



Clickshare Service Corporation
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Dear Publisher:

Is your web strategy up in the air? We can help.

At Clickshare Service Corp. our No. 1 focus is turning the Internet into a profitable channel for publishers. We can help you to increase revenues from your website by adding new customers and new ways of selling content services. Our approach is a network of websites which share users and content with single-sign-on access to all the sites.

See: <http://www.clickshare.com/solutions/>

WHAT CLICKSHARE DOES FOR OUR PARTNERS

Clickshare built and manages a network for digital-content marketing and customer management. The network provides multi-site “federated” authentication, site access control and transaction processing. Our technology enables a user to have a billing account at your website and purchase information from both you and from other websites without having to pass around a credit-card number or reveal personal information. One ID, one account, one bill. And you, not Clickshare, keeps all the customer and purchasing information of its home-base users.

Our business [partners](#), including units of Gannett, McClatchy, New York Times Co., and The Washington Post, now use Clickshare to:

- Register and authenticate web-site users,
- Manage/control access to portions of their websites based upon customized parameters (such as open access to print subscribers, subscription access to others and per-item access to others); and,
- Outsource transaction and billing services.

We would like to bring these services to you. Please contact me for a personal demonstration of Clickshare in action and a no-risk assessment of your needs. My direct number is below.

Cordially,

William P. “Bill” Densmore Jr.
Founder

Densmore@clickshare.com DIRECT: 413-458-8001



COMPANY OVERVIEW

SOLUTIONS/BENEFITS:

Single sign-on, one-account purchasing for consumers;
Registration and transaction management for publishers

WHO WE ARE

Clickshare was formed in 1997 and is privately funded, with offices in Williamstown, Massachusetts. Its [investors and advisors](#) include leaders in technology and publishing. Our financial-settlement partner, [MultiService Corp.](#), is the nation's sixth-largest processor of private-label credit cards.

WHAT WE DO

We provide services to publishers who want to maintain their role -- and extend the subscriber value chain online -- as the premier source of vital information in their customers' lives.

We give publishers the tools to enhance and extend the relationship with their existing readers and users. We provide those users a [simple method to purchase information](#) from multiple websites without having to login repeatedly or pass around credit-card numbers or personal information.

Our service leaves control of user information and accounts in the hands of the publisher.

We do this with technology and a service which:

- registers and authenticates website users
- manages and controls access to portions of their websites based upon customized parameters (such as open access to print subscribers, subscription access to others); and,
- offers transaction and billing processing for subscription or per-item purchasing.

WHO ARE OUR CUSTOMERS?

Our [reference customers](#) include Gannett Co. Inc.'s Wisconsin newspaper group, the Minneapolis Star Tribune (McClatchy Corp.), the Worcester Telegram & Gazette (New York Times Co.), the Ogden Standard-Examiner, the Everett [Wash.] Herald (Washington Post Co.) and, on a trial basis, both Belo at Dallas and MediaNews in Denver. We also are the principal transaction/user registration partner for Universal Press/Andrews McMeel's syndicated puzzle and comics website, uclick. News about Clickshare and its customers may be viewed from: <http://www.clickshare.com/news/>

WHAT CAN CLICKSHARE DO?

Clickshare jump starts information commerce. It works immediately to restore the subscription relationship that the open-access websites have lost. A long-term benefit is a network of newspaper and content sites which share users and content with single-sign-on access to all the sites. See: <http://www.clickshare.com/solutions/>

Examples of things publishers and audience owners are doing now with Clickshare:

- Establish a customer registration and commerce gateway
- Link your existing registered users to our content-commerce network
- Control website access based on the type of user visiting
- Establish subscription or per-item pricing by user type
- Make money when your customers buy third-party content
- Participate in a premium-content sharing/selling network

Publishers have the flexibility of Clickshare-enabling their entire site, sections of the site, or some premium articles and content. To summarize, Clickshare is a transaction platform that quickly and affordably enables content providers to turn free users into paid users. Our service can aggregate charges and bill end-users using a traditional payment method (credit card, check, bank draft, etc.). The value Clickshare adds is 1) painless and quick billing infrastructure, and 2) ease of use and aggregated transactions across the network of Clickshare-enabled content providers for the consumer.

For consumers, Clickshare enables convenient, secure, and privacy-protected commerce everywhere on the web. A consumer can register once and have an account at one web site, and purchase digital information from many other websites, without having to pass around a credit-card number or give up private information. One account, one ID, one bill, one registration.

- [KEY POINTS](#)
- [VIEW DIAGRAM](#)
- [PUBLISHER SIGNUP](#)
- [CONSUMER SIGNUP](#)
- [LEARN MORE ABOUT OUR BACKGROUND](#)
- [REQUEST MORE INFORMATION](#)



APPENDIX / USEFUL LINKS

WHY THE NEWS INDUSTRY NEEDS SHARED AUTHENTICATION
http://www.clickshare.com/news/2001-10-23-borrell_study.shtml

COMPANY BACKGROUND, WITH LINKS
http://www.clickshare.com/aboutus/who_we_are.shtml

INFORMATION ABOUT MULTISERVICE CORP. PARTNERSHIP
http://www.clickshare.com/news/2001-08-21-multi_service.shtml

WEB SITE HOME PAGE
<http://www.clickshare.com/solutions/>

JUMP PAGE TO CLICKSHARE PARTNER SITES
<http://sites.clickshare.com/>

PARTNER RESOURCES (CONTRACTS, ETC.)
<http://www.clickshare.com/partners/>

CLICKSHARE-IN-THE NEWS
<http://www.clickshare.com/news/>

LINKS TO INDUSTRY RESEARCH ON CONTENT SALES
<http://www.clickshare.com/news/links.shtml>

CLICKSHARE KEY POINTS
<http://www.clickshare.com/news/keypoints/>

SYSTEM DIAGRAM
<http://www.clickshare.com/info/diagrams/chart1.shtml>

PUBLISHER SIGNUP START PAGE
<http://www.clickshare.com/sales/startup.shtml>

CONSUMER SIGNUP START PAGE
<http://home.clickshare.com/>

LEARN MORE ABOUT CLICKSHARE BACKGROUND
<http://www.clickshare.com/aboutus/>

REQUEST MORE INFORMATION
<http://www.clickshare.com/solutions/apply.shtml>

STANDARD PRICING (call 413-458-8001 for password access)
http://www.clickshare.com/partners/fee_schedule.pdf