

Please join us for an Investment Presentation

Date and Time: Tuesday, February 24, 2009 -10:30 am
Location: Southridge Investment Group, NY office.
800 3rd Ave, 9th Fl (between 49th and 50th).

We would like to insure that we have sufficient investor packets and refreshments, therefore please RSVP by email to lcarlsen@southridgegroup.com or call Linda at: 212 994 9866.

Following is a brief overview of the opportunity.

While many companies are struggling with online initiatives in this difficult economic climate FutureNow's **OnTarget™** clients are flourishing. FutureNow ([OTCBB: FUTR.OB](http://OTCBB:FUTR.OB)) is the undisputed leading authority on website conversion, converting website traffic into revenue, since it was founded in 1998 by Bryan and Jeffrey Eisenberg; they are two-time New York Times best selling authors.

On January 15 2009, after 10 years of intensive online customer behavioral studies, proven on over 300 actual clients, Future Now formally launched its **OnTarget™** software package (See press release below attached). **OnTarget™** is unlike any other online tracking or management software in the market in that uncovers the reasons your visitors fail to buy, register, or become leads, and actually provides specific recommendations, a to-do list, to improve your websites results. The best part of OnTarget[®] is that because it is software-as-a-service the undisputed expertise of FutureNow in finally within the price reach of any company who needs to make more sales from their online efforts.

FutureNow's **OnTarget™** is solving several vexing multi-billion dollar problems: the overload of data without trained analysts to make sense of it all; the poor conversion to sales rates of all but the top 25 websites; the lack of experience with continuous optimization that FutureNow has developed with top 25 website clients. FutureNow believes that it will propel the entire online world into the next decade.

Consider how much money would be lost if 97% of all customers that come to any store didn't buy. Now consider that for the past five years, and the phenomenal growth of the Internet, the actual average number of customers that left a website without buying something ranged between 96% and 98%. The 2%-4% success rate is referred to as a conversion rate; the top 25 performing websites convert in the high teens. So why have online sales flourished when they are converting sales at the same rate as junk mailers? Despite the fact that the conversion rates are so low the cost of mailing and printing was reduced. However now, there is huge margin pressure from expensive advertising and the recession so everyone is looking to improve. There is so much room for improvement for customers and **OnTarget™** only "feeds" clients as much as they can consume, FutureNow can count on long-term subscriptions and huge successes with clients.

FutureNow is also one of the original premier Google Analytics and Google Website Optimizer partners and is part of an exclusive group of beta testers for Google's API. That means that FutureNow's **OnTarget™** will soon be linked to Google Analytics that has over two million registered users. The best part of this relationship is that OnTarget[®] is not at all like analytics software, which is focused on giving clients more data or reports. **OnTarget™** is focused on giving users a to-do list of things to do to increase online results today.

To properly position the Company both in the capital markets and operationally the support its projected rapid growth, the Company plans to do two rounds of financing. The first is a \$ 2 million bridge convertible note offering. Then at the right time, follow that up with undetermined large equity financing round. The Company has negotiated an arrangement with its current institutional investor which holds a \$1.8mm convertible note that will eliminate that debt from the Company's balance sheet.

THIS IS NOT AN OFFER OR SOLICITATION OF AN OFFER TO BUY OR SELL ANY SECURITY OR OTHER PRODUCT. ANY OPINION OR ESTIMATE CONSTITUTES THAT OF THE SENDER ONLY. For further information please the Company's website at www.futurenowinc.com. Prior to the meeting we also encourage you to email wschloth@southridgegroup.com to receive a login id to view other select company overview information. Just put the reference FUTURE NOW in the subject line.

FINANCIAL SERVICES

SOUTHRIDGE INVESTMENT GROUP LLC IS AN SEC REGISTERED BROKER/DEALER, MEMBER FINRA/SIPC.
SOUTHRIDGE ASSET MANAGEMENT LLC IS AN SEC REGISTERED INVESTMENT ADVISOR.

Executive Pavilion | 90 Grove Street | Ridgefield CT 06877
MAIN 203 431 8081 FAX 203 431 8309

800 Third Avenue | 9th Floor | New York NY 10022
MAIN 212 508 2100 FAX 212 508 2107

southridgegroup.com | southridgeasset.com



FUTURENOW'S "ONTARGET™" NOW OUT OF BETA DEMONSTRATES STRONG RESULTS

FAIRFIELD, CT--(MARKET WIRE)--January 15, 2009 -- FutureNow Group, Inc. (OTC [BB:FUTR.OB – News](#)) ("FutureNow") announced today that its web-based subscription software-as-a-service, **OnTarget™**, has completed its beta release and is in full production. FutureNow's business model has recently been expanded to include sales of **OnTarget™** subscriptions and associated professional services.

OnTarget™ monitors client websites 24/7, uncovers the reasons site visitors fail to buy, register, or become a lead, and then provides specific recommendations for clients to implement in order to keep their goals on target. **OnTarget™** is unique among Internet marketing optimization tools in that it doesn't simply provide more data or reports. **OnTarget™** delivers actionable recommendations based on the client's available time and resources so that clients are able to improve their online results continuously.

Ryan Wintle, VP Products for FutureNow, said, "We performed even better than we expected. During the **OnTarget™** beta, 43 accounts were activated, including several clients who had more than 1,000,000 page views per month, over 500,000 visits per month, and 200,000 emails generated per month. It's good to demonstrate that we can scale both the technology and the processes."

Bryan Eisenberg, EVP of FutureNow, said, Client results from **OnTarget™** are excellent. The feedback from our beta program has been strong because clients are executing on our recommendations more frequently than ever. Let me tell you about only a few recent wins:

- One of our retailers increased their conversion rate by 59.3% resulting in a financial impact of more than \$70,000 per month
- We optimized a checkout page to increase the conversion rate by 6.25%, leading to \$150,000 additional revenue annually
- One of our online jewelry retailers increased overall website sales conversion rate from 3% to 7%, a total lift of 133% in just a three month time period.

You can see many more client wins at <http://www.futurenowinc.com/clients.htm>.

Jeffrey Eisenberg, CEO of FutureNow, said, FutureNow is excited about the many potential partners who have so quickly expressed interest in **OnTarget™** before we even announced completion of our beta program. We are in discussions with many of them to roll out a formal partner program and expect it to launch this quarter.

For more information about **OnTarget™** visit <http://www.futurenowinc.com/ontarget>

THIS IS NOT AN OFFER OR SOLICITATION OF AN OFFER TO BUY OR SELL ANY SECURITY OR OTHER PRODUCT. ANY OPINION OR ESTIMATE CONSTITUTES THAT OF THE SENDER ONLY.

FINANCIAL SERVICES

SOUTHRIDGE INVESTMENT GROUP LLC IS AN SEC REGISTERED BROKER/DEALER, MEMBER FINRA/SIPC.
SOUTHRIDGE ASSET MANAGEMENT LLC IS AN SEC REGISTERED INVESTMENT ADVISOR.

Executive Pavilion | 90 Grove Street | Ridgefield CT 06877
MAIN 203 431 8081 FAX 203 431 8309

800 Third Avenue | 9th Floor | New York NY 10022
MAIN 212 508 2100 FAX 212 508 2107

southridgegroup.com | southridgeasset.com

