

Reflections & Goals

The Official Newsletter for Info-Hold Corporate Studios

December 2013

Volume 3

Dear Shareholders:

The intent of this document is to highlight events that have occurred recently to bring you inside the arena of some of the projects that are not as visible on the surface either working in the company or as an outside stockholder and/or business associate that is on this distribution list. **All information included is considered confidential. Do not copy or disclose without written consent from Info-Hold.**

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Feature Story

UnitedMedia SOLUTIONS

United Media Solutions dba Info-Hold. Inc.

Info-Hold, Inc. is getting a makeover with the name United Media Solutions. The corporate structure of Info-Hold will remain unchanged however, United Media Solutions is a name that acts as an umbrella encompassing all of our marketing efforts, including on-hold, overhead music, overhead messages and digital signage.

The new name acts as a more accurate reflection of our current marketing structure.

As we move further into these new marketing endeavors and partner with such marketing companies as News America and SmartSource, it is important for clients to understand that we provide more



info-hold

Creating Sound Solutions.

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Feature Story

UnitedMedia SOLUTIONS
audio & video messaging for business

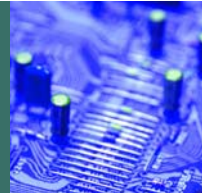
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than just on-hold, as the name Info-Hold implies.

United Media Solutions combines our entire marketing efforts, plus is general enough to include efforts that we may add in the future. Anywhere you see advertising, you'll see United Media Solutions.



Marketing & Sales



PMG Airport - Indianapolis

The Grand Opening of the newest Circle K at the Indianapolis Airport is a big deal, in more ways than one. Info-Hold, Inc. has secured an agreement to provide not only overhead music and messaging for this location, but digital signage as well.

Petroleum Marketing Group, with whom we already

have secured 3 locations, opened the PMG Airport Plaza in Indianapolis. Grand opening deals were only to be advertised

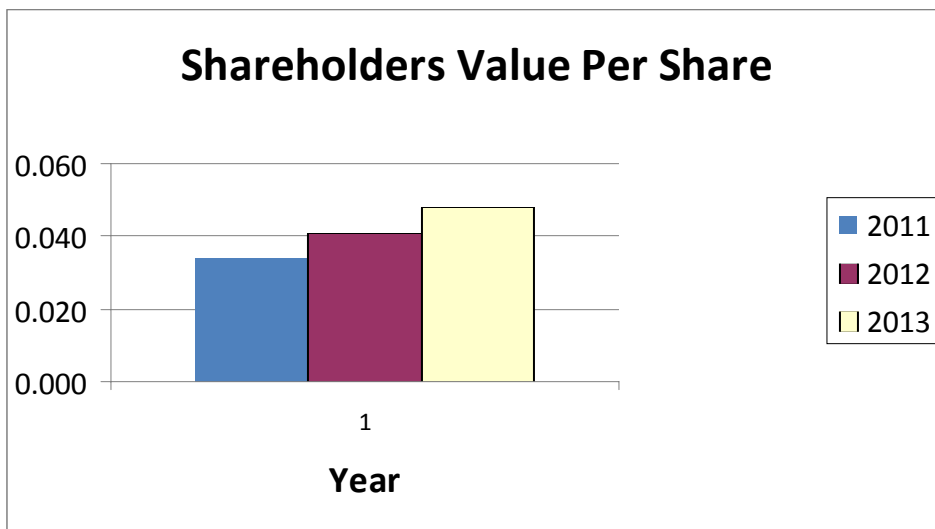
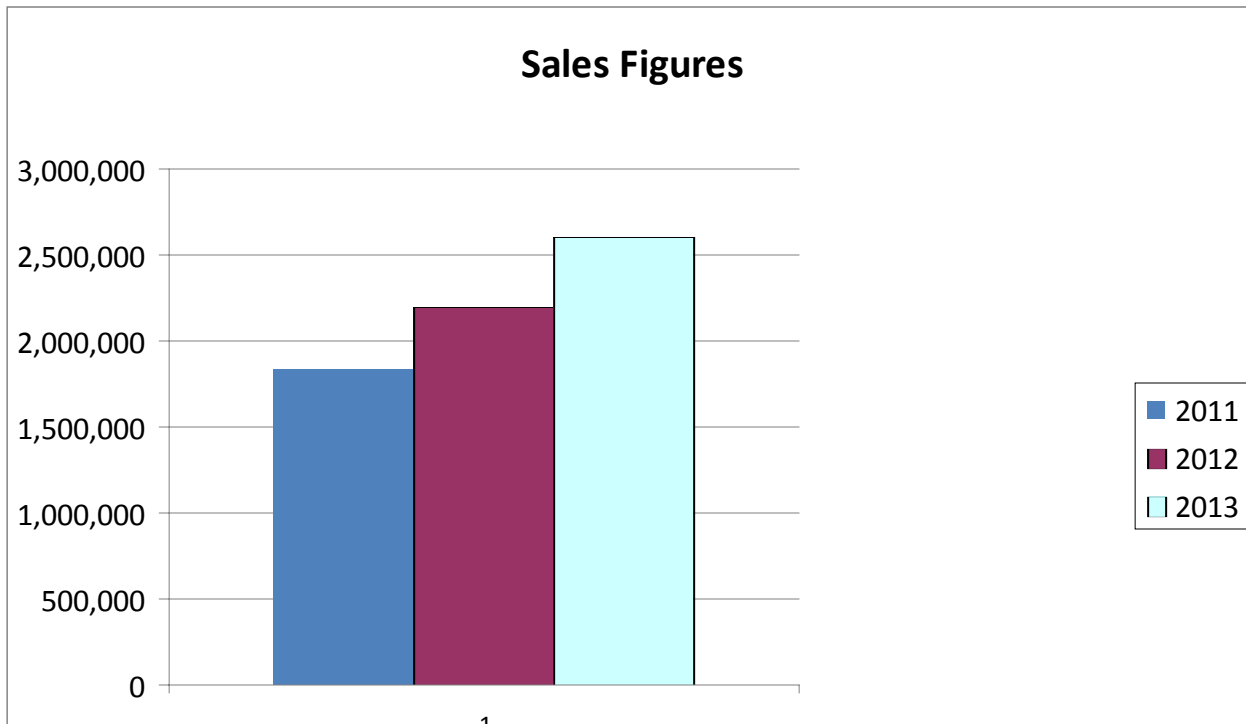


during the morning hours of October 25th, then quickly switched to regular November promos at 1:00 that day. Info-Hold programming allowed for this to take place with little to no hassle.

We believe that the audio and visual message model is where more business will come in the future.



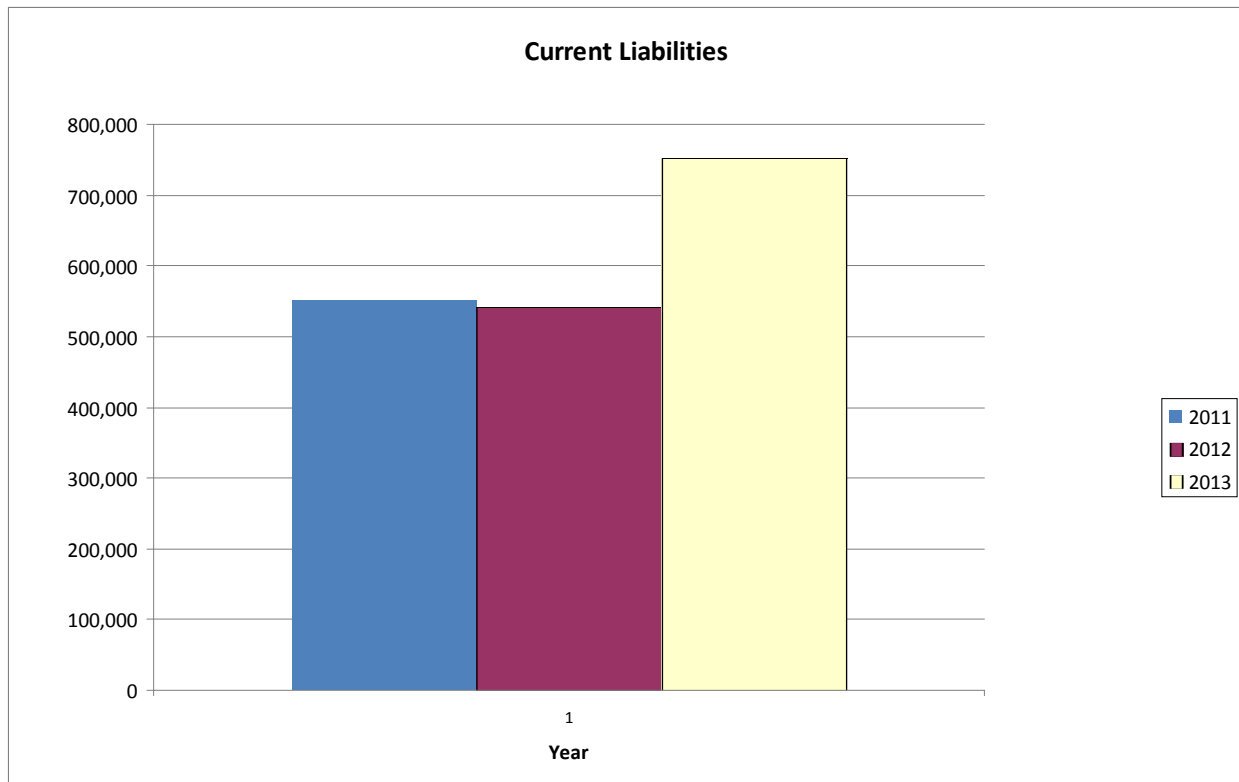
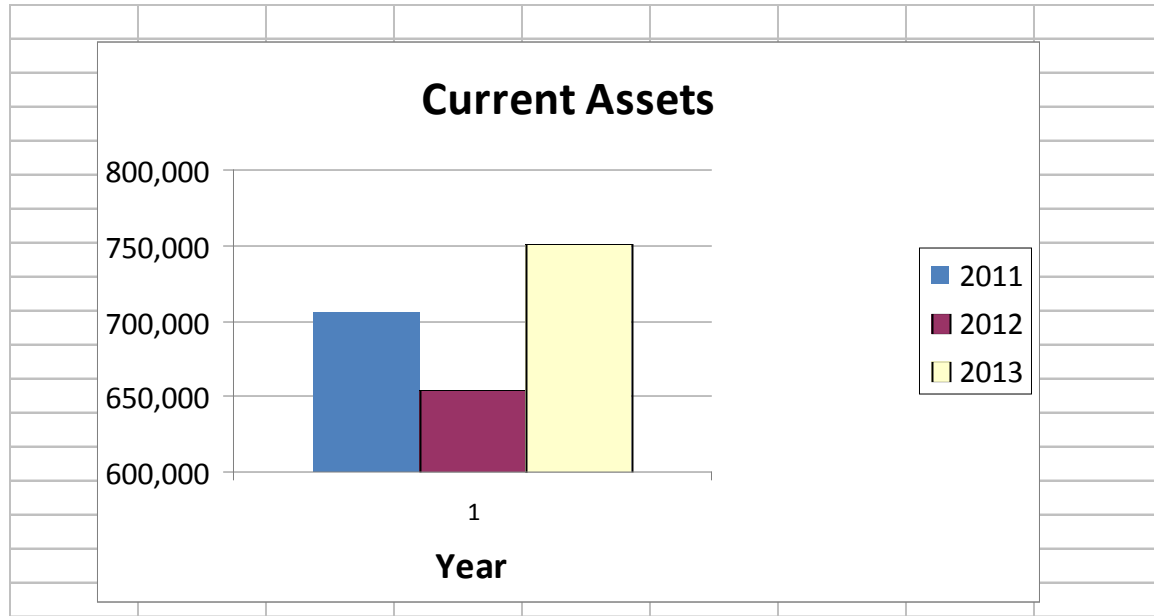
Financial Corner



*Numbers are unaudited



Financial Corner



*Numbers are unaudited



Marketing & Sales

Third Party Ad Program continues to make impressions

We are proud to announce the success of the Third Party Ad program at Info-Hold. With monthly additions to the Speedway third party message clientele, the venture is deemed a success. Among the list of repeat customers are the American Dairy Association of Indiana and Indiana Hoosier Lottery, as well as newcomers such as Tropicana, Wheat Thins, Moerlein Lager House, Dish Network and Snyders of Hanover.

The most recent client to join Third Party Advertising is Fallas Department Stores. Info-Hold currently has systems installed in 14 locations in California.

Third party advertising is a win-win situation for Info-Hold and our clients. Third parties purchase overhead advertisements to play in the store locations. Typically, Info-Hold splits the revenue with the client 60/40. If utilized to the fullest, clients can offset the price of the Info-Link system with the revenue generated from third party ad sales.

We look forward to growing this end of the business even more in the future.



hoosier lottery.



Marketing & Sales



Bank of America

Bank of America has entered into an agreement with Info-Hold's voice studio for on-hold and voice prompt messages for their call centers. Bank of America provides Info-Hold with written copy, which we in turn record and upload to their phone systems.

Bank of America currently operates call centers across the entire U.S. Info-Hold is supporting 64 call centers with a projected 300 messages a year, resulting in approximately 40k in revenue.

This is a great opportunity for Info-Hold to work with such an esteemed company, and this ongoing project looks to be profitable for both parties.





Marketing & Sales



Houchens Markets David Finkhousen

Houchens Markets, which own IGA, Houchens Markets and Save-A-Lot grocery stores, has entered a trial agreement with Info-Hold for the overhead Music Maestro system through Info-Link. Music Maestro is a music database created by Info-Hold with customized music channels available for our clients. It works just as SiriusXM, with absolutely no commercials, DJ chatter or inappropriate music.

Houchens has been taking advantage of our overhead marketing as well, by programming overhead messages that correlate with the store's monthly sales and promotions.

We look forward to building a thriving relationship with this relatively new client.



Marketing & Sales



Haverty's Furniture

Info-Hold has added its services to Havertys store locations throughout the U.S. Havertys was founded in 1885 and now operates over 140 stores in 17 states.

Utilizing Info-Hold's patented Info-LinkXM system with integrated SIRIUS Satellite Radio, Havertys is able to play music and high-impact marketing messages directly to customers. This creates not only a unique shopping experience, but also allows Havertys to market specific products to customers at specific times, such as sales, holiday gift ideas, etc. Info-Hold provides its own in-house professional copywriting and production services for clients to utilize these overhead marketing messages.

Havertys currently has 55 locations installed with the Info-Link SiriusXM system. Individual store managers are responsible for their own store's music, and each manager has been assigned their own secure log in. This gives the store managers the feeling of empowerment and the ability to adapt music stylings to their choice, but all within a corporate approved selection of SiriusXM channels.





Marketing & Sales

Loaf N Jug

Info-Hold has been supplying Loaf 'N Jug convenience stores with overhead SIRIUS music and messaging services since June 2012. Over the past year, Loaf N Jug has embraced the power of overhead advertising and runs new ads with their monthly promotions in all locations with the overhead Link SiriusXM system. Music and customized marketing messages are directed to customers while in the store and while fueling their vehicles at the pump.

Loaf 'N Jug is a division of the Kroger Company, and operates 174 convenience stores primarily in Colorado and Wyoming with additional stores in North Dakota, South Dakota, Montana, Nebraska, Oklahoma, and New Mexico. Info-Link SiriusXM is installed in 139 locations throughout the country.



Loaf 'N Jug



Marketing & Sales



Hess Express

Utilizing Info-Hold's patented Info-Link SiriusXM System, HESS Express convenience stores and gas stations play music and customized marketing messages directed to customers at the pump and in the stores.

Overhead advertising has been a success for Hess Express, and they change their monthly overhead messages monthly along with their in-store promotions. Hess requests programming for specific times of day and in specific regions. For example, breakfast items from Quiznos only play in Quiznos locations from 6am until 10am, etc.

This has been a learning opportunity for both sides,

and the relationship with Hess has also helped Info-Hold streamline its overhead ad distribution for many of our other convenience partners as well.

Hess has been continuously adding locations with the Info-Link SiriusXM since we began our relationship in 2011. There are currently 720 national Hess Express locations utilizing the Info-Link SiriusXM system.





Marketing & Sales

True North

True North has selected Info-Hold to supply their convenience store and gas station locations with overhead SiriusXM music and messaging services. Utilizing Info-Hold's patented Info-Link system with integrated SiriusXM Satellite Radio, select TrueNorth locations are able to play music and customized marketing messages directed to customers while in the store and while fueling their vehicles at the pump.

True North has been taking advantage of the overhead marketing strategy provided through the Info-Link system, and adds customized messages to correlate with their monthly promos.

TrueNorth operates convenience stores and gas stations throughout Cleveland, Columbus, Dayton,

Toledo and Youngstown. There are currently 69 sites with the Info-Link SiriusXM system installed.



Marketing & Sales



Walters Dimmick

Walters Dimmick Petroleum is now supplying national Shell gas locations with overhead SiriusXM music and messaging services through the patented Info-Link system.

Walters Dimmick Petroleum owns a chain of Shell gas locations throughout southwest Michigan and northern Indiana and Ohio. Additionally, Walters Dimmick Petroleum has incorporated several food service companies, such as Subway, Quizno's, Jimmy John's and Country Kitchen into several of its locations for additional revenue. Most recently, the company has converted many of its convenience stores into small IGA Express locations.

been site specific, and Info-Hold has been able to develop a system for seamlessly delivering the correct overhead messages to the correct locations, at the specified playing times.

The Info-Link SiriusXM system is currently installed in 42 locations.



Many overhead messages for Walters Dimmick have



Marketing & Sales

News America

Info-Hold is happy to announce a new partnership with News America Marketing, the nation's premier marketing services company. News America Marketing in-store brand, SmartSource, provides at shelf displays, including coupons, shelf-talkers, entryway signage and in-store video for 3rd party advertisers to promote their brands.

Info-Hold is teaming up with News America SmartSource for in-store applications in their already established 4600 C-stores, with potential for over 16,000 non-network store locations.

Through the partnership, Info-Hold and News America will offer in-store marketing signage

and audio at no cost to the store owner. News America will produce and install the signage and Info-Hold will provide the audio overhead messaging. Together, Info-Hold and News America will work to secure advertisers, and we will revenue share the sales.

The audio and signage package is a desirable marketing plan for most brands, and we look forward to growing this business.



Trends in Technology



Independent Artists.

Info-Hold is currently working to secure independent music artists to supply us with original music for use with the Music Maestro library. By working with unsigned artists, Info-Hold is able to not only showcase original music not found elsewhere on the radio broadcast, but provide this music with no licensing or recording fees.

Store owners are not looking to play specific artists or songs on their overhead system - they are looking to fill the silence. Unsigned artists take away from the distraction of overly popular hit songs that may drive customers away. Plus, these independent artists have the opportunity to showcase their music to potentially thousands of listeners.





Trends in Technology



Music Maestro

What's the best thing to happen to overhead music? The Music Maestro system from Info-Hold. Music Maestro is Info-Hold's completely custom created music channel options for use with

the Info-Link overhead music and message system. Music has been hand-picked for a wide selection of songs and artists, without the worry of profanities, DJ chatter, artist interviews, or other inappropriate or unwanted clutter.

Channels include:

The Kitchen Sink - over 1000 songs for every listener's tastes

Mumbler - Acoustic Singer Songwriters

Youthquake or *Bad Plaid* - Alternative Grunge Rock

Denim - Working Man's Rock and Classics

Pleading the (Beethoven's) Fifth - Classical

Christakkua - Holiday favorites across the board

Soda - Everybody's Favorite Pop Hits

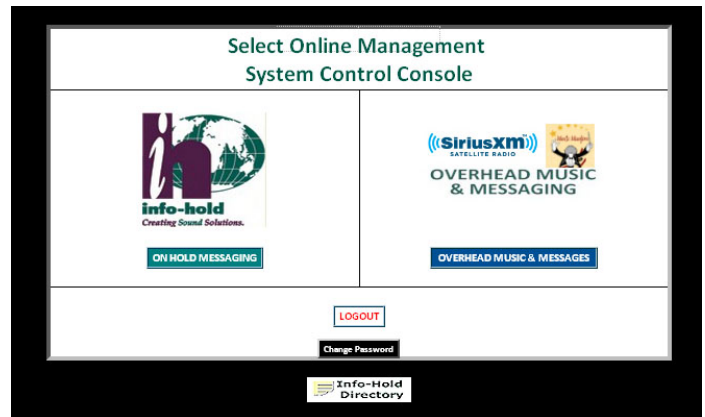
Used to call it College Rock or *Hookah* - Alternative Pop/Rock-

Sunny - Adult Contemporary

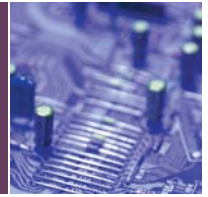
Guns N Jesus - Country Hits from the Classics to Today

Dinosaur - Classic Rock

Clients currently utilizing the Music Maestro system include Houchens, Champlain Farms, Home Depot, Fallas, Community & Southern Bank and Shopko.



Trends in Technology



Digital Signage

Created specifically for use with the Info Link Music and Messaging System and utilizing our patented programming features, the Info-Link Digital Signage Module makes digital signage program easy to implement and even easier to manage.

Our software development team has designed an intuitive and user-friendly web site that allows clients to program and manage digital signage with just a few clicks.

Clients can upload signage designs from their advertising agency, from Info-Hold's in-house design studio, or they can create their own digital signage from a variety of templates.

Info-Hold has been working with Sheetz, Loaf N Jug, Petroleum Marketing Group and Champlain Farms on digital signage programs in conjunction with their regular overhead promotions.



Name	Description	Owner	Permissions	Actions
Layout 2		Demo		Schedule Now Design Edit Copy Delete Permissions
Layout 3		Demo		Schedule Now Design Edit Copy Delete Permissions
Sample	Sample Layout	Demo		Schedule Now Design Edit Copy Delete Permissions

Ahhhhh....
Pure Refreshment



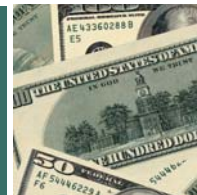
Don't go out of your way for breakfast



16oz. Coffee & Donut
\$1.99
combo



Litigation & Acquisitions



Info-hold, Inc. and MUZAK

The battle continues between Info-Hold, Inc. and media Goliath MUZAK, on infringement of one of Info-Hold's 5 U.S. patents. The trial date has been vacated by the judge until more findings are complete.

Infringement is only part of the battle. Info-Hold litigation team needs to convince a judge or jury that the MUZAK system does what the Info-Hold system does, within the written claims terms.

There is a total of 5 claims, where MUZAK is attempting to challenge the evidence. The motion is out to push for reasonable royalties for infringing on our patent.

A portion of the core issues is MUZAK's definition of what is means when "a caller is



placed on hold" versus Info-Hold's definition of this claim. The judge involved in the case could not understand the technology involved in the definition, and out of convenience, agreed to the claim. Info-Hold is currently appealing.

There is no trial date set for this year, with a trial likely to be set in 2014.





Trends in Technology



Contributors & Staff

Sepine Mini System

Meet the smallest thing to happen to overhead music and messaging - the Sepine Mini System. This miniscule system is really a powerhouse in disguise. The same power and quality we'



Link systems, condensed to a hand-held package. Gone are the cumbersome PC units secured to the backboards, encroaching on prized space in your phone room. The Sepine Mini System slips in unnoticed, until you cue the music and messaging. Info-Hold is excited for the opportunity to work with the Sepine Mini and begin installing in locations throughout the U.S. where Info-Link is used.

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Kevin McCullough Vice-President
Mark Mason.....Corporate Sales
Bryan Creed Interconnect Sales

Jennifer BrasingtonMarketing/PR
Ryan DeMougin.....Software Engineer
David Finkhousen.....Corporate Sales
Dave Gardner Manufacturing/Warehouse Mgr
Nathan Geiger Director of Field Operations
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