

OVERVIEW

SEARCH

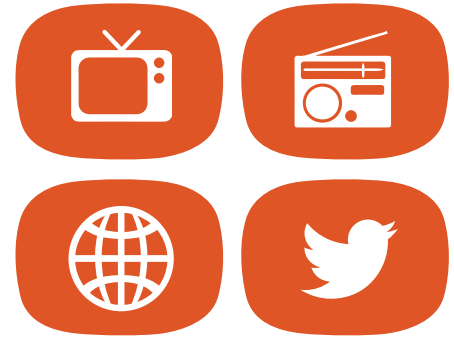
ALERT

SHARE

REPORT

Critical Mention provides the most comprehensive web-based real-time media monitoring service.

We are changing the way corporate communications and business intelligence professionals search, track and view vital information from television, radio, social media, online news sites and professional blogs. Our Critical Mention platform provides real-time search, monitoring and email alerts for organizations that require up-to-the-minute news about their company, clients, competitors, and industry news.



Critical Mention captures and indexes 40 hours of broadcast content every 60 seconds from more than 2,000 unique broadcast sources producing a robust database of more than 16 million searchable segments, all available in broadcast quality definition and in real time. Coupled with social media and 55,000+ online newspapers, magazines, trade

publications, forums and pro blogs, Critical Mention provides the most comprehensive and easy to use real-time media monitoring software. Critical Mention users can set search filters that constantly run against incoming content to trigger email alerts within seconds of airing, or they can conduct ad-hoc searches against the content database. With needed results in hand, users can then view any clip and securely share and report on segments with colleagues and clients, all from within the Critical Mention platform.

Used by companies and organizations of all sizes in almost every industry.



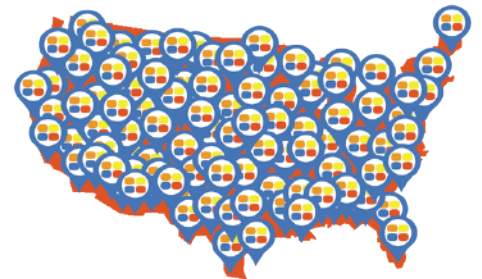
We keep 9 out of 10 of Interbrands top brands on top of their media coverage as well as countless companies, non-profits, universities, hospitals and federal, state and local government agencies. In addition to social media and online news coverage, Critical Mention provides the most comprehensive broadcast media monitoring service. Charts, graphs, maps and word clouds make analyzing coverage simple.

A web-based service with personal assistance by email, chat or phone.



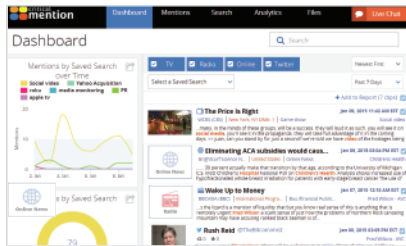
Every Critical Mention subscription comes with a dedicated account manager who will set your organization up on the Critical Mention platform and train your users. Your account manager will also provide assistance finding segments or using functionality for the length of your subscription. Our entire account management team acts as a backup to your assigned account manager so you're never without assistance. Call any time, 24/7/365, and speak with a member of the team.

No one covers as much as we do.



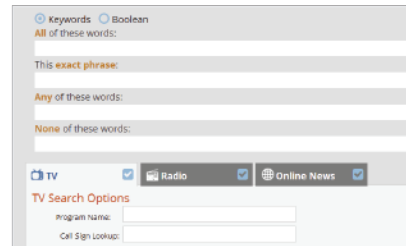
Critical Mention provides unparalleled real-time monitoring of more than 2,000 broadcast channels, social media and 55,000+ online news sites and professional blogs globally. U.S. television coverage includes networks and their affiliates in all 210 Nielsen television markets. U.S. radio coverage includes more than 150 top news/talk stations. Canadian coverage includes more than 220 sources (in English and French). UK coverage is from 100 local, regional and national TV and radio channels. Middle East coverage includes translation from Arabic speech to English text.

Searching TV, radio and online news has never been faster or easier.



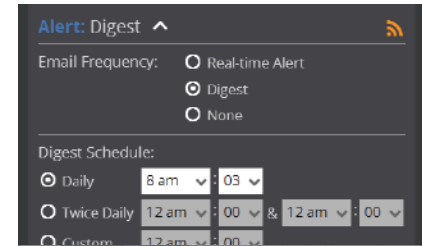
With Critical Mention's intuitive and easy to use search interface, you can find the coverage you are looking for in seconds. Just enter your text search as you would in any internet search engine and you'll quickly see matching media coverage from the past 30 days. Results are delivered both in video and text so you can quickly review your results.

Search and see what you need, when you need it.



The Critical Mention real-time media monitoring service is always on and always ready. We understand your information needs can change in seconds and Critical Mention is ready to deliver. Search for your company, clients, competitors, industry news or whatever information needs you may have. Ad hoc searching is unlimited and included in every subscription.

Let alerts do the search for you in real time 24/7/365.



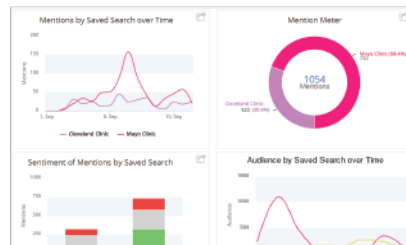
Like popular search engines, Critical Mention lets you save your searches as alerts so you'll be instantly notified by email each time media coverage matches your search criteria, or set up a daily email digest to keep your results organized. You'll never be surprised with Critical Mention on the job for you. Saved searches also can be run and viewed with one click in the platform, saving you countless hours over ad-hoc searching.

Look smart, share and report on your coverage in seconds.



The Critical Mention real-time media monitoring service gives users the easiest, fastest tools to share and report their coverage. Choose the segments you'd like to share and compile them in a highly polished and branded web-based report that provides video, closed caption text, Nielsen audience figures, publicity value data, and online traffic estimates. Any edited clips will never expire from the report.

See the meaning in your mentions.



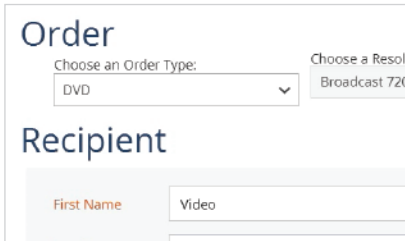
Gain qualitative and quantitative insight into media coverage with Critical Mention Analytics. Benchmark against competitors, drill in on stories with negative and positive sentiment, spot themes using word clouds, and visualize density of coverage on maps. Export images to include in presentations to share with colleagues, stakeholders and clients.

Save time and money using Critical Mention's self-service download feature.



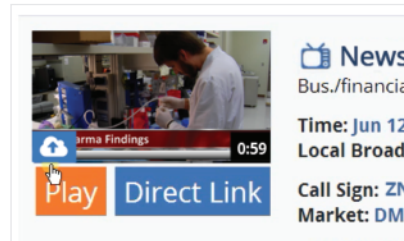
Critical Mention gives users the most cost effective way to download and save their segments as a Quicktime, WMV or MPEG file in either broadcast quality or web resolution. Using our state of the art Word Play self-editing tools, users can set in and out points to the sub-second, select the resolution and file type and download their segments in minutes. In the media world, time counts, and Critical Mention gives you the edge to quickly download and internally share your segments with key audiences.

Let our production staff carry the load and make you look good.



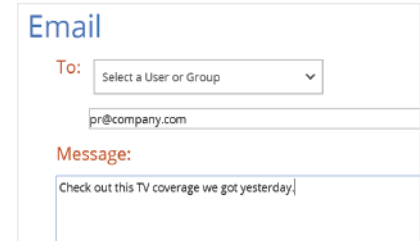
The Critical Mention real-time media monitoring service lets you specify the segments you'd like edited, or our professional production team will edit and create a DVD or downloadable file for you. Clients frequently use this service to save time and/or combine multiple segments.

Never worry about expiration dates.



Critical Mention's permanent video storage feature ensures that the video of broadcast coverage you have edited and posted to reports will not expire. Share reports or streaming links to the video as long as you are a subscriber, without having to worry about expiration dates.

Share a segment via video emails.



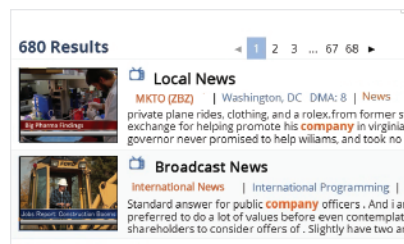
Like a segment you see? Easily email it right away with one click to multiple internal recipients. Review the streaming video, text and clip information with colleagues and clients easily.

Showcase and store your edited segments.



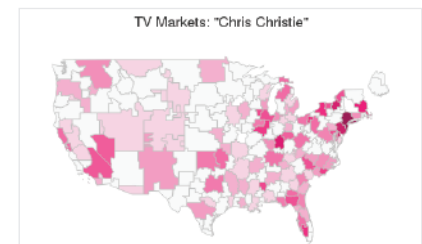
Let Critical Mention house your segments on a branded, polished and password-protected web site to provide around-the-clock, anywhere-in-the-world viewing of your hits. Many of our clients don't have or don't wish to involve the technical resources in their organization to create an intranet and/or extranet to showcase and store their segments.

Search at lightning speed.



Save valuable time with the fastest search speeds in the industry (more than 8x faster) and intuitive results that point you to the mentions you need, when you need them.

View what matters most with responsive maps and word clouds.



They're beautiful. They're responsive to your search filters. Best of all, they tell you exactly what is trending alongside your search terms and where you're getting the most coverage.