

Corporate Fact Sheet July 2008

Sector: Technology
Industry: Internet Information Providers

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Select Financials

Fiscal Year End:	Dec. 31
Current Price (6/30/08):	\$4.17
52-Week Range:	\$3.26-19.90
Diluted Shares Outstanding:	18.9 M
Market Cap:	\$94.1 M
2007 Pro-forma Revenue:	\$114.4M
Cash Per Share:	\$1.93p
Total Debt:	\$0.0
Shareholders' Equity:	\$165 M
Current Ratio:	2.30

Atrinsic, Inc. (New Motion, Inc. dba Atrinsic, Inc, Nasdaq: NWMO) is one of the fastest-growing digital advertising and entertainment networks in the United States. Atrinsic is the new operating entity from the recently completed merger between New Motion and Traffix. The merger brings together the power of the Internet, the latest in mobile technology, and traditional marketing/advertising methodologies, creating a fully integrated vehicle for both entertainment content and brand-based and performance advertising. Entertainment content is organized into four strategic services:

- Digital music
- Casual games
- Sweepstakes
- Community and lifestyle

Brands include:

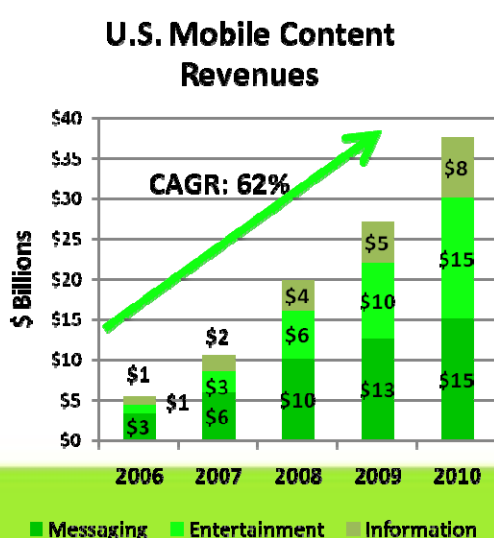
- Altnet, a mobile legal music download service featuring original artists
- GatorArcade, a premium online and mobile gaming site
- Bid4Prizes, a low-bid mobile auction game
- iMatchUp, one of the first integrated web-mobile dating services

Feature-rich advertising services include a mobile ad network, extensive search capabilities, e-mail marketing, one of the biggest publisher networks around at 8000+ and growing, and proprietary entertainment content. The Company is headed by a team of Internet, new media, entertainment and technology professionals.

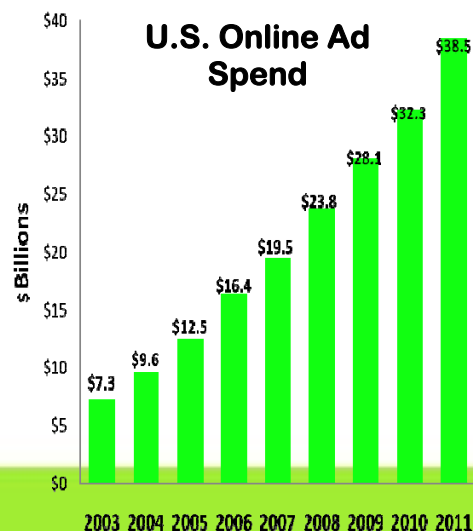
Highlights

- Management has given the following guidance for 2008: Pro forma sales from \$145MM to \$160MM and \$15MM to \$20MM in adjusted EBITDA.
- The combined company has over \$35MM in cash, no debt and will post free cash flow in Q108.
- Highly profitable business model; 15% EBITDA margins by '08 end
- 240+ highly skilled professionals in North America
- 100% of revenue currently derived in domestic US; Company has announced a joint venture to penetrate the rapidly growing India market in its first international initiative.
- Recently acquired Rington.com domain and customer base, adding 180,000 existing customers at favorable terms
- Signup over 8K new users in D to C business model
- Reach nearly 40K new user registrations per day
- Strong '08 pro forma organic growth at nearly 30%
- Currently over 800K premium billed subscribers
- Double opting well over 200K new leads p/m
- Expected to bill nearly 13MM units in '08 at approx \$6 ARPU
- 2008 premium subscriber base anticipated to reach approx 1.3MM active customers by end of year

U.S. Mobile Content Revenues



U.S. Online Ad Spend





Two Operating Divisions

Atrinsic Entertainment— Atrinsic's entertainment content is organized into four strategic services -- digital music, casual games, sweepstakes and communities. Brands include Altnet, a mobile legal music download service featuring original artists, GatorArcade, a premium online and mobile gaming site, Bid4Prizes, a low-bid mobile auction game, and iMatchUp, one of the first integrated web-mobile dating services.



Interactive Contests – Bid4Prizes accounted for 50% of the total revenue in the Premium SMS (PSMS) market in the third quarter (Nielsen). More than 500,000 active & billable customers.



Casual Games – Online games portfolio features GatorArcade, which is growing at more than 50,000 new user signups per month.



Dating & Community – Imatchup is a growing social network destination that ties together web and mobile media with subscriptions billed to the phone. Recently launched with over 100,000 user profiles and 1,500+ new user signups per day.



Digital Music – One of the biggest multi-format music libraries to create an integrated online streaming and mobile music service delivered via a peer to peer network & billed to the mobile phone. Expected to launch in Q2, '08.

Atrinsic Network—The Company's feature-rich advertising includes a mobile ad network, extensive search capabilities, e-mail marketing, one of the biggest publisher networks around at 8,000+ and growing, and its proprietary entertainment content.

Direct 'Subscription' Billing Opportunity: (Entertainment)

- Currently over 800,000 premium-billed subscribers
- Attracting well over 225,000 new leads p/m
- Expected to bill nearly 13 million units in 2008 at approximately \$6 ARPU
- Premium subscriber base anticipated to reach approximately 1.3 million active customers by end of 2008

Third-Party 'Transactional' Advertising Opportunity: (Network)

- Approximately 25 million unique visitors to wholly owned media
- 900,000-1 million free users register on its media each month
- Over 100MM historical consumer records in database
- Nearly 20 million active users responded to offer in past 90 days
- Almost one billion digital impressions each month

Senior Management Team

Burton Katz, Chief Executive Officer: A veteran of the mobile industry, Katz was previously president of Buongiorno S.p.A.'s North American operations and past executive of its U.K. operations. Prior to Buongiorno, Katz was principal in PriceWaterhouse Cooper's E-Business Division, where he advised global telecom and media clients on pioneering new products and developing digital distribution channels.

Andrew Stollman, President: Prior to joining Atrinsic, Stollman served as president and secretary of Traffix, Inc. Additional positions Stollman has held include consultant to Cas-El, manager at Media Management Group, Inc. and national marketing manager for both Infotrax Communications, Inc. and Advanced Marketing & Promotions, Inc., all companies engaged in providing telephone entertainment services.

Dan Harvey, Chief Financial Officer: Prior to joining Atrinsic, served as CFO at Traffix for eleven years. Harvey has also held various positions in the audit and tax departments of prominent New York State based Certified Public Accounting firms. He completed his public accounting portion of his career as a senior audit manager with Feldman, Meinberg & Co., where he played a key role in the IPO of Traffix.

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