



SNAP INTERACTIVE, INC.
 OTC BB: STVI
 INTERACTIVE WWW.SNAP-INTERACTIVE.COM

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CIRRUS FINANCIAL COMMUNICATIONS, LLC [WWW.CIRRUSFC.COM]

WHY SNAP?

- Top 10 application on Facebook, #1 pure dating app
- **Already profitable** despite early focus on users, not \$\$
- 5 consecutive quarters of revenue growth
- 16 MM+ users, 1 MM+ daily visits, few marketing costs
- Traffic already compares to leading dating sites

COMPANY PROFILE

New York-based SNAP Interactive, Inc. originally launched stand-alone online dating site lamFreeTonight.com in 2006. Then came the May '07 Facebook® Platform launch – SNAP recognized this as an extraordinary opportunity to acquire users at little to no cost and immediately shifted its focus to building dating applications on Social Networking websites. Today SNAP has 8 total applications across Facebook, MySpace, Hi5 and Bebo. Its brands “Are You Interested”, “Meet New People” and “Flirt With Me” have over 16 million total users and receive in excess of 1 million visits per day.



MARKET OPPORTUNITY

The Cultural Shift from Online Dating to Social Networking

The online dating industry is expected to grow to \$1.9 billion by 2012¹. But the model is changing. Industry leaders are suffering from flat subscription and revenue growth, while the social networks continue to grow rapidly – Facebook has just reached 100 million users and is now the 4th most-trafficked site in the world².

The Social Networking Application industry is brand new and constantly evolving (i.e. mobile opportunities). Applications like SNAP's present the first real way to date on Social Networking sites, and users are clearly embracing them – Facebook's dating apps have already achieved a combined 28 million users. SNAP is uniquely positioned as a leader in the emerging “Social Dating” space as well as the entire exploding Social Networking Application industry.

FINANCIAL DATA

Stock Price	\$0.75
Shares Outstanding	10.4 MM
Market Cap	\$7.8 MM
Cash	\$1.0 MM
Debt	\$45,486
Enterprise Value	\$6.8 MM
Net Income (Q3 '08)	\$410,283
Earnings per Share (Q3 '08)	\$0.04
Q3 '08 EPS Annualized	\$0.16
P/E (Q3 '08 EPS Annualized)	4.7x

Stock price as of December 1, 2008. Other information as of September 30, 2008.

APPLICATION STATISTICS

Total SNAP Applications	8
Social Networks Featuring SNAP Applications	4
Total SNAP Brands	3
Total Installs	16 MM+
Daily Visits	1 MM+
Daily Active Users	800,000+

All traffic statistics are recent averages.

INVESTMENT PARADIGM: A Ground Floor Opportunity in the Hot Social Networking Industry



IDEA	INVESTMENT THESIS	CATALYSTS
<ul style="list-style-type: none"> • Online dating industry growing to \$1.9 billion by 2012 • Social Networking Application industry in its infancy; huge front-runner opportunity for companies that “get it” • More large sites launching application platforms every month, dramatically expanding user acquisition opportunities 	<ul style="list-style-type: none"> • SNAP is already profitable despite early focus on user growth ahead of monetization • Already 16 million+ users, 1 million+ daily visits at very low marketing cost • 5 consecutive quarters of revenue growth, with Q3 '08 net income nearly triple that of Q2 '08 	<ul style="list-style-type: none"> • Aggressive monetization strategy as company matures and industry evolves (i.e. micropayments on social networks) • Mobile dating presents exciting new opportunities for expansion/growth • User base of 16 million people and key social networking sites foothold make a SNAP association attractive to major players

¹Source: JupiterResearch, “US Paid Content Forecast, 2007 to 2012”, 1/29/08
²Source: comScore, Inc.

FINANCIAL SUMMARY

INCOME STATEMENT	Q4 '07	Q1 '08	Q2 '08	Q3 '08
Revenue	\$389.0	\$520.0	\$533.3	\$871.3
Operating Income	(\$557.4)	\$191.0	\$145.1	\$447.7
Net Income	(\$556.1)	\$190.5	\$144.9	\$410.3
Shares Outstanding - Basic	10.0 MM	10.3 MM	10.3 MM	10.4 MM
Shares Outstanding - Fully Diluted	10.0 MM	11.4 MM	11.4 MM	11.4 MM
Earnings Per Share - Basic	(\$0.06)	\$0.02	\$0.01	\$0.04
Earnings Per Share - Fully Diluted	(\$0.06)	\$0.02	\$0.01	\$0.04
BALANCE SHEET	Q4 '07	Q1 '08	Q2 '08	Q3 '08
Cash	\$318.1	\$657.0	\$773.2	\$1,045.5
Total Assets	\$610.0	\$848.0	\$1,033.0	\$1,515.7
Total Liabilities	\$178.4	\$184.9	\$172.2	\$183.9
Stockholders' Equity	\$608.0	\$848.0	\$1,033.0	\$1,331.8

All numbers in thousands, except share counts and EPS.

SUCCESS TIMELINE

SNAP begins generating ad revenue through Facebook®, just weeks after Developer Platform's launch

Q3 '07

SNAP achieves 10x quarterly revenue increase

Q4 '07

SNAP PROFITABLE

Q1 '08

SNAP records second straight profitable quarter

Q2 '08

Quarterly profits nearly TRIPLE Q2 '08, Mobile Dating development begins

Q3 '08

LEADERSHIP

CLIFFORD LERNER PRESIDENT & CEO

- Founder and Chairman of the Board
- Social Networking Application industry pioneer
- Former Lehman Brothers analyst (Equities Division)
- BA in Applied Economics and Business Management from Cornell University

CONTACTS

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