



On June 30, 2009, OTC Stock Review issued a press release announcing coverage of **GetFugu, Inc. (OTC BB: GFGU)**. At that time the stock was trading at \$0.16 and our report alerted investors to huge profits on GFGU. Had you invested \$10,000.00 in GFGU stock on our June 30 call, you would have been rewarded with almost \$80,000.00 in profits when the stock reached a high of \$1.43 on September 4, 2009.

We are going back to the well on GFGU and see another opportunity for investors who either missed the first move, or want to hit the mother lode again. GFGU recently announced it filed a law suit against several individuals for trade libel, defamation and other claims arising out of an alleged smear campaign against the Company and its executives.

Possible Bear Raid

A bear raid is a type of stock market strategy, where a trader (or group of traders) attempts to force down the price of a stock. This can be done by spreading negative rumors about the target firm, which puts downward pressure on the share price. In our opinion, the lawsuit filed September 14, 2009 by GFGU and its President, Carl Freer, could explain the recent weakness in GFGU's stock price. GFGU claims the misleading tactics employed include anonymous Internet postings styled to look like legitimate press releases, and fraudulent message board postings utilizing fake pseudonyms. Defendants' activities appear to be part of a concerted bad faith effort to artificially deflate the Company's stock

price. On December 2, 2009, despite announcing an agreement with Summit Entertainment, to provide GFGU's next generation mobile search platform for the Studio's feature film, "The Twilight Saga: New Moon.", GFGU's stock dropped more than 13%. With the Company's successful product launch, investors can now benefit from the commercialization of GFGU's ecommerce platform.

GFGU's revolutionary "See It, Say It, Get It" technology is the first carrier agnostic, platform agnostic mobile search platform. GFGU will change the way people access the web with their mobile phones. It is designed to facilitate and encourage users by integrating the mobile phone's core strengths—image, voice and location recognition—into a single customizable application. Additionally, GFGU offers the only mobile ecommerce platform available worldwide today. The GFGU platform will soon be available for 97% of the mobile phones available (over 3.3 billion handsets) worldwide.

Technical Opinion

Technically GFGU is trading at it's \$0.20 support level and has begun to develop a strong base. The 12-26-9 MACD signal line for GFGU is extremely bullish. MACD, which stands for Moving Average Convergence / Divergence, is a technical analysis indicator created by Gerald Appel in the late 1970s, which shows the difference between a fast and slow exponential moving average (EMA) of closing prices. Since the MACD is one of our favorite trend following indicators, in our opinion GFGU could move signifi-

OTCBB Symbol: GFGU
Current Price: \$0.22
Shares Outstanding: 183.9 million
Market Cap: \$40.5 million
52 Week Trading Range:
52-Week Low: \$0.14
52-Week High: \$3.20

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GetFugu's applications integrate image, voice, and location recognition, the core strengths of the mobile phone, into one application.



Getfugu recently launched its applications for mobile devices in the fall of 2009.

cantly higher. The next level of resistance for GFGU is \$0.35. Once the stock trades through the \$0.35 level, the next level of resistance is \$0.49 and on to \$0.65. In our opinion, aggressive investors and traders should consider adding GFGU to their portfolio at these levels.

About GetFugu

GFGU is developing technology applications that allow any camera-equipped mobile phone, regardless of the carrier, to access information from advertisers and marketers by downloading information, or content, by simply clicking on the logo of a company. Clicking on the logo allows the individual to bypass traditional search engines such as Google, Yahoo or MSN to retrieve content. Current mobile technology is basically a miniature version of the browser we use on our PC.

With GFGU's technology, you can point your camera at a Coca Cola can and be taken directly to the Coca Cola website. GetFugu has also developed Hotspotting technology that will allow you to touch a particular item in a video, such as a shirt, and be taken to a website where you can purchase it. In our opinion, GFGU's technology could revolutionize the way consumers search the web from their mobile phones.

Market Analysis

With nearly 4 billion handheld devices in the world, mobile phones outnumber PCs nearly 4-to-1. In our opinion, mobile phones provide an attractive advertising platform. Current advertising to mobile phone customers has been limited. Since there is no industry standard, traditional methods like Google or Yahoo prevail. GetFugu improves the way consumers search for content, not by competing with traditional mobile phone search engines, but by



enhancing them.

GetFugu encourages the use of its applications by integrating the mobile phones' core strengths (image recognition, voice recognition, location recognition) into a single, customizable application. Additionally, GFGU offers the only mobile hot-spotting ecommerce platform available worldwide today, which will be available for 97% of the mobile phones available (over 3.3 billion handsets) worldwide.

How it Works

GFGU's mobile search tools include four distinct services known as ARL, VRL, GRL, and Hotspotting.

1. See It (ARL): "Vision recognition" This GetFugu application recognizes logos and products through any mobile phone camera. Consumers simply point

their phone at a logo and retrieve content from the brand owner.

2. Say It (VRL): "Voice recognition" The consumer can simply speak into the phone to retrieve content. In addition to brand names, the consumer can say generic keywords such as "best pizza" or "ATM".

3. Get It (GRL): "Location recognition" For local content, GetFugu is designed to work with the GPS systems in modern mobile phones. The application will return content, based on the proximity to the user. A keyword of "pizza" will return the five closest pizza parlors. Local businesses can pay for voice-activated key words to position themselves at the top of the search list within a geographic area.

4. Get it (Hotspotting): GetFugu provides advertisers with a way to monetize their marketing efforts

through a mobile ecommerce tool called Hot-Spotting, which enables the consumer to purchase or retrieve information on any item featured in a video simply by touching it on the screen. This function is currently limited to touch-screen phones and selected Blackberry models.

In our opinion, for technology to be widely accepted it must be simple; otherwise, both consumers and advertisers will not use it. GetFugu presents a comprehensive, unified interface that allows end users to perform queries based on visual, auditory and location-based information. While running the application, the user can speak a command, capture an image, or use their location, and receive a wealth of information about specific products or nearby vendors. The end goal is the same: to find out more about a product or company. The key, however, is making the technology simple enough for all to understand. In our opinion, GetFugu has accomplished this.

Also, the technology must be simple for advertisers to use. In order to use GetFugu, an advertiser simply uploads their logo for ARL, types in a keyword for VRL and optionally uses a simple drag-and-click map interface to define an advertising region. Once their information is entered into the system, it becomes active for all end users.

Revenue Model

GetFugu plans to use a DNS registration (monthly subscription) business model and charge \$9.99 per month (for small businesses) and \$99 per month for companies with ten or more employees. This fee is based on a single logo (marker), or keyword, and includes a single ARL/VRL/GRL for an unlimited amount of traffic.

In our opinion, Fortune 500 companies that use multiple forms of advertising will purchase multiple markers to track their ads. Hotspotting involves a revenue split with the advertiser on a transaction basis. We believe the market potential for these applications is global and includes both national and local advertisers in each area. These advertisers have an estimated 350,000,000 logos worldwide, each of which is a potential advertiser.

Mobile Advertising Challenges

Today's mobile devices continue to improve at an exponential rate. Processing power is increasing, displays are crisper and peripheral hardware such as cameras, gyroscopes and accelerometers are being integrated. Because of this, it is possible to develop new applications that offer rich multimedia experiences for end users.

Even as hardware improves, data entry continues to be an awkward process. Some phones contain physical keyboards, while others contain virtual (on screen) keyboards. Both are often difficult to use because of their size and require the user to focus their attention on the device.

Current Mobile Phone Market

As of 2008, 96.3% of all cell phones contained a camera. The Company believes that the mobile phone sector will be the next large-scale arena for advertising campaigns. In addition, the number of cell phones that contain a GPS ("Global Positioning System") is increasing. It is estimated that 95% of new cell phones will contain a GPS unit. Currently, the majority of cellular phones have a microphone. We believe it is possible to leverage these components to provide new advertising paths for businesses while reaching a large target audience.

Summary

We believe the market "timing" for the launch of GetFugu's mobile technology platform is excellent, as it is being introduced at a time when advertising in the mobile phone marketplace is in its infancy and no clear market leader has yet emerged.

In our opinion, risk oriented investors and traders should consider adding shares of GFGU to their portfolio at these levels.