



Social Media channels to **distribute & communicate** material news in a fast and convenient way **FREE**

 Start benefiting from the new SEC rule that allows companies to communicate news via social networks by giving your investors a heads up on the good material news now!

Benefits – for Investor Relations and Stock Newsletters

1.  Open an unlimited number of channels in aheadsup.com free and will stay free for some time. Even if/when that changed we would find a win-win solution where everyone makes a profit.
2.  Start getting followers and creating an audience right off the bat.
3.  Receive contact information for all followers to your channel(s).
4.  Create your own broadcasting network fast and easy. Aheadsup.com provides embed code for the channels so they could be very easily distributed to blogs, web sites and any web page in the world. The growth possibilities of your audience are enormous.
5.  Create a powerful audience that continues to grow, an asset that you could use over and over.
6.  Send alerts to your investor base and your audience so they could receive them in real time. These alerts represent your opinion on the value of the news, but the audience can click and see the original news item and make their own opinion as well.
7.  Use more news items that could impact the value of a company. Traditionally, public companies announce only their press releases to their investors via wire services. With aheadsup.com you could announce positive news coming from a significant number of other sources such as: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc.
8.  Communicate the value of the news so the investors can grasp it rapidly with a thumb up or a thumb down image. Based on our eight years of experience, often times the symbol and a thumb are all investors are looking for to make rapid decisions.
9.  MediaSentiment.com is offering to follow your channel(s) as soon as it becomes active and that will give exposure to more than 10k unique monthly traders visiting our web sites.
10.  Benefit from the continuous expansion of the aheadsup.com distribution network.

User Guide

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Here is how it works.

Registration/Signing in

Go to www.aheads-up.com and Register by entering a User name, password and email address. Note: User name will become the name of the channel.



Social Media Sentiment

[HOME](#) | [BROWSE CHANNELS](#) | [SIGN IN](#) | [REGISTER](#)

< Predicting how crowd reaction
to news will impact your investment >



What's shaking?™

Sign In

(For existing accounts/channels)

Please enter your username
and password

Username:

Password:

OR

Register

(For new accounts/channels)

Username:

(up to 30 characters:
letters, numbers, _ , - , .)

Password:

(up to 30 characters:
letters, numbers, _ , - , .)

Email:

Find a heads-up on what's shaking stocks, currencies, markets, products, movies, music, elections... stuff that matters.

Register now!

There is no limit to how many channels you may open. Therefore, you may repeat this process as often as you feel a need for creating new channels.

Grab the name of your channel right away before others do it!

Use user names that could help define the usage of the channel such as the stock symbol of your company, company name, etc.

Once you have registered, you may Sign in with your user name and password you used to register.

See how you add news to your channel next.

Adding News to Your Channel

Once you've signed in, you will be brought automatically into the panel that allows you to enter sentiment for news items – see the **NEWS SENTIMENT** menu item is highlighted in orange:

The screenshot shows the 'Social Media Sentiment' website interface. On the left, there is a 'My Channel - News' section with a list of news items, each with a thumbs-up icon, a stock ticker (e.g., ROST, TEUTF, PNR, TIVO, VSBN), a timestamp, and a 'Delete' link. On the right, there is a form titled 'Create your news sentiment channel and distribute it in 5 easy steps'. The form contains five numbered steps: 1. Enter a title (Up to 250 characters), 2. Enter the URL, 3. Enter a market (Up to 12 characters), 4. Enter your sentiment (with radio buttons for 'up' and 'down'), and 5. Distribute your channel (with an embed code). A 'Next' link is visible below the news list, and a pagination bar shows '1 2 3 4 5 ... 19 »'.

Entering a news item is easy, you just complete the 4 steps in the form on the right panel:

- 1. Enter a title:** this is a title that you can create for up to 250 characters to draw attention to the material aspect of the news item you refer to. It does not have to be exact text from the article you refer, but it may be if you choose so.
- 2. Enter the URL:** copy (ctrl+C on the keyboard) the URL from the browser address' bar of the news article you reference and paste (ctrl+V on the keyboard) it into this box.
This news article could be a press release or a news article you find on the internet, potentially from other companies, other countries or even other continents, that could affect the value of your business. For instance: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc.

- 3. Enter the symbol:** this could be the tracking symbol of the public company but it could also be anything you choose to define as a 'market' – up to 12 characters.
- 4. Enter your sentiment:** express your sentiment or opinion by selecting either a thumbs up or a thumbs down image. This image will communicate to investors if you feel that the news increases the value (i.e., a thumb up) or decreases the value (i.e., a thumb down) for the company/symbol or market you are addressing with this news item. Based on our nearly eight years of experience, often times the symbol and a thumb is all investors are looking for to make rapid decisions.

After you have entered all 4 items above click on the UPDATE button



Upon clicking on the update button, your entry will appear in the left side panel such as:

My channel - News

 **ROST** usequities 04/11/2013 08:40 AM EST [Delete](#)
Ross Stores , Inc. sales increased 6% to \$1.036 billion for the five weeks ended April 6, 2013, projects earnings per share to be slightly above the high-end of our previous range of \$1.00 to \$1.04 for the 13 weeks ended May 4, 2013

This is what your audience will see on your channel. The title of the news item is hyperlinked to the original news item posted on your web site or anywhere else on the web. If the audience wants to read the article, they could click on the title and that click takes them to the original article. That way, your audience has an opportunity to make their own opinion.

Note: you may delete this entry at any time by clicking on the [Delete](#) link. When you click on the [Delete](#) link, the entry will be deleted completely from your news panel and from the system.

- 5. Distribute your channel:** This is one of the most powerful tools we offer you to create and grow a distribution for your channel as wide as possible and as fast as you can. All you need is to select this code and to copy (ctrl+C on the keyboard) and paste (ctrl+V on the keyboard) it into any web page, blog or any html page on the internet that allows you to enter html code and you channel will be visible instantly! It is like creating a broadcasting network of your own. Every time you enter a news item in your channel, that news item will appear automatically on your entire network where this code is placed.

Continued.

Here is how your channel looks in aheadsup.com and on another web site, such as mediasentiment.com

Social Media Sentiment
[HOME](#) | [BROWSE CHANNELS](#) | [VIDEO SENTIMENT](#) | [NEWS SENTIMENT](#) |

My Channel - News

ROST usequities 04/11/2013 08:40 AM EST [Delete](#)
 Ross Stores, Inc. sales increased 6% to \$1.036 billion for the five weeks ended April 6, 2013, projects earnings per share to be slightly above the high-end of our previous range of \$1.00 to \$1.04 for the 13 weeks ended May 4, 2013

TEUTF usequities 04/11/2013 08:37 AM EST [Delete](#)
 Teuton Resources Corp. to complete a private placement to raise proceeds of up to \$250,000. the offering will comprise up to 2,500,000 units at \$0.10 per unit.

PNR usequities 04/11/2013 08:33 AM EST [Delete](#)
 Pentair Ltd. (NYSE: PNR) today announced that it will pay a regular quarterly cash dividend of \$0.23 per share on May 10, 2013 to shareholders of record at the close of business on April 26, 2013.

TIVO usequities 04/10/2013 06:21 PM EST [Delete](#)
 analysts have a price target of \$16 for TIVO, almost 40% upside from current levels. Major Lawsuit Settlement Could Score Traders a 200% -Plus Win

VSBN usequities 04/10/2013 03:38 PM EST [Delete](#)
 VSB Bancorp, Inc. Net income for the quarter was \$209,871, or basic income of \$0.12 per common share, compared to a net income of \$281,628, or \$0.16 basic income per common share, for the quarter ended March 31, 2012.

Next

MediaSentiment Predicting how to news w
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NOW LIVE! **FREE** **Real-Time Alerts from Media Sentiment® Before Stocks Move**

U.S. Equities - News

ROST usequities 04/11/2013 08:40 AM EST [Delete](#)
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Next

1 2 3 4 5 ... 19 »

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big

to
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Email
Email

Stay al
power c
prod

Continued.

You could also add a video channel by clicking on the VIDEO SENTIMENT menu item - see the **VIDEO SENTIMENT** menu item is highlighted in orange, and enter the adding videos panel:

The screenshot shows the 'Social Media Sentiment' website interface. On the left, there's a 'My channel - Video News' section with a list of news items for MSFT, GRPN, YHOO, GOOG, and SKX, each with a 'Delete' button. On the right, there's a form titled 'Predicting how crowd reaction to news will impact your investment' with five steps: 1. Enter a title (Up to 250 characters), 2. Enter the embed code here, 3. Enter a market (8 characters), 4. Enter your sentiment (with radio buttons for market impact), and 5. An UPDATE button. Below the form is a code block for embedding the video.

Once you are on the VIDEO SENTIMENT panel, you follow steps 1. Through 5. as follows:

- 1. Enter a title:** this is a title that you can create for up to 250 characters to draw attention to the material aspect of the news item you refer to. It does not have to be exact text from the article you refer, but it may be if you choose so.
- 2. Enter the embed code here:**
This allows you to enter the embed code from any video that offers the code around the web. copy (ctrl+C on the keyboard) the embed code from your video and paste (ctrl+V on the keyboard) it into this box.
This video could be your private video stored on one of the video services on the web, such as youtube.com, or a video news clip you find on the internet, potentially from other companies, other countries or even other continents, that could affect the value of your business. For instance: positive news for your market segment, from your target users, from competitors, suppliers, analysts etc. Note: you will find the embed code of the video under buttons/links that say Share and/or embed. The normal icon to locate embed code is < > but some sites call it simply Embed Code.
- 3. Enter the symbol:** this could be the tracking symbol of the public company but it could also be anything you choose to define as a 'market' – up to 12 characters.

4. **Enter your sentiment:** express your sentiment or opinion by selecting either a thumbs up or a thumbs down image. This image will communicate to investors if you feel that the news increases the value (i.e., a thumb up) or decreases the value (i.e., a thumb down) for the company/symbol or market you are addressing with this news item. Based on our nearly eight years of experience, often times the symbol and a thumb is all investors are looking for to make rapid decisions.

After you have entered all 4 items above click on the UPDATE button



Upon clicking on the update button, your entry will appear in the left side panel such as:

My channel - Video News



MSFT usequities 04/11/2013 08:53 AM EST Delete
Microsoft plans to launch a 7-inch version of its Surface tablet this year

This is what your audience will see on your video channel. The title of the news item is hyperlinked to the original video news clip. If the audience wants to review the video, they could click on the title and that click opens the video up into an overlay window, as follows.

Continued.

Video Link Close

NEWS
BLOGS
VIDEOS

ss Worldwide. ▲ First in Business Worldwide. ▲ First in Business World
First in Business Worldwide. ▲ First in Business Worldwide. ▲ First in

00:00 / 00:00

Thu, 11 Apr 2013 11:31 GMT,13856 Embed

GRPN usequities 04/11/2013 08:50 AM EST
 ted leonisis, co-ceo ofgroupon- globalization offers new opportunities,have built
 infrustructure

GRPN usequities 04/11/2013 08:50 AM EST
 ted leonisis, co-ceo ofgroupon- globalization offers new
 opportunities,have built infrustructure

That way, your audience has an opportunity to make their own opinion.

Note: you may delete this entry at any time by clicking on the **Delete** link. When you click on the **Delete** link, the entry will be deleted completely from your news panel and from the system.

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Follow and be Followed – Grow your network faster

AheadsUp.com allows the audience to follow specific channels they want. To follow an existing channel, go to Browse Channels by clicking on the BROWSE CHANNELS menu option and selecting the NEWS SENTIMENT channels option or the VIDEO SENTIMENT channels option as below:



The screenshot shows the 'Social Media Sentiment' website. At the top left is a thumbs-up icon with a registered trademark symbol. To its right is the text 'Social Media Sentiment'. Further right is a navigation menu with a left-pointing arrow and the text '< Predicting how crowd to news will impac'. Below the header is a horizontal menu with links: 'HOME | BROWSE CHANNELS | VIDEO SENTIMENT | NEWS SENTIMENT | LOG OUT (usequities) | VIDEO SENTIMENT | NEWS SENTIMENT |'. Below the menu is a heading: 'You can activate or deactivate channels from the list.' Underneath is a grid of channel names and their status:

commodities Activate	currencies Activate	JRambunctious77 Activate
OTCAlliance Activate	stticky Activate	stticky_usr Activate
stticky_usr2 Activate	testthis3 Activate	usequities That's you!

To follow a specific channel just click on the [Activate](#) link. Once you activate channels you can always deactivate them as easily by pressing on the [DeActivate](#) link as below:



This screenshot is identical to the one above, but with the 'currencies' channel's status changed from 'Activate' to 'DeActivate'.

commodities Activate	currencies DeActivate	JRambunctious77 Activate
OTCAlliance Activate	stticky Activate	stticky_usr Activate
stticky_usr2 Activate	testthis3 Activate	usequities That's you!

Create Alliances

This ability to Follow channels allows you not only to grow by inviting other users to follow your channel but also to form Alliances with other like-minded users. These Alliances will allow a group of users to share their alerts – every time one user posts an alert, the entire Alliance will receive that alert, therefore the opportunity to grow multiplies by the number of followers you have in your Alliance.

Imagine for a moment that you create an Alliance with 100 publicly traded companies and each company posts the channels on its Investor Relation site. If each company has in average 100 investors per day, the visibility of one alert will grow to up to 10,000 investors.



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Go to www.aHeadsUp.com and Join the investor revolution today!!

Contact

Marian Munz with any questions you might have at:

Tel. (415) 205-1695

Email: Munz@MediaSentiment.com