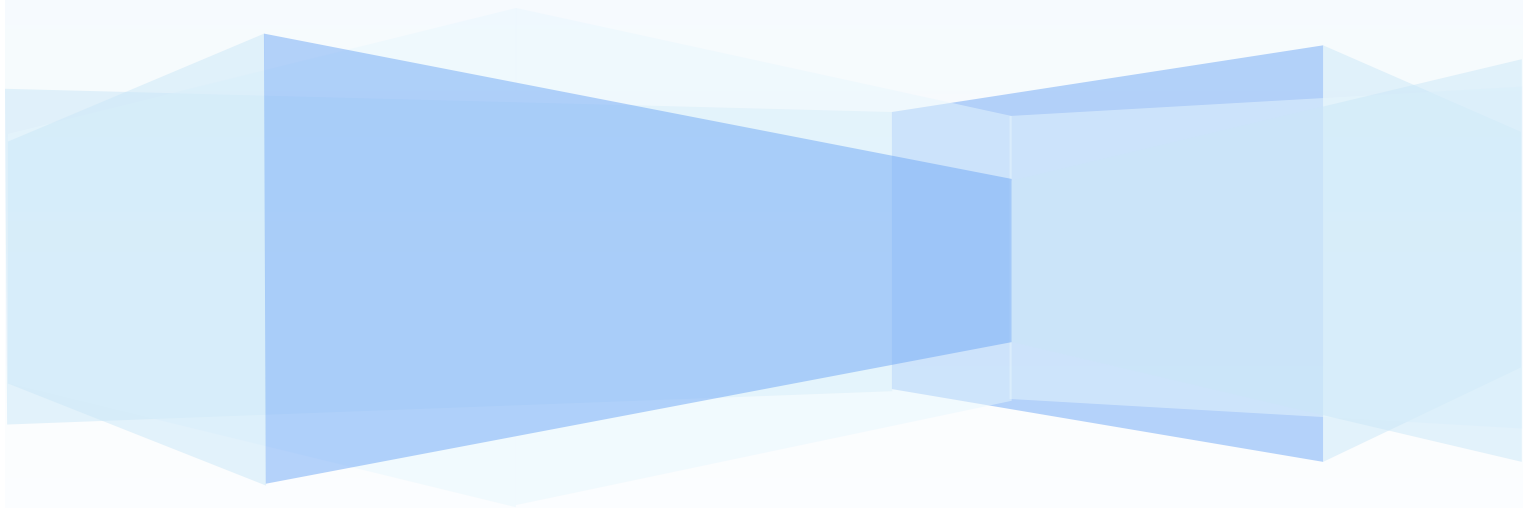




Montavo Inc.

ticker: **MTVO.ob**

iKitsm | **June 2009**



Overview

Montavo Inc. has positioned itself as a mobile phone enabler through the development of innovative applications and technologies. The technology offers a win-win solution for the both consumer and advertiser alike.

The technology allows wireless subscribers to search a proprietary advertisement delivery system by category of service and location. The content is delivered to subscribers via mobile phone handsets, as well as installed and portable navigation devices. Subscribers can view, download and store mobile advertisements on new product launches, product information, deals, sales, discounts, mobile coupons. Additionally they can redeem special incentives and obtain turn-by-turn directions to the nearest retail location.

Montavo is forging its niche in the fastest growing mobile advertising segment of the \$200 billion US advertising space as well as internationally. With 2 patent pending applications, Montavo has remedied the age-old advertiser conundrum of being unable to determine which advertisements actually result in profitable sales. Their disruptive mobile advertising technology empowers the advertiser to identify which ads are working and which are not in a real-time environment. This invaluable information allows the advertiser to then continue with the most fruitful ads thereby guaranteeing themselves a certain profitable ROI margin. The information acquired by the advertiser relative to the advertisement-generated sale required no software, no hardware, no point-of-sale sales training and no additional interaction between the consumer and the store personnel. This whole process which is compliant with privacy policies is entirely seamless.

With its flagship application, Montavo's "mDealfinder" provides the mobile consumer with unparalleled on-the-go shopping convenience. By having mDealfinder on one's cell phone, the consumer is able to "**pull**" search (query) on advertisers' products and services at the moment of his or her buying impulse. This action serves to bridge the gap between a mobile phone inquiry and the in-store purchase. Montavo's closed-loop solution generates valuable customer activity insight. If the consumer purchases a product based on the advertisement pulled by the consumer, the advertiser is made known instantaneously.

mDeal Finder



In addition to consumers being able to “pull” promotional information upon demand, advertisers are able to “push” similar brand messages, deals, sales etc. Because customer profiles are held at the advertiser level, customers are able to be targeted whenever and wherever they are located. Customers of varied demographic groups are reached utilizing SMS/MMS permission-based network. Advertisers brand and logo will integrate into messages that advertisers' customers opt to receive. At its core, Montavo offers advertisers a newly revamped advertising medium. The Company's business model will focus on selling advertising to major advertisers. The mDealfinder phone application is free of charge to the consumer and all Montavo revenues will be derived from advertisers. The Montavo mDealfinder application brings the consumer product and service information that he or she chooses to receive. Advertisers are able to target mobile devices with specific brand messages and gain access to more useful customer data.

Recent SEC Filings

[click to view](#)

Date	Form	Title
15-May-09	10-Q	Quarterly Report Summary - Full Filing at EDGAR Online (166kb)
15-Apr-09	10-K	Annual Report Summary - Full Filing at EDGAR Online (403kb)
19-Nov-08	10-Q	Quarterly Report Summary - Full Filing at EDGAR Online (442kb)
14-Oct-08	8-K	Amendments to Articles of Inc. or Bylaws; Change in Fiscal Year Summary - Full Filing at EDGAR Online (23kb)
5-Sep-08	8-K	Completion of Acquisition or Disposition of Assets, Unregistered Sale of Summary - Full Filing at EDGAR Online (2mb)
29-Aug-08	8-K	Completion of Acquisition or Disposition of Assets, Unregistered Sale of Summary - Full Filing at EDGAR Online (2mb)
15-Jul-08	10Q SB	Quarterly Report Summary - Full Filing at EDGAR Online (367kb)
9-May-08	8-K	Change in Directors or Principal Officers Summary - Full Filing at EDGAR Online (356kb)

Recent Press Releases

[MONTAVO, INC. Financials](#)EDGAR Online Financials (Sat, Apr 25)

[MONTAVO, INC. Files SEC form 10-K, Annual Report](#) (Wed, Apr 15)

[SCIA "Spring Conference" This Saturday, April 4th, 2009 at the Hilton Hotel, Irvine, CA](#) Marketwire(Thu, Apr 2)

[Montavo, Inc. Is Pleased to Welcome Mattress Depot USA as an Advertiser on the Montavo Mobile Advertising Solution](#)

[Montavo Announces the Release of Its New Website](#) (Tue, Feb 24)

[Montavo, Inc. Announces a Second Patent-Pending Application](#)Marketwire(Wed, Feb 11)

[Montavo, Inc. Announces Appointment of Newport Capital Consultants](#)

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