



## Backgrounder

WhoCanISue.com is a distinctive, new web-based service for real-time pairing of consumers and attorneys that relies on a simple, elegant and patent-pending business solution for online attorney advertising.

The unique business model powering whocanisue.com provides a real-time experience for consumers visiting the site, enabling them in four easy steps to:

- browse informative content online about their legal interest and potential claims;
- learn online, via a simple 5-10 question confidential screening “path” that takes just 2-3 minutes to complete, whether they may be qualified for a particular claim;
- learn immediately through banner ads presented on completion of the screening path of as many as five attorneys in their local area who handle claims similar to theirs; and,
- connect in real time and at no charge to the user via Instant Messaging or phone call from the attorney of their choice, or choose to request that the attorney contact them about their claim.

This simple, patent-pending model of “browse, learn and connect” in real-time avoids requiring user submission of information that could be deemed a waiver of attorney-client privilege, a common pitfall of some other approaches to online attorney-client matchmaking and one that could jeopardize a claim. The whocanisue.com service also avoids any “lead” generation to potential clients, a method commonly used in online legal marketing that violates ethical rules governing most attorney advertising.

WhoCanISue.com’s business model is based on real-time bidding by attorneys for ad placements delivered to online users who complete screening paths to determine their qualification for or interest in a particular claim. Revenues are generated through advertising fees by members of the Attorney Network and premium service charges related to real-time consumer connection services that are also paid for by the advertising attorneys. Additionally, Attorney Network members who participate in the WhoCanISue.com system pay an annual membership fee, currently set at \$1,000 per attorney or practice area for 2008 enrollments.

The consumer rollout of WhoCanISue.com will start in September 2008 and will feature a comprehensive advertising campaign, anchored by significant television advertisements in major U.S. metro areas.

WhoCanISue.com is owned by WCIS Media, LLC, a privately held, Florida limited liability company, founded in August 2007 by CEO Curtis Wolfe, and is majority owned by mRevolution, LLC, a multi-million dollar, an online media company that provides cutting-edge technology solutions for the affiliate marketing, lead generation and ad serving marketplaces.

More information is available online at: [www.whocanisue.com](http://www.whocanisue.com).