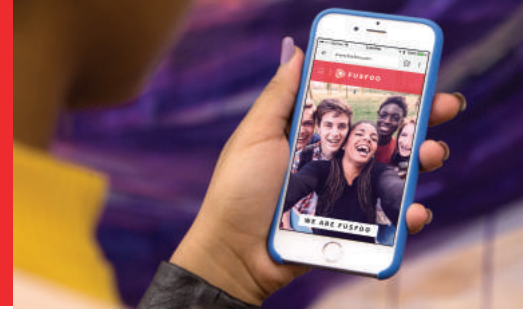




FUSFOO HIGH SCHOOL DIGITAL NETWORK FREQUENTLY ASKED QUESTIONS



Q. What is Fusfoo?

A. Fusfoo is a no-cost digital website that gives high schools a way to bring all of their media onto a single platform. Fusfoo gives high school students a safe, bully-free, educational and engaging space for content to be created, curated, shared and consumed. Participating high schools will become part of Fusfoo's national high school network, where they can view and repost thoughtful, relevant and age appropriate content created by fellow schools and students across the country on their schools' unique sites. There is no opportunity for commenting, eliminating the possibility for any form of bullying. This allows students to pursue their interests and passions without fear of negative comments.

Q. How did you come up with the name and what does it mean?

A. High school students came up with the name. It's fun to say and seemed to roll off the tongue naturally. People liked it, so it stuck.

Q. What content can be distributed on a school channel without the school's consent?

A. None. Schools have total control of all content displayed on their school channel. Content will never be pushed to their channel.

Q. Who is responsible for posting content on the school channel?

A. Students participating in the Fusfoo club or academic class will be able to upload video and editorial content to their school's holding queue. Only a school supervisor can approve student content and post content to a school channel; no different than how student newspapers operate today. As an added measure of security, the school supervisor will receive an email confirming receipt of posted content.

Q. How is content from the high school channels selected for the national channel?

A. The Fusfoo content team will be combing school channels for the best of the best student and school content to be distributed on the national channel. In addition, school channel advisors can forward content to national that they feel should be considered for national channel distribution. National will also be closely watching all back-end analytics to see what high school content is trending and most viewed.

Q. What happens to the content on a school channel over time?

A. One of the benefits of Fusfoo is that content on a school channel is always available, 24/7, year after year. Schools build a robust library of content that will keep alumni consistently coming back to their high school channel.

Q. How are schools implementing Fusfoo?

A. Schools are implementing the Fusfoo platform in three ways: (1) as a club, (2) as an after school program, and (3) incorporating their Fusfoo channel into existing school curriculum.

Q. Why do schools need Fusfoo if they already have a school newspaper and/or an A/V class?

A. Fusfoo allows schools to have their school newspaper, A/V class, radio station, etc. all in one place and available on devices which students (and their parents) live on today. Fusfoo is simply version 10.0 of what schools already have.

Q. Why do students need Fusfoo?

A. Fusfoo allows students the opportunity for peer to peer learning in a safe environment. Imagine a student in Pennsylvania watching a video about melting glaciers produced by a student in Alaska. Also, students can easily compile their digital Fusfoo portfolio of work to use for college applications and internship and job interviews.

Q. What is the cost of Fusfoo?

A. There is zero cost to schools to participate in the Fusfoo platform.

Q. Will there be any opportunity for students and other Fusfoo users to contact each other on the site?

A. No. Fusfoo is a viewing site, not a social network site.

Q. How are schools recruiting students to participate in their channel?

A. Fusfoo will provide schools with literature and solicitation materials to utilize. As students start to produce content, we believe additional students will be interested in participating. Any student could conceivably participate in the school Fusfoo channel.

Q. Can schools live-stream school events on their school channel?

A. No. At this time we do not believe we can do this in a seamless, beautiful way. This will be reevaluated in the future.

Q. Will schools have the ability to post content from their Fusfoo channel on social networking platforms that the school currently promotes?

A. Yes. Schools can post to any other sites they choose.

Q. If schools posts content on Fusfoo, are they prohibited from posting it anywhere else?

A. No. Schools are free to post anywhere they would like.

Q. What will Fusfoo do with the analytics on student behavior and how their time is spent on the Fusfoo network? Will data be sold?

A. No. Fusfoo will not be involved in any data mining. Data will be interpreted and used solely by Fusfoo. Data and student information will not be sold. Period.

- Q. How will Fusfoo help students get to people, places and things that they cannot typically get to today?**
- A. Fusfoo works with some of the best creative, entertainment and media professionals across the country. These relationships provide students with unique opportunities to connect with fascinating people in a variety of places and spaces. This is one of the benefits of being a participant on the Fusfoo platform. We are already providing students with unique opportunities including interviews with powerful women in entertainment, filming at an animal hospital, cooking with a professional chef and more.
- Q. How do advisors and students get in touch with Fusfoo customer support?**
- A. School advisors and students will have direct contact with Fusfoo customer support during normal school/working hours. Fusfoo has a 24/7 online help desk to ensure schools have the support they need in a timely manner. Fusfoo will also provide schools with tutorials and instructional materials that will support the school's user experience.
- Q. What editing software should schools be using?**
- A. Fusfoo is built with the utmost flexibility in mind, managed through our easy-to-use interface. Students can use a wide variety of video and editing software and will be able to upload their content simply and easily.
- Q. How does Fusfoo make money?**
- A. Fusfoo makes money from the sponsorships and advertisements featured on the national channel and shares in the revenue of national advertisements and sponsorships on the local channels (subject to local channel opt in).
- Q. What other great things is Fusfoo going to do?**
- A. Fusfoo will be conducting regional annual teach-ins hosted by industry professionals. This will give participating students the opportunity to meet and learn from industry experts. Also, Fusfoo will be hosting the annual Fusfoo Awards show where the best of the best high school student content from around the country will be recognized and rewarded.