

## Company Overview

Westgate Resorts is the world's third largest timeshare company with over \$800 MM in annual revenues, 10,000 employees, over 500,000 members, and more than 28 resorts and properties. As the largest privately-held company in Florida, the company continues to expand, adding nearly 55,000 new members each and every year. The company also continues to add exciting new vacation destinations to its roster of properties, including the highly-anticipated \$1B Planet Hollywood Towers by Westgate Resorts, a 50-story glass marvel that will feature 1200 luxuriously appointed vacation villas and 28 exclusive penthouse suites that will be fully integrated with the all-new Planet Hollywood Resort and Casino in Las Vegas.

## The Deal

Westgate has deployed a customized, private-label version DigitalPost Interactive's TheFamilyPost.com family website service that it is now marketing to its half a million timeshare owners and its vast audience of resort visitors, including the nearly 400,000 prospects they receive each and every year. Retailing for between \$4.95 and \$11.95 a month, the new service gives families the ultimate place online for storing and sharing their best vacation photos, videos, and more, plus unlimited free prints for the life of their site delivered right to their door.

To make the sites even more enjoyable, Westgate is giving families the opportunity to instantly capture their vacation experience through their network of camera kiosks deployed throughout their resorts nationwide. With the simple swipe of their key card, vacationers can have their photos taken at the kiosks by the pool, lounge, or other hotspots and have them automatically uploaded to their family website.

As part of the Q3 launch, families will receive full access to the new family website service free for 30 days. Once deployed, DigitalPost Interactive and Westgate will share annual subscription revenues and income from the sale of print-related merchandise such as t-shirts, mugs, and mouse pads that can be purchased directly from the sites.

In anticipation of the success of this venture, Westgate has negotiated partial ownership of the company, and will be entitled to purchase up to 2,025,000 shares in aggregate of common stock of DigitalPost based upon paid website subscription milestones.

## Why Is This Deal Important?

The partnership provides Westgate with a compelling new product offering that when delivered through its vast sales channels, will create significant revenue share opportunities for DigitalPost Interactive and the company alike. The deal is poised to benefit a number of associated parties, including:

- **Westgate** – creates significant new revenue stream opportunities by bundling the service with its membership packages. Also gives them a new promotional vehicle to market its brand while further promoting the fun, family atmosphere they depend for their rapid growth.
- **Consumers** – Gives consumers a way to take the vacation experience home, share them with family and friends, and take advantage of free prints for life.
- **DigitalPost Interactive** – Deal will initially provide DigitalPost Interactive with 60% of all subscription revenues, which receives brand exposure at retail outlets across America, and a vast new sales channel opportunity to reach out to new customers



Westgate will launch a re-branded version of TheFamilyPost.com which it will market to millions of potential customers.

## Westgate Resort Highlights

### Timeshare Leader

Now approaching a billion dollars in sales with over 10,000 units, more than 4500 under construction, and highly anticipated projects including the new Planet Hollywood Towers in Las Vegas, NV.

### Experienced Marketer

Known for its extreme customer loyalty, Westgate is a master marketer booking more than 350,000 vacations and signing more than 55,000 new members each year. The has also created the popular, self-published "I Love" Magazines: I Love Orlando, I Love the Smoky Mountains, I Love Vacations, & I Love Las Vegas that are used to promote its resorts and the communities they reside in.

### Broad Consumer Reach

Westgate has nearly half a million existing members and entertains more than half a million new prospects every year.