Monthly Public Relations Report  
September 2011

**Monthly Summary**

In September, Max Borges Agency successfully announced the North American availability of the iRoom iDock. The impact of the agency’s launch was evident in the massive traffic increase to Bracketron.com. Traffic was up 765 percent on the day of the official iDock announcement, and there were more than 8,500 pageviews for iRoom and the iDock landscape model in the month. September was the first month in which referring sites were the top traffic source to Bracketron.com. Referring sites - mainly PR placements that included links to the Bracketron web site - accounted for 38.8 percent of all traffic. Hits on Engadget, Macworld, iLounge, MacNews, Coolest Gadgets and CNET ranked in the top 10 traffic drivers.

Additionally, the agency finalized the messaging document targeted to the wireless channel and secured positive coverage for Bracketron’s in-auto mounts in key tech and mobile media outlets. The agency also continued holiday gift guide outreach and secured positive press coverage for Bracketron’s full line of mobile accessories. The comparative ad value of print hits alone exceeded $31,760 in the month of September!


Highlights of pending coverage that is set to appear in future months included Mac Observer, Today’s Homeowner TV, American Way, Boston Globe, Country Homes and Interiors UK, iPhone Life, Retail Me Not, LAPTOP, Computerworld, CNET and many more.
Broadcast Coverage in this Month

Here is the broadcast coverage that appeared over the course of the month. Each hit includes audience numbers, comparative ad value, a link to the clip, and a quote from the segment.

**CBS Omaha - KMTV**
- Review: Cup-iT for Golf
- Audience: 11,710 Households
- Comparative Ad Value: $156
- URL: [CBS Omaha](#)
- Quote: "Holds your GPS device in place and is really simple to use"
- Run date: September 2, 2011
- Run time: 9:45 AM

![CBS Omaha - KMTV](image)

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**NBC Fargo - KVLY**
- Review: Back-iT
- Audience: 24,990 Households
- Comparative Ad Value: $452
- URL: [NBC Fargo](#)
- Quote: "Protects the iPad from scratches and dents"
- Run date: August 29, 2011
- Run time: 6:16 AM

![NBC Fargo - KVLY](image)
**New England Cable Network Boston - NECN**

Review: Golf Bag GPS Mount  
Audience: 22,422 Household  
Comparative Ad Value: $676  
URL: [NECN Boston](http://www.necn.com)  
Quote: “Places securely onto your golf bag”  
Run date: September 5, 2011  
Run time: 7:40 AM

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**Independent Kingston - CKWS**

Review: Grip-iT Vent Mount  
URL: [CKWS Kingston](http://www.ckws.com)  
Quote: “Able to mount your phone right on the vent for easy viewing”  
Run date: September 15, 2011  
Run time: 5:18 PM

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**NBC Philadelphia - WCAU**

Review: Dual USB Charger  
Audience: 23,662 Households  
Comparative Ad Value: $675  
URL: [NBC Philadelphia](http://www.nbcphiladelphia.com)  
Quote: “Extremely reasonably priced! Charge as you drive!”  
Run date: September 14, 2011
Independent Oklahoma City - KSBI
Review: iTilt
URL: KSBI Oklahoma City
Quote: “Perfect stand for your tablet”
Run date: September 20, 2011
Run time: 2:08 PM

Independent Jacksonville - WJXT
Review: iTilt
Audience: 90,062 Households
Comparative Ad Value: $1,669
URL: WJXT Jacksonville
Quote: “Perfect stand for your tablet”
Run date: September 21, 2011
Run time: 7:56 AM
Print Coverage that Appeared this Month

Here is the print coverage that appeared this month. Each hit includes information regarding the circulation of the media outlet and comparative ad value (what an advertisement of equal size would cost).

**Woman’s World**
- Spotlight: Coupon Code
- Circulation: 1,250,000
- Comparative Ad Value: $3,869
- Run date: September 2011

**Greater Columbia Business Monthly**
- Spotlight: iTilt
- Circulation: 8,000
- Comparative Ad Value: $1,295
- Run date: September 2011
The Courier-Journal (Louisville, KY)
Spotlight: Style-iT
Circulation: 250,277
Comparative Ad Value: $1,310
Run date: September 18, 2011

The Atlanta Journal-Constitution (Atlanta, GA)
Spotlight: iTilt
Circulation: 384,110
Comparative Ad Value: $5,335
Run date: September 18, 2011

Greater Pee Dee Business Journal
Spotlight: iTilt
Circulation: 10,000
Comparative Ad Value: $1,060
Run date: October 2011

Travel + Leisure
Spotlight: All-Weather Soft Case Bike Mount
Circulation: 957,987
Comparative Ad Value: $13,964
Run date: October 2011
**Poughkeepsie Journal (Poughkeepsie, NY)**

Spotlight: Style-iT
Circulation: 38,352
Run date: September 21, 2011

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**Hotrod & Restoration**

Spotlight: Dual USB Charger
Circulation: 13,339
Comparative Ad Value: $416
Run date: September 2011

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**Democrat and Chronicle (Rochester, NY)**

Spotlight: Style-iT
Circulation: 175,146
Comparative Ad Value: $1,635
Run date: September 25, 2011

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**The Post-Crescent (Appleton, WI)**

Spotlight: Style-iT
Circulation: 56,600
Comparative Ad Value: $349
Run date: September 24, 2011
The Star Press (Muncie, IN)
Spotlight: Style-iT
Circulation: 36,557
Comparative Ad Value: $359
Run date: September 23, 2011

The Baxter Bulletin (Mountain Home, AR)
Spotlight: Style-iT
Circulation: 9,082
Run date: September 19, 2011

E-Gear
Spotlight: All-Weather Soft Case Bike Mount
Circulation: 20,022
Comparative Ad Value: $2,176
Run date: Fall 2011
Web Coverage that Appeared this Month

Here is some of the more prominent publicity generated on the web as a result of the agency’s aggressive outreach to the media. Each one contains a hyperlink to the posting along with the Compete ranking which ranks websites in terms of relative traffic (ex: a website with an Compete ranking of 1,000 is the 1,000th most trafficked site on the internet).

The Morning Blend (Omaha, NE)
Review: Cup-iT for Golf Cart
Compete Rank: 502,496
Unique Visitors: 2,659
URL: www.omahamorningblend.com
Run date: September 2, 2011

Coolest Gadgets
Review: All-Weather Soft Case Bike Mount
Compete Rank: 42,962
Unique Visitors: 47,127
URL: www.coolest-gadgets.com
Run date: August 18, 2011

Marketnews Newsletter
Spotlight: Style-iT
Circulation: 11,500
Run date: August 31, 2011
**MobileTechReview**

Review: Back-iT  
Compete Rank: 40,542  
Unique Visitors: 50,109  
URL: [www.mobiletechreview.com](http://www.mobiletechreview.com)  
Run date: August 31, 2011

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**Gadget News Update**

Review: Style-iT  
Compete Rank: 4,590,436  
Unique Visitors: 127  
URL: [www.gadgetnewsupdate.com](http://www.gadgetnewsupdate.com)  
Run date: August 26, 2011

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**Marketnews**

Spotlight: Style-iT  
Compete Rank: 1,525,699  
Unique Visitors: 726  
URL: [www.marketnews.ca](http://www.marketnews.ca)  
Run date: August 26, 2011

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**Discovery**

Review: All-Weather Soft Case Bike Mount  
Compete Rank: 249  
Unique Visitors: 5,871,514  
URL: [www.discovery.com](http://www.discovery.com)  
Run date: August 31, 2011
NECN (Boston, MA)
Review: Golf Bag GPS Mount
Compete Rank: 8,261
Unique Visitors: 252,420
URL: www.necn.com
Run date: September 5, 2011

Greenville Business Magazine
Spotlight: iTilt
Compete Rank: 1,068,624
Unique Visitors: 1,096
URL: www.greenvillebusinessmag.com
Run date: September 3, 2011

YourTechReport
Spotlight: Nav-Mat III
Compete Rank: 651,983
Unique Visitors: 1,945
URL: www.yourtechreport.com
Run date: September 2, 2011

Electric Bike Report
Review: All-Weather Soft Case Bike Mount
Compete Rank: 243,864
Unique Visitors: 6,389
URL: www.electricbikereport.com
Run date: N/A
**Macworld**  
Spotlight: Back-iT  
Compete Rank: 2,952  
Unique Visitors: 697,214  
URL: www.macworld.com  
Run date: September 3, 2011

**Android Police**  
Review: iTilt  
Compete Rank: 20,698  
Unique Visitors: 102,043  
URL: www.androidpolice.com  
Run date: September 6, 2011

**TechKive**  
Review: iTilt  
Compete Rank: 1,788,486  
Unique Visitors: 599  
URL: www.techkive.com  
Run date: September 6, 2011

**Android Wellness**  
Review: iTilt  
URL: www.androidwellness.com  
Run date: September 6, 2011
Android Headlines
Review: iTilt
Compete Rank: 96,706
Unique Visitors: 19,037
URL: www.androidheadlines.com
Run date: September 6, 2011

iSmashPhone
Review: Dual USB Charger
Compete Rank: 47,503
Unique Visitors: 42,729
URL: www.ismashphone.com
Run date: September 7, 2011

Appmodo
Giveaway: All-Weather Soft Case Bike Mount
Compete Rank: 187,146
Unique Visitors: 8,795
URL: www.appmodo.com
Run date: September 7, 2011

Morning Call
Spotlight: All-Weather Soft Case Bike Mount
Compete Rank: 4,561
Unique Visitors: 454,293
URL: www.mcall.com
Run date: September 12, 2011
Android Must Have Apps
Review: iTilt
Compete Rank: 572,869
Unique Visitors: 2,269
URL: www.androidmusthaveapps.net
Run date: September 7, 2011

GottaBeMobile
Review: Universal GPS Window Mount
Compete Rank: 9,157
Unique Visitors: 228,395
URL: www.gottabemobile.com
Run date: September 8, 2011

Blip.tv
Review: Universal GPS Window Mount
Compete Rank: 1,997
Unique Visitors: 1,012,099
URL: www.blip.tv
Run date: N/A

AndroPlex
Review: iTilt
Compete Rank: N/A
Unique Visitors: N/A
URL: www.androplex.com
Run date: September 6, 2011
Canadian Reviewer
Review: Back-iT
Compete Rank: 1,122,456
Unique Visitors: 1,037
URL: www.canadianreviewer.com
Run date: September 8, 2011

AOL Latino
Review: Style-iT
Compete Rank: 1,984
Unique Visitors: 1,019,133
URL: www.aollatino.com
Run date: September 9, 2011

FOX News Latino
Review: Style-iT
Compete Rank: 66
Unique Visitors: 15,506,812
URL: www.foxnews.com
Run date: September 9, 2011

Frequency
Review: iTilt
Compete Rank: 9,276
Unique Visitors: 225,878
URL: www.frequency.com
Run date: September 9, 2011
**NBC Philadelphia**  
Review: Dual USB Charger  
Compete Rank:  2,718  
Unique Visitors:  762,518  
URL:  [www.nbcphiladelphia.com](http://www.nbcphiladelphia.com)  
Run date:  September 2011

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**Blip.tv**  
Review: iTilt  
Compete Rank:  2,154  
Unique Visitors:  969,211  
URL:  [www.blip.tv](http://www.blip.tv)  
Run date:  N/A

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**Stuff We Like**  
Review: iTilt  
Views: 92  
URL:  [www.youtube.com](http://www.youtube.com)  
Run date:  September 8, 2011

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**Notebooks**  
Review: Universal GPS Window Mount  
Views: 234  
URL:  [www.youtube.com](http://www.youtube.com)  
Run date:  September 8, 2011
**iPhone Life**  
Review: iTilt, Style-iT  
Compete Rank: 106,227  
Unique Visitors: 16,596  
URL: [www.iphonelife.com](http://www.iphonelife.com)  
Run date: September 12, 2011

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**The Mac Observer**  
Review: Back-iT  
Compete Rank: 45,837  
Unique Visitors: 43,410  
URL: [www.macobserver.com](http://www.macobserver.com)  
Run date: September 8, 2011

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**Android Guys**  
Review: Dual USB Charger  
Compete Rank: 31,712  
Unique Visitors: 64,655  
URL: [www.androidguys.com](http://www.androidguys.com)  
Run date: September 14, 2011

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**Mobility Digest**  
Review: Back-iT  
Compete Rank: 179,193  
Unique Visitors: 8,915  
URL: [www.mobilitydigest.com](http://www.mobilitydigest.com)  
Run date: August 26, 2011
Houma Today (Terrebonne Parish, LA)
Spotlight: Style-iT
Compete Rank: 14,905
Unique Visitors: 142,153
URL: www.houmatoday.com
Run date: September 15, 2011

Daily Comet (Lafourche Parish, LA)
Spotlight: Style-iT
Compete Rank: 24,882
Unique Visitors: 83,155
URL: www.dailycomet.com
Run date: September 15, 2011

iPodTotal
Spotlight: Style-iT
Compete Rank: 221,644
Unique Visitors: 6,890
URL: www.ipodtotal.com
Run date: August 31, 2011

Runaround Tech
Spotlight: Style-iT
Compete Rank: 308,310
Unique Visitors: 4,602
URL: www.runaroudtech.com
Run date: August 25, 2011
**Tech Fever**
Spotlight: Style-iT
Compete Rank: 609,947
Unique Visitors: 2,000
URL: www.techfever.net
Run date: August 29, 2011

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**The Toronto Star (Toronto, ON)**
Spotlight: Style-iT
Compete Rank: 5,637
Unique Visitors: 367,450
URL: www.thestar.com
Run date: September 17, 2011

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**iPhone Life**
Review: All-Weather Soft Case Bike Mount
Compete Rank: 106,227
Unique Visitors: 16,596
URL: www.iphonelife.com
Run date: September 10, 2011

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**Techy Globe**
Review: Dual USB Charger
Compete Rank: N/A
Unique Visitors: N/A
URL: www.techyglobe.com
Run date: September 16, 2011
Android NewsPad
Review: Dual USB Charger
Compete Rank: N/A
Unique Visitors: N/A
URL: www.androidnewspad.com
Run date: September 15, 2011

USA Today (McLean, VA)
Spotlight: Style-iT
Compete Rank: 61
Unique Visitors: 16,804,422
URL: www.usatoday.com
Run date: September 16, 2011

Technology Today
Review: iTilt
URL: www.technologytoday.us
Run date: N/A

Craziest Gadgets
Spotlight: iDock
Compete Rank: 61,472
Unique Visitors: 31,183
URL: www.craziestgadgets.com
Run date: September 21, 2011
Übergizmo
Spotlight: iDock
Compete Rank: 13,622
Unique Visitors: 155,748
URL: www.ubergizmo.com
Run date: September 21, 2011

Mobile Tech Review
Spotlight: iDock
Compete Rank: 34,578
Unique Visitors: 59,044
URL: www.mobiltechreview.com
Run date: September 21, 2011

Geeky Gadgets
Spotlight: iDock
Compete Rank: 22,088
Unique Visitors: 94,522
URL: www.geeky-gadgets.com
Run date: September 21, 2011

Slash Gear
Spotlight: iDock
Compete Rank: 6,036
Unique Visitors: 344,019
URL: www.slashgear.com
Run date: September 21, 2011
CNET - Crave
Spotlight: iDock
Compete Rank: 64
Unique Visitors: 16,253,693
URL: www.cnet.com
Run date: September 21, 2011

Join Bklyn
Spotlight: iDock
URL: www.joinbklyn.com
Run date: September 22, 2011

TWICE - Newsletter
Spotlight: iDock
Circulation: 22,950
Run date: September 22, 2011

Gadgets News Update
Spotlight: iDock
Compete Rank: 4,963,559
Unique Visitors: 125
URL: www.gadgetnewsupdate.com
Run date: September 21, 2011
**Limite**
Spotlight: iDock
Compete Rank: 1,229,426
Unique Visitors: 875
URL: [www.limitemagazine.com](http://www.limitemagazine.com)
Run date: September 21, 2011

**Macplus**
Spotlight: iDock
Compete Rank: 3,156,918
Unique Visitors: 266
URL: [www.macplus.net](http://www.macplus.net)
Run date: September 21, 2011

**Poughkeepsie Journal (Poughkeepsie, NY)**
Spotlight: Style-iT
Compete Rank: 15,448
Unique Visitors: 136,967
URL: [www.poughkeepsiejournal.com](http://www.poughkeepsiejournal.com)
Run date: September 20, 2011

**YourTechReport**
Spotlight: iTilt
Compete Rank: 784,644
Unique Visitors: 1,477
URL: [www.yourtechreport.com](http://www.yourtechreport.com)
Run date: August 4, 2011
**G Style Magazine**
Review: iTilt
Compete Rank: 846,675
Unique Visitors: 1,348
URL: [www.gstylemag.com/](http://www.gstylemag.com/)
Run date: September 12, 2011

**iSmashPhone**
Spotlight: iTilt
Views: 15
URL: [www.youtube.com](http://www.youtube.com)
Run date: September 9, 2011

**The Techno Files**
Spotlight: iDock
URL: [www.thetechnofiles.com](http://www.thetechnofiles.com)
Run date: September 21, 2011

**TWICE**
Spotlight: iDock
Compete Rank: 80,546
Unique Visitors: 22,902
URL: [www.twice.com](http://www.twice.com)
Run date: September 21, 2011
**Marketnews - Newsletter**  
Spotlight: iDock  
Circulation: 7,500  
Run date: September 21, 2011

**The Techno Files**  
Giveaway: Style-iT, Back-iT  
URL: [www.thetechnofiles.com](http://www.thetechnofiles.com)  
Run date: September 21, 2011

**Marketnews**  
Spotlight: iDock  
Compete Rank: 412,065  
Unique Visitors: 3,227  
URL: [www.marketnews.ca](http://www.marketnews.ca)  
Run date: September 21, 2011

**Gizmo Fusion**  
Spotlight: iDock  
Compete Rank: 282,153  
Unique Visitors: 7,472  
URL: [www.gizmofusion.com](http://www.gizmofusion.com)  
Run date: September 21, 2011
SvenOnTech
Spotlight: iDock
Compete Rank: 4,979,159
Unique Visitors: 125
URL: www.svenontech.com
Run date: September 21, 2011

MacTech
Spotlight: iDock
Compete Rank: 152,529
Unique Visitors: 10,815
URL: www.mactech.com
Run date: September 22, 2011

Silobreaker
Spotlight: iDock
Compete Rank: 21,058
Unique Visitors: 99,316
URL: www.silobreaker.com
Run date: September 22, 2011

Aving Global News
Spotlight: iDock
Compete Rank: 429,469
Unique Visitors: 3,067
URL: www.aving.net
Run date: September 22, 2011
<table>
<thead>
<tr>
<th>Website</th>
<th>Spotlight</th>
<th>Compete Rank</th>
<th>Unique Visitors</th>
<th>URL</th>
<th>Run date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gizmag</td>
<td>iDock</td>
<td>6,051</td>
<td>342,715</td>
<td><a href="http://www.gizmag.com">www.gizmag.com</a></td>
<td>September 21, 2011</td>
</tr>
</tbody>
</table>
Fox News Latino  
Review: Back-iT  
Compete Rank: 70  
Unique Visitors: 15,563,736  
URL: www.foxnews.com  
Run date: September 23, 2011

Aving Global News – Newsletter  
Spotlight: iRoom Dock  
Run date: September 22, 2011

Engadget  
Spotlight: iDock  
Compete Rank: 1,833  
Unique Visitors: 1,126,054  
URL: www.engadget.com  
Run date: September 22, 2011

YourTechReport  
Spotlight: iDock  
Compete Rank: 784,644  
Unique Visitors: 1,477  
URL: www.yourtechreport.com  
Run date: September 22, 2011
The Wall Street Journal
Spotlight: iDock
Compete Rank: 186
Unique Visitors: 7,521,441
URL: www.wsj.com
Run date: September 23, 2011

Pad Gadget
Spotlight: iDock
Compete Rank: 62,086
Unique Visitors: 30,860
URL: www.padgadget.com
Run date: September 22, 2011

Trend Hunter
Spotlight: iDock
Compete Rank: 8,963
Unique Visitors: 231,050
URL: www.trendhunter.com
Run date: September 23, 2011

New Launches
Spotlight: iDock
Compete Rank: 69,286
Unique Visitors: 27,235
URL: www.newlaunches.com
Run date: September 22, 2011
The MacMob
Spotlight: iDock
URL: www.themacmob.com
Run date: September 21, 2011

Überphones
Spotlight: iDock
Compete Rank: 607,079
Unique Visitors: 2,011
URL: www.uberphones.com
Run date: September 22, 2011

Hacker Journals
Spotlight: iDock
Compete Rank: 598,824
Unique Visitors: 2,044
URL: www.hackerjournals.com
Run date: September 22, 2011

I4U
Review: Dual USB Charger
Compete Rank: 17,522
Unique Visitors: 12,422
URL: www.i4u.com
Run date: September 23, 2011
**Nerd Junkies**
Review: Back-iT
Compete Rank: 1,325,272
Unique Visitors: 804
URL: [www.nerdjunkies.com](http://www.nerdjunkies.com)
Run date: September 22, 2011

**iLounge**
Spotlight: iDock
Compete Rank: 5,502
Unique Visitors: 376,432
URL: [www.ilounge.com](http://www.ilounge.com)
Run date: September 23, 2011

**nexGadget**
Spotlight: iDock
Compete Rank: 435,486
Unique Visitors: 3,016
URL: [www.nexgadget.com](http://www.nexgadget.com)
Run date: September 22, 2011

**Geek Sugar**
Spotlight: iDock
Compete Rank: 24,822
Unique Visitors: 83,342
URL: [www.geeksugar.com](http://www.geeksugar.com)
Run date: September 23, 2011
New Straits Times
Spotlight: iDock
Compete Rank: 210,077
Unique Visitors: 7,356
URL: www.nst.com
Run date: September 25, 2011

The Nerd Insurance
Spotlight: iDock
Compete Rank: 3,763,207
Unique Visitors: 203
URL: www.thenerdinsurance.us
Run date: September 22, 2011

Computerworld
Spotlight: iDock
Compete Rank: 100,585
Unique Visitors: 17,967
URL: www.idg.no
Run date: September 24, 2011

Gadgets and Gizmos
Spotlight: iDock
Compete Rank: 226,373
Unique Visitors: 6,717
URL: www.gadgetsandgizmos.org
Run date: September 23, 2011
**iPhone Life**
Review: Nav-Mat II
Compete Rank: 106,227
Unique Visitors: 16,596
URL: [www.iphonelife.com](http://www.iphonelife.com)
Run date: September 24, 2011

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**iPhone World’s - Canada**
Review: Nav-Mat II
Compete Rank: 81,843
Unique Visitors: 22,477
URL: [www.iphoneworld.ca](http://www.iphoneworld.ca)
Run date: September 24, 2011

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**Silicon India**
Spotlight: iDock
Compete Rank: 74,565
Unique Visitors: 25,031
URL: [www.siliconindia.com](http://www.siliconindia.com)
Run date: September 26, 2011

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**Coolest Gadgets**
Spotlight: Back-iT
Compete Rank: 45,015
Unique Visitors: 44,280
URL: [www.coolest-gadgets.com](http://www.coolest-gadgets.com)
Run date: September 28, 2011
**Brief Mobiles**
Review: Style-iT  
Compete Rank: 138,385  
Unique Visitors: 12,141  
URL: [www.briefmobile.com](http://www.briefmobile.com)  
Run date: September 27, 2011

![Brief Mobiles Review](image)

**Test Freaks**
Review: Nav-Mat III  
Compete Rank: 40,418  
Unique Visitors: 49,874  
URL: [www.testfreaks.com](http://www.testfreaks.com)  
Run date: September 29, 2011

![Test Freaks Review](image)

**Daily Mobile**
Review: X-Stand  
Compete Rank: 93,684  
Unique Visitors: 19,247  
URL: [www.dailymobile.se](http://www.dailymobile.se)  
Run date: September 29, 2011

![Daily Mobile Review](image)

**Coolest Gadgets**
Review: All-Weather Soft Case Bike Mount  
Compete Rank: 45,015  
Unique Visitors: 44,280  
URL: [www.coolest-gadgets.com](http://www.coolest-gadgets.com)  
Run date: September 29, 2011

![Coolest Gadgets Review](image)
Dragon Steel Mods
Review: Nav-Mat III
Compete Rank:  968,282
Unique Visitors:  1,152
URL:  www.dragonsteelmods.com
Run date:  September 28, 2011

Elite Choice
Spotlight: iDock
Compete Rank:  66,067
Unique Visitors:  28,744
URL:  www.elitechoice.org
Run date:  September 21, 2011

FOX Business (New York, NY)
Spotlight: iDock
Compete Rank:  1,016
Unique Visitors:  1,886,023
URL:  www.foxbusiness.com
Run date:  September 28, 2011

Daily Me
Spotlight: iDock
Compete Rank:  169,847
Unique Visitors:  9,500
URL:  www.dailyme.com
Run date:  September 23, 2011
Hotel Interactive
Spotlight: iDock
Compete Rank: 121,490
Unique Visitors: 14,178
URL: www.hotelinteractive.com
Run date: September 21, 2011

Buyer Interactive
Spotlight: iDock
Compete Rank: 1,360,368
Unique Visitors: 781
URL: www.buyerinteractive.com
Run date: September 21, 2011

Ask Mando
Spotlight: iDock
Compete Rank: 2,054,549
Unique Visitors: 485
URL: www.askmando.com
Run date: September 21, 2011

Coverage Secured this Month

Here is the future potential coverage secured during this month. Each entry entitled “review” means that the agency has sent a physical review sample to the media outlet, whereas “spotlight” indicates that the coverage will be purely from information and images provided to the outlet. Pending coverage is shaded in the chart. The Media Type identifies if the press hit will appear on TV, web or in print. The agency will
continue to follow up with this potential coverage to ensure a maximum amount of exposure.

<table>
<thead>
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<td>Coupon Code</td>
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Other Activities

- **CES Innovations Awards:** The agency created submissions for the iRoom iTilt and the Cradle-iT for the CES Innovations Awards.

- **iRoom iTilt Press Release:** The agency drafted and distributed the announcement release for the iTilt.

- **Nav-Mat III Press Release:** The agency drafted and distributed the press release for the iRoom iTilt.

- **CEDIA Outreach:** The agency set up media stop-bys for iRoom at the show, and pitched the iTilt to attending media.

- **Wireless Strategy Document:** The agency crafted a strategy document targeting the wireless and mobile communities and promoting Brakceton’s in-vehicle mounts for responsible use of mobile devices on the road.

- **Mobile/Wireless Outreach:** The agency pitched Bracketron’s in-vehicle mounts for reviews in top auto and mobile media outlets.

**Monthly Analysis & Upcoming Action Items**

In September, Max Borges Agency’s main focus was the official launch of the iRoom iTilt. The launch was a huge success in terms of positive media coverage and increased traffic to the Brakceton site. The number of visits to Bracketron.com increased 50 percent compared to the previous month. Page views also increased 33 percent.
In addition to massive amounts of media coverage for the iDock, the agency successfully secured coverage for Bracketron’s full line of mobile accessories from the Style-iT and Back-iT to the Dual USB Charger and the X-Stand.

In October, the agency will continue preparations and outreach for the SEMA show, and will draft and distribute a press release announcing the products that will be showcased, incorporating the safety messaging from our wireless strategy. The agency will also craft a pitch focusing on safety gadgets and Bracketron products that promote responsible mobile device use in vehicles. The agency will continue to pitch giveaways and reviews of the Style-iT to top tech, consumer, women’s interest and business media outlets. Additionally, the agency will continue to pursue coverage of the iDock targeting hospitality, custom install, home theater and construction media outlets. Other pitch angles to be implemented during the month include iPhone 5 compatible accessories and universal mobile accessories.