaign specifically targeting job prospects will help drive traffic to individual venues and fill positions quickly with the right people.
- 8) If appropriate to the venue, users will be able to ad themselves directly to the guest list prior to going out, and the lists can be downloaded by the venues to get an idea of what to prepare for. For venues that charge for admission, secure merchant accounts will be in place to accept ticket orders for any type of events.
- 9) Party Leads. A link that reads, "If you're planning a birthday or event, please fill out this short form and a courteous, knowledgeable Ploose.com Party Planner will respond to you shortly with at least 5 different party packages" will appear near the top of all pages of Ploose.com. Users will enter their contact information and an idea of what they are looking for and that information will be forwarded to venues that meet the relevant criteria requested by the user. Venues can then choose to solicit the user any way they choose knowing that the user is specifically looking for certain features or accommodations.
- 10) Ploose.com gives venues' profiles exposure on over 300 unique nightlife relevant domain names worldwide:



**DOMAINS THAT ADVERTISERS
WILL BE FEATURED ON**

PLOOSE.COM
PLOOSE.NET

BEERSPECIALS.NET
BESTBARDIRECTORY.COM
BESTCHICAGOBARS.COM
BESTCHICAGOLOUNGES.COM
BESTCHICAGONIGHTLIFE.COM
BESTCHICAGOPUBS.COM
BESTCLUBDEALS.COM
BESTCLUBDIRECTORY.COM
BESTCLUBPROMOS.COM
BESTCLUBPROMOTERS.COM
BESTDRINKSPECIALS.COM
BESTFOODSPECIALS.COM
BESTLALOUNGES.COM
BESTLANIGHTLIFE.COM
BESTLAPUBS.COM
BESTLASVEGASLOUNGES.COM
BESTLASVEGASNIGHTLIFE.COM
BESTLASVEGASPUBS.COM
BESTLONDONLOUNGES.COM
BESTLONDONNIGHTLIFE.COM
BESTLOSANGELESBARS.COM
BESTLOSANGELESLOUNGES.COM
BESTLOSANGELESNIGHTLIFE.COM
BESTLOSANGELESPUBS.COM
BESTLOUNGEDIRECTORY.COM
BESTMIAMILOUNGES.COM
BESTMIAMIPUBS.COM
BESTNEWYORKLOUNGES.COM

BESTNEWYORKNIGHTLIFE.COM
BESTNEWYORKPUBS.COM
BESTNIGHTLIFEDIRECTORY.COM
BESTNYCLOUNGES.COM
BESTNYCNIGHTLIFE.COM
BESTNYCPUBS.COM
BESTRESTAURANTDEALS.COM
BESTRESTAURANTSPECIALS.COM
BESTTOKYO BARS.COM
BESTTOKYOCLUBS.COM
BESTTOKYOLOUNGES.COM
BESTTOKYONIGHTLIFE.COM
BESTTOKYOPUBS.COM
BESTVEGASLOUNGES.COM
BESTVEGASNIGHTLIFE.COM
BESTVEGASPUBS.COM
BOOZESPECIALS.COM
BOOZESPECIALS.NET
CHEAPESTDRINKS.COM
CHEAPESTDRINKS.NET
CHEAPNIGHTLIFE.COM
CHICAGOTAKEOVER.COM
CLUBSFORCASH.COM
DIRECTNIGHTLIFE.COM
DRINKSFORCHEAP.COM
DRINKSPECIALSDIRECT.COM
DRINKSPECIALSDIRECTORY.COM
DRINKSPECIALSGUIDE.NET
DRINKSPECIALSWORLD.COM
EVERYONEISGOING.COM
EVERYONEISGOINGOUT.COM
EVERYONESGOING.COM
EVERYONESGOINGOUT.COM
FREEDRINKSPECIALS.COM
FREEMARTINIS.COM
GATEWAYNIGHTLIFE.COM

GETDRINKSTONIGHT.COM
GLOBALBARDIRECTORY.COM
GLOBALLOUNGEDIRECTORY.COM
GLOBALLOUNGES.COM
GLOBALNIGHTLIFEDIRECTORY.COM
GLOBALPUBDIRECTORY.COM
GODRINKTONIGHT.COM
GOOUTFORFREE.COM
GOOUTFORLESS.COM
HOTCHICAGOBARS.COM
HOTCHICAGOLOUNGES.COM
HOTCHICAGOPUBS.COM
HOTLABARS.COM
HOTLALOUNGES.COM
HOTLAPUBS.COM
HOTLASVEGASLOUNGES.COM
HOTLASVEGASNIGHTLIFE.COM
HOTLASVEGASPUBS.COM
HOTLONDONBARS.COM
HOTLONDONCLUBS.COM
HOTLONDONLOUNGES.COM
HOTLONDONNIGHTLIFE.COM
HOTLONDONPUBS.COM
HOTLOSANGELESBARS.COM
HOTLOSANGELESCLUBS.COM
HOTLOSANGELESLOUNGES.COM
HOTLOSANGELESNIGHTLIFE.COM
HOTLOSANGELESPUBS.COM
HOTMIAMIBARS.COM
HOTMIAMILOUNGES.COM
HOTMIAMIPUBS.COM
HOTNEWYORKBARS.COM
HOTNEWYORKLOUNGES.COM
HOTNEWYORKNIGHTLIFE.COM
HOTNEWYORKPUBS.COM
HOTNYCBARS.COM



HOTNYCCLUBS.COM
HOTNYCLOUNGES.COM
HOTNYCNIGHTLIFE.COM
HOTNYCPUBS.COM
HOTTOKYOBARS.COM
HOTTOKYOCLUBS.COM
HOTTOKYOLOUNGES.COM
HOTTOKYONIGHTLIFE.COM
HOTTOKYOPUBS.COM
HOTVEGASLOUNGES.COM
HOTVEGASNIGHTLIFE.COM
HOTVEGASPUBS.COM
HOWTOPROMOTECLUBS.COM
ITDRINKS.COM
LETSGETOUT.COM
LIQUORSPECIALS.NET
LOCALCHEAPDRINKS.COM
LOCALCLUBDEALS.COM
LOCALCLUBPROMOS.COM
LOCALCLUBSPECIALS.COM
LOUNGESPECIALS.COM
NATIONALLOUNGEDIRECTORY.COM
NATIONALLOUNGES.COM
NATIONALNIGHTLIFEDIRECTORY.COM
NATIONALPUBDIRECTORY.COM
NATIONALPUBS.COM
NATIONWIDEBARDIRECTORY.COM
NATIONWIDECLUBDIRECTORY.COM
NATIONWIDELOUNGEDIRECTORY.COM
NATIONWIDELOUNGES.COM
NATIONWIDENIGHTLIFEDIRECTORY.COM
NATIONWIDEPUBDIRECTORY.COM
NATIONWIDEPUBS.COM
NEWCHICAGOBARS.COM
NEWCHICAGOCLUBS.COM
NEWCHICAGOLOUNGES.COM

NEWCHICAGONIGHTLIFE.COM
NEWCHICAGOPUBS.COM
NEWLABARS.COM
NEWLACLUBS.COM
NEWLALOUNGES.COM
NEWLANIGHTLIFE.COM
NEWLAPUBS.COM
NEWLASVEGASBARS.COM
NEWLASVEGASCLUBS.COM
NEWLASVEGASLOUNGES.COM
NEWLASVEGASNIGHTLIFE.COM
NEWLASVEGASPUBS.COM
NEWLONDONBARS.COM
NEWLONDONCLUBS.COM
NEWLONDONLOUNGES.COM
NEWLONDONNIGHTLIFE.COM
NEWLONDONPUBS.COM
NEWLOSANGELESBARS.COM
NEWLOSANGELESCLUBS.COM
NEWLOSANGELESLOUNGES.COM
NEWLOSANGELESNIGHTLIFE.COM
NEWLOSANGELESPUBS.COM
NEWMIAMIBARS.COM
NEWMIAMICLUBS.COM
NEWMIAMILOUNGES.COM
NEWMIAMINIGHTLIFE.COM
NEWMIAMIPUBS.COM
NEWNEWYORKBARS.COM
NEWNEWYORKCLUBS.COM
NEWNEWYORKLOUNGES.COM
NEWNEWYORKNIGHTLIFE.COM
NEWNEWYORKPUBS.COM
NEWNYCBARS.COM
NEWNYCCLUBS.COM
NEWNYCLOUNGES.COM
NEWNYCNIGHTLIFE.COM

NEWNYCPUBS.COM
NEWTOKYOBARS.COM
NEWTOKYOCLUBS.COM
NEWTOKYOLOUNGES.COM
NEWTOKYONIGHTLIFE.COM
NEWTOKYOPUBS.COM
NEWVEGASBARS.COM
NEWVEGASCLUBS.COM
NEWVEGASLOUNGES.COM
NEWVEGASNIGHTLIFE.COM
NEWVEGASPUBS.COM
NIGHTCLUBCASH.COM
NIGHTCLUBPROMOTING.COM
NIGHTCLUBSCASH.COM
NIGHTLIFEBARGAINS.COM
NIGHTLIFECASH.COM
NIGHTLIFEDEALS.COM
NIGHTLIFEDIRECTORY.NET
NIGHTLIFEGATEWAY.COM
NIGHTLIFEPROMOTING.COM
NIGHTLIFESTOP.COM
NOCTURNALCULTURE.COM
PLEUCE.COM
PLEUSE.COM
PLOOSE.COM
PLOOSE.NET
PLOOSEIT.COM
PLOOSER.COM
PLOOSIN.COM
PLOOSING.COM
PLOOSABLE.COM
PLOOSERS.COM
PLOOSEANDTELL.COM
PLOOSE.INFO
PLOOSEIT.INFO
PLOOSEANDTELL.NET



PLOOSIBLE.COM
PLOOSEIT.NET
PLOOSENTELL.NET
PLOOSABILITIES.NET
PLOOSABILITIES.COM
IMPLOOSIBLE.COM
PLOOSENTELL.COM
PLOOSE.ORG
PLOOSE.MOBI
PROMOTEBARS.COM
PROMOTECLUBS.COM
PROMOTECLUBSFORCASH.COM
PROMOTEFORMONEY.COM
PROMOTENIGHTCLUBS.COM
THEBESTLOUNGES.COM
THENIGHTLIFEDIRECTORY.COM
TheNLD.com
THEPLOOSOLUTION.COM
TOPCHICAGOLOUNGES.COM
TOPCHICAGONIGHTLIFE.COM
TOPCHICAGOPUBS.COM
TOPLABARS.COM
TOPLACLUBS.COM
TOPLALOUNGES.COM

TOPLANIGHTLIFE.COM
TOPLAPUBS.COM
TOPLASVEGASBARS.COM
TOPLASVEGASLOUNGES.COM
TOPLASVEGASNIGHTLIFE.COM
TOPLASVEGASPUBS.COM
TOPLONDONBARS.COM
TOPLONDONLOUNGES.COM
TOPLONDONNIGHTLIFE.COM
TOPLONDONPUBS.COM
TOPLOSANGELESBARS.COM
TOPLOSANGELESLOUNGES.COM
TOPLOSANGELESNIGHTLIFE.COM
TOPLOSANGELESPUBS.COM
TOPMIAMIBARS.COM
TOPMIAMILOUNGES.COM
TOPMIAMINIGHTLIFE.COM
TOPMIAMIPUBS.COM
TOPNEWYORKBARS.COM
TOPNEWYORKLOUNGES.COM
TOPNEWYORKNIGHTLIFE.COM
TOPNEWYORKPUBS.COM
TOPNYCBARS.COM
TOPNYCCLUBS.COM

TOPNYCLOUNGES.COM
TOPNYCNIGHTLIFE.COM
TOPNYCPUBS.COM
TOPTOKYOBARS.COM
TOPTOKYOCLUBS.COM
TOPTOKYOLOUNGES.COM
TOPTOKYONIGHTLIFE.COM
TOPTOKYOPUBS.COM
TOPVEGASBARS.COM
TOPVEGASCLUBS.COM
TOPVEGASLOUNGES.COM
TOPVEGASNIGHTLIFE.COM
TOPVEGASPUBS.COM
UNIVERSALPROMOTING.COM
WORLDWIDEBARDIRECTORY.COM
WORLDWIDELUBDIRECTORY.COM
WORLDWIDEDRINKSPECIALS.COM
WORLDWIDELOUNGEDIRECTORY.COM
WORLDWIDELOUNGES.COM
WORLDWIDENIGHTLIFEDIRECTORY.COM
WORLDWIDEPROMOTING.COM
WORLDWIDEPUBDIRECTORY.COM

HUGE FEATURE: Another great feature that venue owners will appreciate is the ability to update their content online through an easy to use backend system. Venue owners will be directly in control of uploading photos, videos or virtual tours, drink specials, and all other updates themselves. No more chasing down hard to catch website programmers to update the venue's website. Toll free support will be available 24 hours a day to assist the computer illiterate although we designed it assuming little or no computer knowledge. This allows venue

owners to have complete control over the accuracy of their Ploose.com presence. Ploosers are looking for relevant and up to date information, so the more accurate the information on the site, the more likely potential new customers will be to attend a venue. Your account executive will set up your initial profile and everything you need for you including photos, description, drink specials, hours, parking availability, cover charges/admission, music genres played etc etc and you can update it at your discretion.



Remember Our Mission to our Advertisers...

Our mission to our sponsors is to provide an economical, highly effective, targeted, guaranteed marketing strategy to link them with their new customers and keep them coming back!

STATISTICS ON ONLINE MARKETING AND THE INTERNET

SEE ATTACHED GRAPHS

INTERNET USE WORLDWIDE IS INCREASING EXPONENTIALLY AND THE WORLD'S DEPENDENCE ON THE INTERNET IS NO SECRET.

THE MORE DEPENDENT ON THE INTERNET THAT USERS BECOME, THE MORE EFFECTIVE ONLINE ADVERTISING BECOMES. ONLINE MARKETING IS NOT ONLY THE CHEAPEST; IT IS THE BEST WAY TO REACH THE HIGHEST CALIBER PROSPECTS AND MARKET TO THEM EFFECTIVELY.

PLOOSE.com STATISTICS

- 1 MILLION HITS A MONTH
- THOUSANDS OF NEW REGISTERED USERS DAILY

- USERS AVERAGE 30-45 MINUTES ON THE SITE PER DAY
- 21,000 VENUES ALREADY SIGNED UP
- 200,000 VENUES SIGNED UP EXPECTED BY END OF 2009
- 200 PARTY INQUIRIES A DAY EXPECTED TO REACH 500 A DAY BY 2009
- 20 LANGUAGES BY 2009
- EVERY COUNTRY IN THE WORLD
- WILL BE HIGHEST RANKED SITE ON GOOGLE FOR OVER 500 NIGHTLIFE RELATED KEYWORDS BY 2009.
- WE ARE CHEAPER THAN EVERY MARKETING COMPANY FOR THE SERVICE
- MOST COST EFFECTIVE METHOD TO REACH TARGETTED CUSTOMERS LOOKING FOR WHAT YOUR VENUE OFFERS

WHAT THE COMPETITION OFFERS AND HOW MUCH IT COSTS YOU

The Competition and What They are Charging

As of December 2007, there was not one record of a comprehensive, global nightlife directory online, or in any other format, anywhere in the world. Social networking and classified sites like Myspace and Craigslist, who could initially be considered competitors, are actually frantically looking for ways to reduce spam on their sites that is destroying their credibility. Illegitimate advertising costs both of those sites untold amounts of



revenue every month and their support of Ploose.com to redirect those advertisers is expected. Since there is no comparable competition to Ploose.com currently, the only way to compare pricing is to look at what the closest competitors are charging online, as well as the cost effectiveness of some other forms of traditional marketing.

TRADITIONAL AND OUTDATED MARKETING METHODS YOU SHOULD AVOID

What type of marketing?	How much does it cost?	How many people are reached?	Is it targeting specifically for nightlife?	Is it environmentally safe?	Is it more cost effective than Ploose™?
Flyers on cars	\$3,000 per event	100,000 flyers has avg. 2% response rate. 100,000 x.02= about 2,000 people	YES	NO, flyers often results in pollution and wasted paper	NO, Ploose.com is the most effective and efficient promotional method in existence
Direct Mailer	80 Cents per mailer	As many as are mailed the info	MAYBE	NO, mailers are often considered 'junk mail'	NO, Ploose.com is the most effective and efficient promotional method in existence
Hiring a promoter	\$7 per head and 15% of bar tab, about \$5,000 per event	About 400	YES	NO, since most promoters depend on flyers	NO, Ploose.com is the most effective and efficient promotional method in existence
Radio Ads on Top 40 Station	\$1,200 for 30 seconds during peak hours	Varies but national avg. about 50,000 listeners	NO	YES	NO, Ploose.com is the most effective and efficient promotional method in existence
WGN Internet	\$3,000 monthly	3 million views	NO	YES	NO, Ploose.com is the most effective and efficient promotional method in existence
Metromix.com	\$2,000 for a weekend feature	2 million views	NO	YES	NO, Ploose.com is the most effective and efficient promotional method in existence
Clubvibes.com	Free-\$3,000 a month depending on placement	Claim to have 355,000 users, but less than 50,000 active in the past 12 months	YES	YES	NO, Ploose.com is the most effective and efficient promotional method in existence



Also to be considered but not enough to be mentioned above, are newspaper and yellow pages ads and listings. Both cost hundreds, potentially thousands of dollars per month, polluting the environment at the speed of printing, and come with NO guarantees!

THE PLOOSOLUTION™ AND ITS UNMATCHED 90-DAY GUARANTEE
The Ploosolution™

What type of marketing?	How much does it cost?	How many people are reached?	Is it targeting specifically for nightlife?	What features do I get?	Is it environmentally safe?
The Ploosolution™!	Only \$499 Monthly! Unlimited Events! Guaranteed to pay for itself within the first 3 months, or receive 3 months on us!	Currently about 1 million hits a month. Projections estimate the site will be at 1 million hits a day with the next 120 days!	YES! Ploose.com is the world's first and only comprehensive, global nightlife directory!	ALL Features included with no additional fees. -Comprehensive Listings -Free job ads -Free hosting -Free party leads -Guest list features -Optional "featured slots" -Drink specials, event promotions etc -AND MANY MORE!	Of course it is, and the minimal printing we do is only done on recycled paper.
Basic Listing on Ploose.com	\$99 Monthly. Simply a basic listing that will appear in the search directory, but non inclusive of any special features.	Will depend on user's specific searches and the relevance of a venue's listing.	YES	Minimal, Just a basic listing.	YES



WE BELIEVE IN OUR PRODUCT SO MUCH, THAT IF YOU DO NOT RECAPTURE THE COST OF YOUR ADVERTISING IN FULL BY ATTRACTING NEW CUSTOMERS OR THROWING PROFITABLE PARTIES OFF OF OUR TARGETTING PARTY LEADS WITHIN THE FIRST 3 MONTHS, WE WILL PAY FOR YOUR NEXT 3 MONTH SUBSCRIPTION ON US!!!

CONTACT INFORMATION

World Wide Promoting LLC
1802 North Carson Street Suite 212
Carson City, NV 89701

GLOBAL HEADQUARTERS

405 N. WABASH AVE
SUITE 4712
CHICAGO, IL 60611

CEO: TIM BURD – T@PLOOSE.COM
CFO: VITO G. GLAZERS – V@PLOOSE.COM

TOLL FREE 1-800-387-0676 FOR QUESTIONS OR TECHNICAL SUPPORT

YOUR ACCOUNT EXECUTIVE IS _____

YOU MAY REACH THEM ANYTIME AT _____

OVERVIEW

SO WHY GO WITH THE PLOOSOLUTION™??

- 1) ONE OF A KIND NIGHTLIFE CROSS MARKETING COMMUNITY
- 2) VENUE SPECIFIC PROFILE THAT WILL APPEAR TO THE PROSPECTS ITS MOST IMPORTANT TO
- 3) DRINK SPECIAL SEARCH OPTION NOT FEATURED ON ANY OTHER SITE (AND ABILITY TO LIST FULL BAR MENU)



- 4) EVENT SCHEDULES AND CALENDAR SO THAT USERS CAN DETERMINE IF THE DATE THEY ARE INTERESTED IN ATTENDING IS APPROPRIATE FOR THEM.
- 5) FULL UNLIMITED MULTIMEDIA HOSTING SO VENUES CAN UPLOAD ANY LENGTH AND QUALITY VIDEOS OF THEIR VENUE GIVING USERS A TASTE OF THE CROWD OR EVEN A VIRTUAL TOUR!
- 6) VENUES CAN USE THE MUSIC SECTION TO FIND AND BOOK NEW TALENT EASILY WITHOUT PAYING BROKERS OR BOOKING AGENTS
- 7) FULL UNLIMITED PHOTO HOSTING ON PLOOSE.COM'S MASSIVE NIGHTLIFE PHOTO GALLERY DATABASE
- 8) VENUES WILL BE ABLE TO POST JOB ADS DIRECTLY ON THEIR PROFILE SO THAT USERS WHO ATTEND THESE VENUES REGULARLY WILL HAVE FIRST DIBS ON THEIR DREAM JOB IN COMBINATION WITH AN EMAIL CAMPAIGN SPECIFICALLY TARGETTING JOB PROSPECTS WILL HELP DRIVE TRAFFIC TO INDIVIDUAL VENUES AND FILL POSITIONS QUICKLY WITH THE RIGHT PEOPLE SAVING YOU BOTH TIME AND MONEY
- 9) USERS WILL BE ABLE TO ADD THEMSELVES DIRECTLY TO THE GUEST LIST PRIOR TO GOING OUT AND THE LISTS CAN BE DOWNLOADED BY THE VENUES AT ANY TIME SO THEY HAVE AN IDEA OF WHAT TO PREPARE FOR. (FOR VENUES THAT CHARGE FOR ADMISSION OUR SECURE MERCHANT ACCOUNTS WILL BE IN PLACE TO ACCEPT TICKET ORDERS FOR ANY TYPE OF EVENTS)
- 10) PARTY LEADS: USERS WILL ENTER THEIR CONTACT INFORMATION AND AN IDEA OF WHAT THEY ARE LOOKING FOR AND THAT INFORMATION WILL BE FORWARDED TO VENUES THAT MEET THE CRITERA AND EXPECTATIONS OF THE USER. VENUES CAN THEN CHOOSE TO SOLICIT THE USER ANY WAY THEY CHOOSE KNOWING THAT THE USER IS SPECIFICALLY LOOKING FOR CERTAIN FEATURES OR ACCOMMODATIONS. PLOOSE.COM GIVES VENUES PROFILES EXPOSURE ON OVER 300 UNIQUE NIGHTLIFE RELEVANT DOMAIN NAMES WORLDWIDE!!
- 11) VENUES WILL HAVE THE ABILITY TO LOGIN SIMPLY ON OUR HOMEPAGE AND UPDATE THEIR CONTENT THROUGH A SIMPLE AND USER FRIENDLY SYSTEM. VENUES WILL HAVE COMPLETE CONTROL OVER UPLOADING PHOTOS, VIDEOS, DRINK SPECIALS, EVENTS, HOURS, DRESS CODE CHANGES ETC ETC.

PLOOSE IT!

Remember Our Mission to our Users...



Our mission to the users of Ploose.com is to provide a free, unbiased, comprehensive, current, and user friendly nightlife directory that quickly allows users to plan their night out around the things that matter to them most, as well as reduce environmentally destructive advertising and encourage safe travel alternatives to prevent drunk driving.

And Our Mission to our Advertisers...

Our mission to our sponsors is to provide an economical, highly effective, targeted, guaranteed marketing strategy to link them with their new customers and keep them coming back!

ITS CHEAPER, BETTER, PROVEN, & 100% GUARANTEED!
SIGNUP NOW ON WWW.PLOOSE.COM BECAUSE YOUR COMPETITORS ALREADY HAVE!

The screenshot shows the Ploose.com website interface. At the top is the Ploose logo and a navigation menu with links: Home, Ploose It, Photo Gallery, Music, Party Planner, Advertise, Contact Us, and Click Here to Register. Below the navigation is a search section titled "New? How to Ploose?" with filters for ENTER ZIP CODE, VENUE TYPE, DRINK SPECIALS, MUSIC, and DRESS CODE, and a "Ploose It" button. To the right of the search section are "User login" and "Advertise login" fields with "Submit" buttons. Below these are links for "Contact Us", "About Ploose", "Advanced Search", and "Language Tools".

The main content area features a "Featured Venue" section with a "View More" link and a "Make Money with ploose" advertisement with a "\$\$" icon. Below this is a "Top 10 Hottest Girls" section. At the bottom of the main content area is a "Our Top Cities" section listing various cities like Boston, Calgary, Chicago, Las Vegas, Los Angeles, Melbourne, Miami, Montreal, New York, San Francisco, Seattle, Toronto, Victoria, Vancouver, and Edmonton.

On the right side of the page, there are several widgets: "Most Recent Photo Galleries" with a grid of photos, a "News" section with links like "Live DJ Downloads", "Need a cab", and "Top venues", and a "Add Your Events" calendar for October 2007.