



Contact information:

www.friskit.com and or call (415) 970-5105

FRISKIT BACKGROUNDER

Friskit is a San Francisco-based technology licensing company focused on enabling consumers to conveniently find, personalize, and play streaming media over a network. At the heart of Friskit's innovations is the recognition that, in a world where media choices available over a network will be virtually infinite, consumers will want a media search platform that is integrated with the experience of playing media. In addition, they will want to listen to or view media on networks (such as the Internet) sequentially and continuously, using network-enabled devices like personal computers, PDAs, mobile phones, smart appliances or home entertainment systems.

Friskit's Patent Portfolio

Friskit's patent portfolio comprises three issued patents and numerous pending U.S. and foreign patent applications containing 192 separate claims deemed critical to existing and future media services. They include broad and significant claims directed to important aspects of technology including network-enabled connected to any kind of network (Internet, intranet, wireless.) Friskit patents include:

- US Patent 6,389,467 : "Streaming Media Search and Continuous Playback System of Media Resources Located by Multiple Network Addresses" Issued May 2002
- US Patent 6,484,199: "Streaming Media Search and Playback System for Continuous Playback Through a Network" Issued November 2002
- US Patent 6,519,648: "Streaming Media Search and Continuous Playback of Multiple Media Resources Located on a Network " Issued February 2003

The Company has the following services available for license now:

* **The Friskit Index of web-wide streaming media** containing the locations of almost 9 million pieces of media in total and over 2 million currently. The index can be licensed as a one-time DB license or as a service utilizing Friskit's patent-pending media search technologies.

* **Friskit's streaming media search engine**, which uses proprietary, patented and patent-pending technologies to index and routinely verify the availability of web-wide streaming media.

* **Friskit's total online media search and discovery service**, which permits media owners to index and integrate all their media offerings, while simultaneously prioritizing and promoting selected media via promotional links in search results. The service can optionally incorporate the Friskit Index of web-wide streaming media.

* **Private label search and stream** services for the streaming media of any private content owner.. A private label search-and-stream service enables content owners to utilize Friskit's

patented, convenient search-and-play solution to expose consumers to their own media, whether from one site or across many different servers, as part of either a free or premium/subscription service.

For More Information about these services or for a demonstration, please send email inquiries to "info@friskit.com" or call 415 970 5114..