

EXHIBIT I

firstlook

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About Us

Founded in 2001, Firstlook is an industry pioneer in domain traffic optimization and monetization. With a leading proprietary optimization platform, Firstlook is able to share its vision with its customers offering unparalleled revenue generating opportunities. We pride ourselves in delivering superior results while providing unmatched customer service. Our goal is to build long term relationships beneficial to both publishers and advertisers. With featured partners, Traffic Marketplace, a leading online ad network and Matchpoint, a local search platform, we are the only company to offer customers a holistic approach to domain monetization.

With three national offices and a staff of over 25 employees, Firstlook brings over 100 years of experience in the Domain Name and Internet Advertising industries. We are looking for smart, creative and energetic professionals that want to help Firstlook continue to grow. [Come and join us today!](#)

Firstlook is a wholly owned subsidiary of Connexus Corporation. [Learn more about Connexus.](#)



Management Team

Seth Jacoby President

Seth Jacoby serves as President of Firstlook. Prior to this, Seth was the Vice President and General Manager of the Direct Navigation and Search businesses here. In this role, he provides strategic and operational leadership while overseeing the overall health of the business. Seth is responsible for growing, maintaining, and monetizing the Firstlook proprietary domain portfolio, creating and optimizing the consumer search experience, as well as driving new strategic initiatives and partnerships for Firstlook.

Seth holds more than 12 years experience in operations, marketing, and management; most of which has been focused on the Internet industry, specifically domain name management, brand protection, domain registry solutions, and paid search. Prior to joining Firstlook, Seth held various management positions at Register.com. He helped grow the company from a small domain name reseller of Network Solutions to one of the largest domain name registrars in the world. While at Register.com, he also helped spin-off, and ultimately sell, a full-service domain name registry company to Afilias, the operator of the .info and .org registry. Prior to Register.com Seth worked for the Japanese Government in Iwate Prefecture, Japan.

Seth holds a BA in Geography-GIS from the University of Wisconsin at Madison.

Matt Wrock Vice President, Technology

Matt has over twelve years experience in the Software Engineering industry creating high traffic, high availability internet platforms in the online advertising space. He has spent the last seven years with Connexus, Firstlook's parent company serving as principal architect for some of the organization's largest development projects. Matt was responsible for the architecture and development of the adver gaming currency framework of Jackpot.com and engineered the company's early display ad serving platform serving over 25 million impressions a day.

Additionally, Matt co founded AboveCalifornia.com where he invented the site's online topographical map and geocoding server from scanned USGS topo maps. Matt also supported the library and records management departments of Latham and Watkins creating records retrieval applications to search the firm's vast collection of legal documents.

Matt holds a BS in Organizational Behavior from the University of San Francisco.