

	A	B	C	D	E	F
1		<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
2	<b>Income ('000)</b>					
3	Advertising	11	316	3,782	5,515	7,564
4	Listing Fees	15	194	1,546	2,254	3,091
5	Product Sales Commissions	21	247	1,889	2,755	3,778
6	Corporate Sales - Direct	250	1,800	3,600	5,250	7,200
7	<b>Total Income</b>	<b>297</b>	<b>2,556</b>	<b>10,817</b>	<b>15,774</b>	<b>21,633</b>
8						
9	Hosting	4	48	369	538	738
10	PayPal Fees	11	133	1,015	1,479	2,029
11	Ad Sales Commissions	6	158	1,891	2,758	3,782
12	<b>Cost of Goods</b>	<b>15</b>	<b>181</b>	<b>1,383</b>	<b>2,017</b>	<b>2,767</b>
13						
14	<b>Gross Profit</b>	<b>282</b>	<b>2,375</b>	<b>9,433</b>	<b>13,757</b>	<b>18,866</b>
15						
16	<b>Expenses</b>					
17	Compensation [Ref: HR]	590	1,200	2,050	2,780	3,363
18	Additional R & D	15	128	541	789	1,082
19	Marketing & Advertising	30	256	1,082	1,577	2,163
20	Travel & Enter	13	90	180	263	360
21	Training	30	80	160	220	200
22	Legal & Professional	40	120	150	200	250
23	Rent	15	24	35	55	96
24	Phones	11	40	60	80	110
25	Insurance	3	26	108	158	216
26	Utilities	4	6	9	14	24
27	Interest	4	34	94	181	293
28	Overhead	15	128	541	789	1,082
29	Payroll Tax (10%)	59	120	205	278	336
30	Benefits (20%)	118	240	410	556	673
31	Miscellaneous	3	26	108	158	216
32	<b>G&amp;A Total</b>	<b>948</b>	<b>2,516</b>	<b>5,732</b>	<b>8,096</b>	<b>10,464</b>
33						
34	<b>EBITDA</b>	<b>(667)</b>	<b>(141)</b>	<b>3,701</b>	<b>5,661</b>	<b>8,403</b>
35	Depreciation Expense	19	88	74	55	55
36	Operating Profit	(648)	(54)	3,775	5,716	8,458
37	Interest Expense	9	53	168	224	299
38	Earnings before Taxes	(657)	(107)	3,607	5,492	8,159
39	Income Taxes			1,082	1,648	2,448
40	<b>Net Income</b>	<b>-657</b>	<b>-107</b>	<b>2,525</b>	<b>3,844</b>	<b>5,711</b>
41						
42						
43						