

## Upcoming changes to SI

Dear Silicon Investor Members,

Effective November 1, 2013, Silicon Investor will begin to display banner advertisements to signed-in users. This is a necessary step for us in order for us to be able to financially sustain our web site, our community and our message boards going forward. Presently, such ads are displayed only to unregistered visitors to our site; that is, users who are not logged in.

Our belief and goal is that these network banner ads can be introduced in a tasteful and unobtrusive manner as many other web publications, both free and subscription do. You are welcome to preview how our site will appear to all on November 1 by setting "Show banner ads" to "Yes" on your account [options](#) page found from the main navigation menu under Tools \ Settings. All Members have the ability to toggle ads on or off through November 1<sup>st</sup>.

After November 1, disabling banner ads will no longer be available; these spots will appear for all users as part of the normal SI experience. To honor the spirit of commitments made by former SI ownership, there are two notable but limited exceptions to the above:

1. Any Member who has purchased a paid lifetime membership over the 18 year history of Silicon Investor shall have the ability to disable these banner advertisements on our message boards beyond November 1<sup>st</sup>.
2. Any SI member who wishes to purchase a membership – monthly, bi-annual, annual or life-time, will also have the ability to disable these banner ads beyond November 1<sup>st</sup>. For recurring memberships subscriptions (monthly / bi-annual / annual), the ability to disable banner advertising on our message boards shall remain until such a date that subscription is not renewed. For life-time membership subscriptions, this option will remain available for a minimum of seven years. Silicon Investor has opened a new e-commerce site, the [SI Member Store](#), where subscriptions are available for purchase.

After December 1<sup>st</sup>, 2013, new SI membership subscriptions will no longer include the ability to disable banner advertising on our message boards; these spots will be a part of the basic SI experience for new users. For existing users who opt not to purchase a recurring or lifetime subscription during the choice window ending December 1<sup>st</sup>, there will no longer be an opportunity to do so after that date. Disabling banner advertisements will no longer be a part of any new subscriptions purchased or subscription offerings after December 1.

Finally, please note:

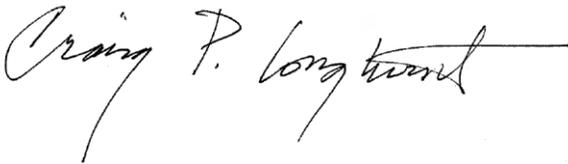
- Silicon Investor will be offering additional sites and services in the near future -pages under subdomain names separate from our message boards (i.e. [finance.siliconinvestor.com](#)) that will unconditionally display advertising. We will be introducing stock quotes, charts and news into our message boards and these items will link into the new domain, and provide extended charting

capabilities, detailed stock quotes information, market overview and stock news. Pages in these new siliconinvestor.com sub-domains will unconditionally display advertising and there will be no exceptions. It is the ad inventory on these pages that is allowing us to secure this wonderful new content.

- Silicon Investor intends to allow industry professionals to open message boards on SI after November 1st. These boards will be segregated from regular Member message board forums in a new "Pro" forum. If you visit the Pro forum, know that these boards are created by paid professionals seeking to increase company awareness and publish company news. We will make this clear, fully disclosed and easy to avoid if it's not your thing.
- Silicon Investor intends to offer board sponsorships. Certain investments companies have expressed an interest in being associated with various existing boards on SI, and we will allow those companies to sponsor those boards. Sponsorship will allow those companies to display a small "The <Board Title> board has been sponsored by <XYZ corp>", linked to either external or Pro forum content, with a linked company logo beneath the board header. We intend these links to be small, modest and unobtrusive, as with the logo.

Many exciting new changes are planned going forward: A brand new home page, both unique and compelling - helping assist new users in the discovery of the best of our great site. Portfolios and quotes. News. Notifications. Mobile. More to follow.

Very Truly Yours,

A handwritten signature in black ink that reads "Craig P. Long". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

"SI Craig"

Chairman, Knight Sac Media

