



## COMPANY PROFILE

As one of the top independent providers of Web and video conferencing software, and audio conferencing solutions, iLinc aims to help mid-size and enterprise organizations collaborate more effectively and easily online.

Founded in 1998, the publicly-held company is led by a seasoned management team that believes in building a successful team-oriented culture that is focused on solving organizational and end users' communication and collaboration needs. Led by James M. Powers Jr. since 1998, the company's evolution has been driven by a desire to provide tools that make meeting online better.

Over the last 10 years, iLinc has transitioned from its original roots as a dot-com in the dental services space, to focus on e-learning, and evolved from there to what it is today, a leading provider of online collaboration solutions for mid-market and enterprise organizations. Over this period, iLinc's team recognized the need for and opportunity to drive innovation and evolve as a company to find the right formula for success. The company purchased the iLinc Web conferencing technology in December of 2002. The Web conferencing software at the time was developed specifically for online instruction, and has since evolved to extend its application. By investing in research and development over several years the company built that platform into a full suite of Web conferencing applications for sales presentations, online technical support, online meetings and large Webinar events.

Today, iLinc's web conferencing software and services are designed for highly secure and cost-effective online meetings, presentations, training, and customer support sessions. iLinc technology allows people in diverse locations to communicate and collaborate online while avoiding the expense, environmental damage, and productivity losses associated with travel. Through its award-winning, enterprise-wide suite of Web, audio, and video conferencing solutions, iLinc aims to transform the way people in organizations meet and do business.

iLinc markets its products to corporate, government, and higher educational clients through a direct sales force, agents, distributors, value-added resellers and original equipment manufacturer partners, with clients located in the U.S., Canada, United Kingdom, Netherlands, France, Germany, Colombia, Mexico, India, Greece, Chile and Japan.

iLinc is singularly focused on helping people collaborate online. With its four-product suite, iLinc gives organizational users the ability to conduct virtual classroom, Web conferencing and collaboration sessions online. Our solutions enable organizations with real-time Web collaboration tools designed with specific modules for sales, marketing, training, and IT and customer service support functions. Secure and reliable, the iLinc suite of Web conferencing software provides meeting leaders and attendees an online experience equal to, and in some cases superior to, in-person interaction.

## PRODUCT OVERVIEW

From our roots in Web-based information systems and training, iLinc has developed a powerful yet easy-to-use suite of software products that takes advantage of the latest Internet, audio, video, and network communication technologies.

iLinc is the only enterprise-class Web conferencing provider that offers a hybrid license model whereby organizations can purchase iLinc's Web conferencing software and host the solution with iLinc. This addresses customers' needs for ROI whereby owning the Web conferencing software while getting the IT infrastructure benefits of the hosted Software as a Service (SaaS) model.

The iLinc Suite includes:

- LearnLinc: a web-based software designed for training and education of remote students, which replicates and surpasses traditional instructor-led classes
- MeetingLinc: an online collaboration software designed to facilitate the sharing of documents, PowerPoint presentations, and graphics and applications between meeting participants using voice-over Internet protocol technology
- ConferenceLinc: a presentation software that delivers message in a one-to-many format providing professional management of Web conferencing events
- SupportLinc: an online technical support and customer sales support software designed to give customer service organizations the ability to provide remote, hands-on support for products, systems, or software applications

iLinc also delivers audio conferencing solutions and services that enable businesses to provide virtual meetings, corporate events, distance learning programs, and daily conference calls.

Today, iLinc offers the most cost effective, efficient and unique Web collaboration tools on the market.



## THE PROBLEM WE SOLVE

Given the speed of business today, global organizations are struggling with the need for greater company-wide collaboration and communication—internally among employees and departments, as well as externally with customers and prospects. Add to that increasing travel costs across organizations combined with environmental concerns around how companies can help reduce Carbon emissions that result from travel. The opportunity for technology to alleviate this for businesses is clear. Meeting online presents an attractive solution to business, training and IT decision makers mid-size and large organizations. The reality permeates many an organization: Meetings aren't effective; long distances—whether cross-town or cross-country—must be traveled; and costs and environmental damage are incurred as a result of travel.

Enter iLinc technology. iLinc envisions a world where organizations rely on iLinc Web conferencing and collaboration technology to make every meeting more productive—whether online or in the same room. We see a future in which iLinc gatherings are more natural, essential, and valuable than traditional meetings. With specialized toolsets for online meetings, conferences, distance learning, and customer support functions, iLinc serves the broad range of Web conferencing needs across an organization.

iLinc Web conferencing software directly and positively impacts the reduction of Carbon emissions by empowering business users with a technology that allows them to reduce travel.

The technology itself makes meetings more effective. It allows participants to share visuals like slides, documents, spreadsheets, or any other applications or Web pages. It enables real-time collaboration on files or documents during meetings, which can then be saved and distributed to all participants. iLinc meetings promote brainstorming through capabilities such as white-boarding visual concepts, text chatting, and the ability to pass “host controls” to any session attendee. iLinc Web conferencing helps people work together and feel connected through friendly, intuitive technology that even includes picture-in-picture participant video streams or photos, and audio options such as VoIP or teleconferencing

Demand for the iLinc Web conferencing solution is validated in the growth we've seen in our customer base the last several years. Today, iLinc has over 4000 mid-size to enterprise customers in the U.S. and Europe, with nearly 600,000 active participants. Over 2 million people have experienced an iLinc session.

## FACT SHEET

**Founded**  
March 1998

**Primary Business**  
Web collaboration

**Employees**  
95

**Offices**  
Phoenix, Arizona (Headquarters)  
Troy, New York  
Salt Lake City, Utah

### Company Overview

iLinc is a leading provider of Web conferencing software and audio conferencing solutions designed for highly secure and cost-effective online meetings, presentations, and training sessions. iLinc technology allows people in diverse locations to communicate and collaborate online while avoiding the expense, environmental damage, and productivity losses associated with travel. Through its award-winning, enterprise-wide suite of Web, audio and video conferencing solutions, iLinc aims to transform the way people in organizations meet and do business. The company offers the industry's most flexible pricing models, giving organizations the power to choose an on-premise installed or on-demand hosted solution—whichever model delivers the highest ROI for the customer.

### Key Products

iLinc enables organizations to collaborate online using its Web conferencing software. Key products within its Web conferencing software suite include:

- **LearnLinc:** Enables organizations to train geographically dispersed teams, all at the same time in a secure and reliable way, with the highest levels of interactivity available from any eLearning training solution.
- **MeetingLinc:** For small groups and sales presentations; designed to make joining meetings absolutely seamless—no plug-ins to install, no fear of firewalls, and no clunky registration procedures.
- **ConferenceLinc:** Lets users broadcast over the Web to large audiences from anywhere, to anyone. Ideal for any situation that calls for a traditional one-to-many presentation format—marketing seminars, investor relations meetings, customer and user groups, primary research, virtual press tours, road shows, and large-scale internal communications.
- **SupportLinc:** Makes it possible for technical support reps to help multiple users at once and allow an assistant technician to join the session as well.
- **EventPlus:** Manages web events for customers, taking care of every detail from event planning and scheduling, registration (including credit card processing and payment services), operator-assisted phone conferencing, and post-call support.

## FACT SHEET

### Target Market

- Mid-size
- Enterprise
- Fortune 1000

### Verticals

- Government
- Technology
- Financial Services
- Higher Education

### Customers

BB&T  
Citigroup  
Travelers Insurance  
Aetna  
Charles Schwab  
Sony  
United Airlines  
Sage Software  
WebMD  
Fidelity  
EDS

Tulane University  
Villanova University  
Cal State Fullerton  
Qualcomm  
U.S. Army  
U.S. Homeland Security  
U.S. Navy  
State of Arizona  
State of Louisiana  
State of Oregon  
State of Utah

### Industry Recognition

- Awarded the “Gold Award for Customer Satisfaction” by eLearning Guild (June 2007)
- Recognized as “Visionary”, Gartner Magic Quadrant (March 2007)
- Awarded “Excellence in Communications Technologies” by Frost & Sullivan (2006)
- Recognized as “A Leading Hosted Web Conferencing Provider” by Forrester (March 2006)

### Financial Highlights

iLinc Communications (AMEX: ILC) is publicly traded on the American Stock Exchange.

#### Revenue

FY 2007 \$14,195,000

FY 2006 \$12,532,000

FY 2005 \$10,369,000

(Fiscal year ends March 31)

Please see the [Investor section](#) of [www.ilinc.com](http://www.ilinc.com) for more information, including our most recent financial results, SEC filings and financial reporting calendar.

## KEY DATES

- Mar 1998** iLinc goes public on American Stock Exchange
- Dec 2002** Signs distribution agreement with Inter-tel/Mitel software to SMB customers
- Dec 2006** Wins “Excellence in Communications Technologies” Award from Frost & Sullivan
- Mar 2006** Named by Forrester Research as a “Leading Hosted Web Conferencing” Provider
- Jan 2007** Launches Green Meter
- Mar 2007** Gartner names iLinc a “Visionary” on its Magic Quadrant
- Jun 2007** Wins Gold Award for Customer Satisfaction from eLearning Guild
- Jun 2007** Michael T. Flynn joins iLinc Board of Directors, former Board Member of WebEx
- Jun 2007** Signs distribution agreement with Conference Plus. a global provider of audio services
- Jul 2007** Secures largest sale of its software to a top financial holding company in the Fortune 500
- Aug 2007** Releases Version 9.0 of iLinc web conferencing software
- Aug 2007** iLinc customers reach 1 billion pounds of Carbon emissions saved via online meeting use

## ABOUT ILINC GREEN METER

The iReduce<sup>TM</sup> program is an industry-first that features a patent-pending technology we call the “green meter.” The green meter is a tool embedded in the iLinc software that measures travel saved by utilizing iLinc Web conferencing for meetings and training. Both the iLinc Green Meter and the iReduce Calculator serve to promote the environmental principles of iLinc Communications.

iLinc is the first in the industry globally to apply this kind of real-time critical information to online meetings in an effort to more fully inform customers and their meeting attendees of the savings resulting from online meetings versus in-person.

### How the iLinc Green Meter Works

- The iLinc Web conferencing software automatically calculates exactly how much CO<sup>2</sup> emissions are saved for every individual that uses the iLinc product through a patent-pending feature called the iLinc Green Meter<sup>TM</sup>.
- By detecting the locations of the people that are attending the Web meeting from their IP addresses and measuring the distance between the meeting participants and the meeting leader, the iLinc Green Meter can measure the exact amount of travel that is eliminated.
- The Green Meter then applies an algorithm that recognizes what means of travel would commonly be used for the distance (such as car, small aircraft, large aircraft, etc.) and generates a CO<sup>2</sup> emissions savings amount for both the Web meeting leader and a composite number for their entire organization.

Through our iLinc iReduce<sup>TM</sup> program, we make it easy for people to quantify their organization’s reduction in the emissions that contribute to global warming. For iLinc customers, the iLinc Green Meter displays both the organization’s cumulative CO<sub>2</sub> emissions and the contributions of individual users in the administrative area of their iLinc software. For prospects, the iLinc website features the iReduce Calculator, which estimates how much one can save by Web conferencing rather than traveling.

It’s our unique spin on encouraging companies to decrease travel and increase awareness of how small changes in business practices can make a big environmental impact. Instead of driving or flying to conduct sales presentations, employee training or internal meetings, companies can opt to use iLinc Web conferencing technology. Doing so enables them to see in real time just how much they are saving in carbon emissions with each meeting and cumulatively.

iLinc Web conferencing software and audio conferencing solution has the power to positively impact the planet, one meeting at a time.

We all know that there has been a considerable amount of superficial attention given to environmental initiatives. What we offer is not that. Instead, ours is a measurable, proactive, and powerful way of helping the environment.

Most recently, iLinc’s customer base reached the “one billionth mark”, meaning they have collectively reduced CO<sup>2</sup> emissions by one billion pounds.

### Corporate Giving

As a way to encourage iLinc clients to leverage the power of online meetings, iLinc will invest \$100 in renewable energy sources for every customer that reaches 1 million pounds or more, every quarter, of CO<sub>2</sub> emissions saved. We put the technology and the choice to be green into our users’ hands. iReduce provides a view into how a company’s use of Web conferencing positively impacts the planet by reducing carbon emissions that contribute to global warming. We happen to think that’s educating people inside organizations in a meaningful way.

For more on the iReduce program, visit [www.ilinc.com/ireduce](http://www.ilinc.com/ireduce)

## MANAGEMENT TEAM



**James M. Powers, Jr.**  
**Chairman, President & Chief Executive Officer**

James Powers, Jr. has served as Chairman, President and CEO of iLinc since December 1998. Powers is responsible for overall business strategies and vision, helping position the company as one of the top providers of Web conferencing and collaboration software, particularly for industries that rely on high-level security and scalability. Under his direction, iLinc has become recognized as a leading player in the Web conferencing space. Prior to joining iLinc, Powers was Co-Founder and Chairman of Clearidge, Inc., a privately held bottled water company in Nashville, Tenn. from 1993 to 1999. He led Clearidge through 13 acquisitions over three years to become one of the largest, independent bottlers in the Southeast. Powers also is a Founder and Director of Barnhill's Buffet, Inc., a chain of 45 restaurants in the Southeast. Powers received a Doctorate of Dental Surgery Degree from The University of Tennessee and received an MBA from Vanderbilt University's Owen Graduate School of Management.



**James L. Dunn, Jr. JD., CPA**  
**Chief Financial Officer & General Counsel**

James L. Dunn, Jr., assisted with the formation of the Company and was an integral part of the Company's initial public offering. Dunn has over 20 years of experience in finance, law, business and technology. As CFO, Dunn is responsible for leading financial initiatives and corporate strategy for iLinc. Since the Company's inception, Dunn has been responsible for all corporate development activities, including partnership and most recently, the acquisition of its Web conferencing and audio conferencing assets. Dunn also serves as General Counsel for iLinc, a role he assumed in March of 2000. In this role, he managed the legal transition of iLinc from its legacy business beginnings to its current Web and audio conferencing focus. He holds a law degree from Southern Methodist University School of Law and a BA Degree in Business Administration-Accounting from Texas A & M University.



**Frank X. Gartland**  
**Vice President, Product Development & Technology**

Frank Gartland brings more than 16 years of experience in the software industry to iLinc, having previously held management positions in product strategy and development, marketing, sales, business development and publishing at companies including Thomson NETg (formerly KnowledgeNet), Incentive Logic, and Mastering Computers. Before joining iLinc, he served as director of product development at Thomson NETg, where his teams delivered more than a half-million hours of virtual classroom instruction and built thousands of hours of expert-led recorded training helping to fuel triple-digit growth over a five-year span. As a part of the KnowledgeNet acquisition by Thomson NETg, Gartland became the director of product management and led the process of creating and deploying virtual classroom software tools for a newly combined sales force and successfully integrated the overall product strategy. Gartland holds a BA from Purdue University.



**Jason Walker**  
**Vice President, Sales**

Jason Walker leads the company's customer acquisition strategy. Walker brings nearly 15 years of software sales and operations experience to iLinc. Before joining iLinc, he served as Director of Corporate Sales for ACT!, Sage Software CRM Division, where he dramatically increased revenue over two years and was responsible for account management and growth of 35,000+ corporate customers. As Director of Sales Operations for Cyclone Commerce (now Axway Corporation), Walker launched and grew the company's inside sales team, generating more than \$1 million in new revenue and eventually accounting for more than 20% of the company's overall revenue. At QRS Corporation, Walker served as Director of Customer Enabling, managing 100 employees responsible for selling and implementing software and services. Certified by the Project Management Institute as well as Six Sigma, Walker holds a BA from California State University, Chico and an MA from The University of San Francisco.

## MANAGEMENT TEAM



**Mark Yeager**  
**Vice President, Marketing**

Mark Yeager leads the marketing organization for iLinc which includes corporate marketing, product marketing and channel marketing. He has more than 18 years marketing experience with organizations that specialize in software and professional services. Prior to joining iLinc in 2001, Yeager served as Director of Marketing, Global Education Services, for Computer Associates, one of the world's largest business software companies focused in end-to-end infrastructure. While at Computer Associates, Yeager and his team created powerful revenue-generating initiatives and achieved 100% divisional annual growth. Prior to that, Yeager directed successful marketing teams and programs for Platinum Technology and Mastering Computers. At Mastering Computers, he managed marketing initiatives that helped the organization achieve 80% per annum revenue growth rates, and gain more than 275,000 customers worldwide until Platinum Technology purchased the organization in 1998 for \$225 million. He received a BS degree from Allegheny College.



**Gary Moulton**  
**Sr. Vice President, Audio Conferencing**

Gary Moulton leads iLinc's audio conferencing solutions and services. He brings more than 15 years of sales, management and customer service experience to iLinc. Moulton has a decade's worth of audio services and audio conferencing experience, having founded Glyphics Communications in 1995. Moulton grew Glyphics into a leading provider of phone conferencing and audio conferencing events, developing a proprietary online seminar registration system for large audio events. As a member of the Glyphics' Board of Directors and as President and Chief Executive Officer, he was responsible for developing and implementing corporate vision and strategy. Prior to starting Glyphics, Moulton was manager of inside sales and customer service for Cookietree Bakeries, Inc., a national food service company. Moulton also served for four years in the United States Marine Corps.

### Management Team Blog

See our [iLinc blog](#) where iLinc executives talk daily about the trends and goings-on in the global software and online collaboration market. [www.ilinc.com/blog/](http://www.ilinc.com/blog/)