

Joe Riehl Telephone Interview
With Equinet Inc.
October 5, 2009, 2:00PM PST

Attendees:

Gregg Davis, President of Equinet Inc.

Steve Crane, former President of Metatron Inc, private investor

Joe Riehl, CEO of Metatron Inc.

Steve Crane: Hi guys. I brought you together today because I want to see if Gregg is interested in taking the next step with Metatron. We've all discussed having Gregg's group of guys to put in up to \$1 million in Metatron when it was ready to start advertising. According to Joe, it is almost ready to go. Before you get started I wanted to tell Joe that if he is going to say anything that the public does not already know then he will have to release transcripts of this conversation tomorrow for the market. I have Lisa on the line with me to transcribe if that is the case.

Gregg Davis: Yeah Joe, I think Steve is right. I think you should do that so you are free to give me all the news that you have at his point and don't have to hold back.

Joe Riehl: OK. That's what we'll do. Gregg let me take it from the top to let you know what we've done and then talk about what we are going to do. If you have any questions, just jump in.

Gregg Davis: OK Joe, go ahead.

Joe Riehl: I like to think of Metatron as a new media company... sort of a cross between Barry Diller's internet roll up IAC and Apple. We operate a group of interconnected web and mobile platform companies.

As you know, the internet has evolved into an efficient platform for transacting business with consumers. Today there is a well-connected, well-educated and motivated audience that wants, and willing to pay for compelling content, both online and in wireless applications. If you know that audience, understand your business and know how to use the technology, it is possible to create a rapidly growing and profitable internet company in a fairly short period of time. That's what we are doing at Metatron.

Our development and growth strategy can be summarized as (1) acquire properties, technologies and operations to create an end-to-end menu of content and services for consumers and businesses in the new media space; (2) integrate those acquisitions into an efficient and profitable organization with a seamless market presentation; (3) create relationships with high profile marketers which can succeed in creating mass awareness of our businesses in the targeted markets; (4) raise sufficient capital to fuel aggressive television and internet advertising campaigns; and (5) create competitive advantages and increased user loyalty by integrating new technologies and benefits into our new media properties.

Since we became a public company on June 5th, we have followed that blueprint and it is working quite well. First, we entered into joint ventures with i-Mobilize Inc., a mobile software developer; Just Data Inc., an online merchant processor, PB Magic Inc., an online marketing and SEO provider; and Cupid Devil Inc., an online dating website. We have operated together with each of

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these companies as we worked out the accounting and integration issues with them. So far, two have been acquired and the other two acquisitions should be completed this year. We have also created a solid relationship with a Direct Response Marketing company, Beanstalk Media to create advertising campaigns for mass market exposure. They have created some really amazing promotional campaigns which we plan to run after we complete all of our planned acquisitions this year.

Each of our newly acquired companies has generated significant new business this year. Just Data is working on a relationship with a large South American dating site. They are testing new billing software that we are implanting for them. If it works like we think it will, this customer will generate significant revenue for us. i-Mobilize now has 10 software titles generating steady revenue on iTunes -- some of them have cracked the Top 100 in their respective classes. They have about 30 more titles in development that will be released on an on-going basis. Some of them directly target the leader in the most successful categories on iTunes. We think i-Mobilize is going to be a monster. It's in one of the fastest growing and most exciting industries today, and we don't see any reason why it can't be one of the top companies in that space.

Gregg Davis: Tell me about your plan to bring the dating and mobile platforms together. I remember that you said you were going to bring some new technology in and that you thought it would be your "killer app."

Joe Riehl: You know that the mobile software and online dating businesses are two of the biggest industries today. i-Mobilize looks like it is going to be a very successful company, and we first got together on the strength of the dating model. So you already know that we are in great industries. But we are really swinging for the fences with some of our new technologies. The first one is a patent pending technology called Media Match that my patent lawyer and I have developed with our own funds. It actually matches people by what they do, not what they say they do. We think it can be a revolutionary technology in the online dating space, and could change the industry forever. As we work out the business end with our patent lawyer, our developers are integrating it with the upcoming Cupid's Devil iPhone application as well as the Cupid website. This is coming in the very near future and we don't see anything out there that will be able to compete with this technology at the user level. It really is remarkable.

Gregg Davis: That sounds really cool. How does it work?

Joe Riehl: Media Match can search your phone, your computer or even a server full of data and determine a person's preferences in music, art, movies, television shows, political or sexual persuasions – you name it. It then creates a profile on you and can match it with other people that have the same tastes or preferences. It's a very powerful program that could have a lot of uses, maybe even the government or military, and we can probably license it to other companies. But we think it should be used only on an opt-in basis, and for helping people find other people or things they like. Bottom line it has to help people or we are not going to license it, period.

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Gregg Davis: So when do you think all of this news is going to come out? This year? How fast will you be ready to launch a big ad campaign?

Joe Riehl: Obviously there are a lot of moving parts and people involved so we don't have a firm timetable. I think it is all really do-able this year. We've covered a lot of ground in our first 4 months, but we really are just getting started. As I said, we have decided to bring all the companies together before we begin the aggressive marketing and advertising campaigns. We still have two more companies to acquire and digest and that will remain the focus of our management team for the next month or two. While Denis and Mike and the accountants have been working on the new acquisitions and integration of I-Mobilize and Just Data, I have been meeting with candidate investors. We are putting together a \$1 million private placement memorandum.

Gregg Davis: I have some people that might be interested in putting in some money. We'd have to work out terms that work for both sides.

Steve Crane: Gregg, we've always talked about doing a straight equity deal for Joe and Denis. I know that they don't want to get involved in any kind of toxic financing so there would have to be some type of floor in any deal.

Gregg Davis: No, I agree with you. It's not easy in this market for a Pink Sheet company, but since there are plans to make it a bigger and more transparent company later, maybe some of my guys will roll the dice a bit.

The balance of this conversation has been redacted for the purposes of confidentiality.

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