

Dividend.com LLC

Executive Summary

Prepared by

EFFICIENT EVOLUTIONS™
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**Please contact us if you are interested in obtaining the detailed
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Executive Summary

Dividend.com is a financial services website focused on providing comprehensive dividend stock research information in the form of daily articles, data, and ratings of about 1,600 stocks. The company was founded in early 2008 and has been operating under its current model since January 2009.

Dividend.com offers free content available to the general public as well as premium subscription service. The company generates its income from advertising and the premium subscriptions to its data.

Within just a few months of going online, Dividend.com became the #1 source for long term investors who are searching for reliable data on dividend earning stocks. The daily content produced by Dividend.com staff was therefore quickly picked up by major finance portals such as TheStreet.com, RealMoney.com, Forbes.com, AOL Money & Finance, Google Finance, and Nasdaq.com. The Dividend.com staff currently produces about 450 articles per month for the Dividend.com website and its syndication partners.

In 2010, the company website has been averaging about 140,000 visits per month from over 95,000 unique visitors. Data from Quantcast.com shows that the visitors to the site are predominately male empty nesters with above average income and education. All traffic is either direct, from organic search engine rankings or referrals from its syndicated content. Dividend.com's average organic Google ranking for the key terms relating to their service (e.g. Dividend, Dividend Paying Stocks) is #2.

The company newsletter has already more than 9,500 subscribers and the company has recently been adding between 150 and 200 paying premium content subscribers every month without any investment into Sales or Marketing. The re-subscription rate of expired subscribers is at about 40%.

Amount of paid subscribers (1 year, 6 months & 1 month)

	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Apr/May 2010
Total paid subscribers at end of period	438	726	1,053	1,196	1,353	1,577
Renewals				31	155	83
New subscribers	413	288	327	278	513	390

The Dividend.com team believes that a strategic acquirer could substantially increase the current subscription rate by cross selling Dividend.com with other services.

The company generated about \$85,000 in discretionary earnings its first year of full operation (2009) and is currently on track for a very healthy revenue and profit growth.

Reason for sale: After spending 15 year in the financial services industry, the owner is looking to begin a new chapter in his career by pursuing another passion of his. The owner recently launched the sports rumors-centric www.hotstove.com, which has quickly become very successful and thus demands increasing amounts of time.

The following factors were taken into consideration when developing the asking price for Dividend.com LLC: The inherent value of the domain name, the website traffic and its value as a lead generator for a strategic acquirer within the financial industry, the business financials.

Asking Price: \$1,975,000