

Scotland.com: The Scotland Channel presented by NewMedia Holdings, Inc.

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Scotland.com was established in 1995 and was one of the first web sites devoted exclusively to Scottish travel, business, culture, society, and current events.

Scotland.com is strongly branded in the tourism market as the Scotland Channel, and is visited by thousands of users every day, both local and international, looking for tourism-related information.

Competitive Advantage of Scotland Channel

Most of the hundreds of thousands of annual visitors to Scotland.com are searching for travel, vacation, and tourism related information. Advertising on Scotland.com gets your product or service seen by a focused marketplace of ready, willing and able consumers and reaches the right demographics and highly targeted audiences interested in travel, hospitality, accommodations, entertainment, local activities, and attractions in Scotland.

Our site attracted **607,004** visitors during the last 4 quarters, illustrated by the following chart:

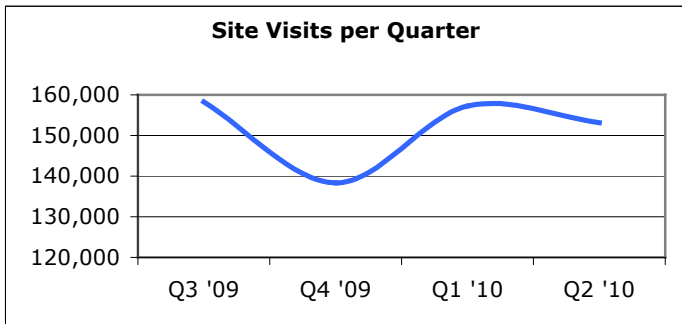


Figure 1: Site Visits per quarter for the last 4 quarters.

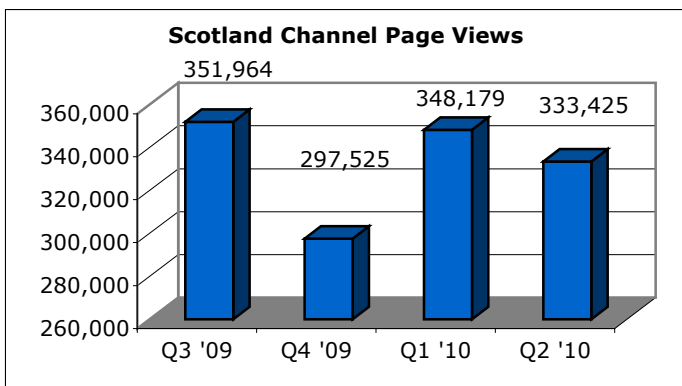


Figure 2: Page Views per quarter for the last 4 quarters.

Scotland Channel also has a proven record converting hundreds of thousands of visitor searches into paying travel customers.

Our price-comparison travel service allows tourists, business and last-minute travellers and "weekend getaway" seekers to perform searches for availability and prices for hotels, airfare, tours, and car rentals across Scotland.

Our booking platform performed **164,428** searches that generated **14,656** leads for travel companies on Scotland.com during the last 4 quarters:

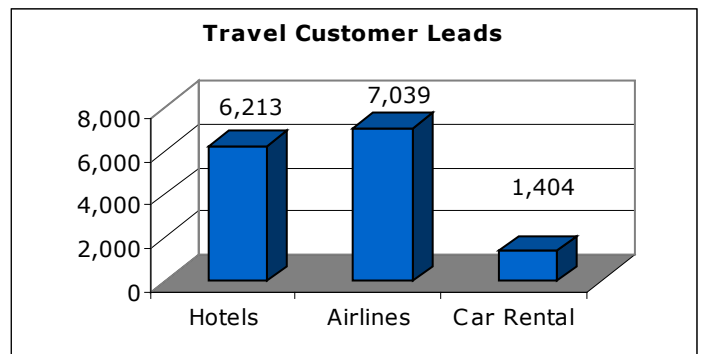


Figure 3: Travel Customer Leads for the last 4 quarters.

We have also developed and implemented publishing and social networking features leading to a community of **66,852 "opt-in", registered users**, and many of our members have expressed an interest to receive travel related information from us and we are evaluating ways of delivering special offers and discounts through an alliance with strategic partners in the travel, transportation and hospitality industries.

Scotland Channel manages proprietary travel and tourism directories that feature local establishments such as hotels, restaurants, and tourist attractions in Scotland.

And we offer hundreds of pages of original content that was researched, written and reviewed by our editorial staff. Content is updated weekly and presented in the form of Featured Articles and Travel Blogs.

NewMedia Holdings Contact Information

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