

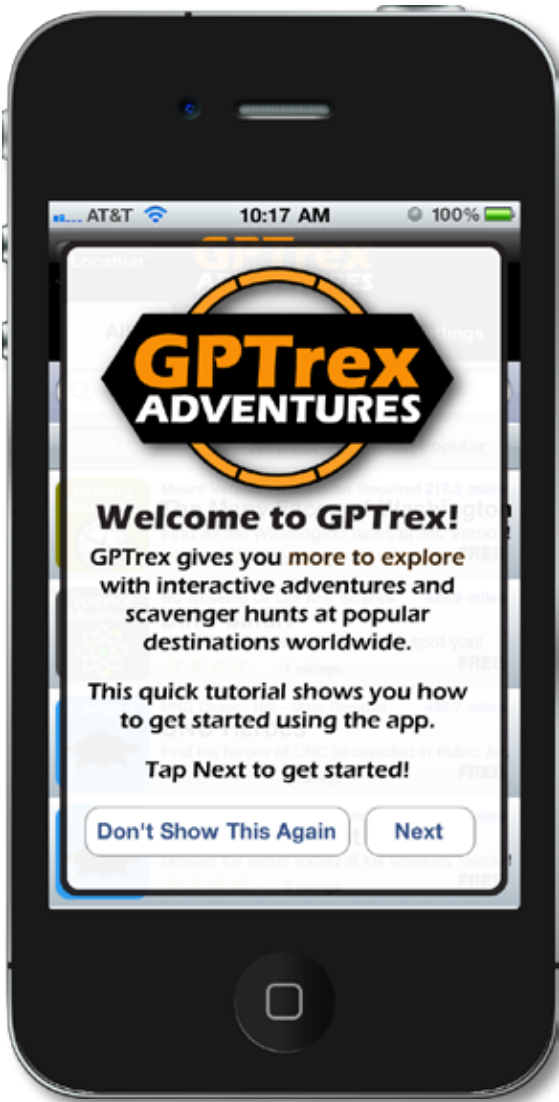


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About GPTrex



The Tutorial Screen shows new families how to get started quickly.

GPTrex is a new iPhone application that is revolutionizing the way in which families experience cultural, community, and tourism destinations nationwide. Everyone loves to explore and interact with their environment, and every destination has a story to tell. GPTrex uses the iPhone's industry-leading technology and intuitive interface to deliver those stories through interactive, place-based adventures. Fun and engaging for the whole family, GPTrex adventures help families explore and learn about their world!

Why a smartphone app?

After testing a number of concepts, from activity books to geocaching, we found that interactive, place-based smartphone adventures offered the best “bang for the buck.” More and more families are getting smartphones everyday, which make it a great way to engage with these increasingly sophisticated family audiences.

What makes the GPTrex app special?

Unlike audio tours or popular “map apps” available at some destinations, the GPTrex application elicits whole-family interaction to explore sites, find clues, and solve puzzles.

- Location-based content uses Assisted GPS, digital compass, and WiFi triangulation.
- Media-rich adventures can incorporate text, images, audio, interactive questions, and more.
- The app is designed to be data-light for downloading “on the go” using EDGE, 3G or WiFi connections.



How to Play

Step 1: Download the FREE iPhone app

Families start by downloading the GPTrex app directly from the iTunes Store or App Store. This app is compatible with the iPhone 4, iPhone 3GS, and iPhone 3G. The GPTrex app is designed to load fast and run light. This means no large initial download and no data-hogging video streams. It runs great on any Internet connection – EDGE, 3G or WiFi.

Step 2: Find adventures at nearby venues

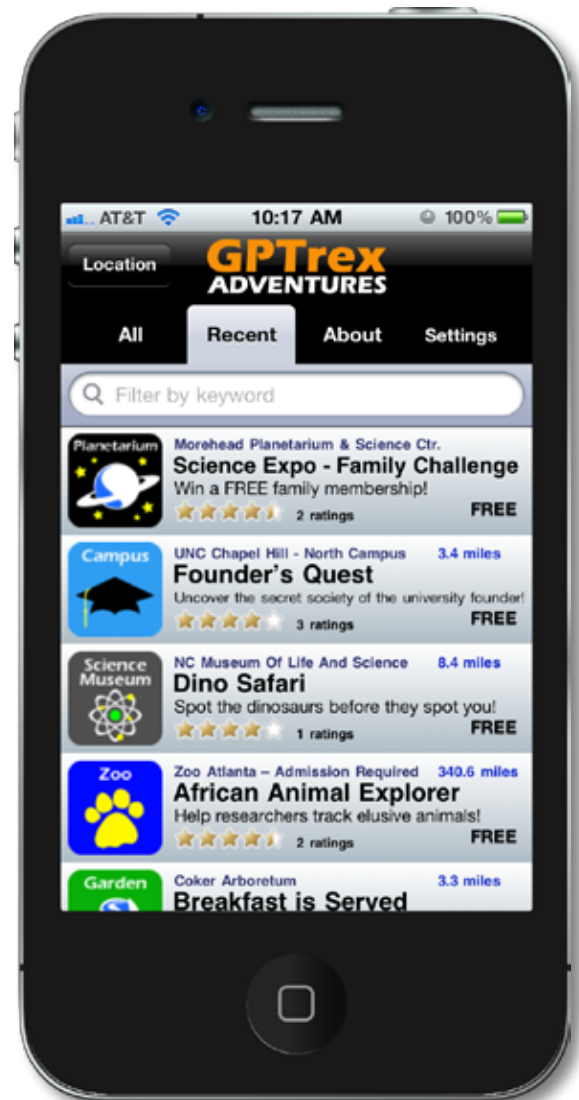
The main menu uses the iPhone's GPS to automatically find and display nearby adventures. Some are free; some may be purchased with in-app purchases for as low as \$2.99. Families can also choose to continue previous adventures.

Step 3: Have an adventure!

Families may choose from a range of interactive stories, adventures and scavenger hunts at nearby venues. Please note that an additional admission charge may be required at some venues. Each location-based activity gives families more to explore at their own pace!

Step 4: Earn points and share your success

Families may choose to opt-in to an online ranking, which recognizes the most adventuresome families! Families may also choose to share their adventures on Facebook. Both features are optional.



The Main Menu allows families to search adventures by location, rating, date, keyword, and recent activity.



Team GPTrex

GPTrex was founded in 2009 when a group of parents and educators came together around two common goals:

- Find new ways to provide affordable, fun, whole-family activities; and
- Generate support for the community's cultural, historical, and educational venues.

While GPTrex has grown to include a number of partners and contributors, we are still a company owned and operated by parents and educators focused on providing real-world adventures that are perfect for family fun time! Our Board of Directors consists of:

Brian Cain, CIG, CIT, CIP (President)

As an educator, Brian is always looking for affordable, effective ways to engage increasingly sophisticated family audiences. He has extensive experience in the development and implementation of educational programming for diverse audiences. His experience has included both formal education and non-formal education. He is a long-time member of the Association of Zoos & Aquariums (AZA), and is certified by the National Association for Interpretation (Certified Interpretive Guide, Trainer, and Planner).



High resolution images and streaming sound bring the adventure to life!



Ed Holzwarth

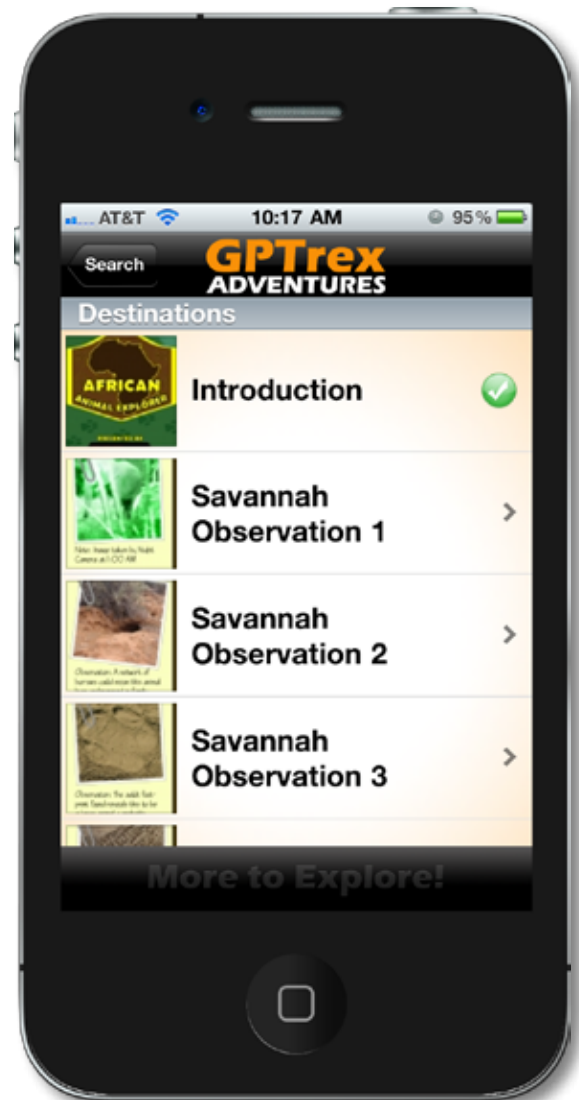
Ed has been designing and building software games since 1999. He founded Little Green Software to “change the world one app at a time,” and was a Lead Software Engineer for Emergent Game Technologies (formerly NDL).

Lisa Huggins

As mother of two, Lisa is eager to find new ways her family can enjoy in the outdoors and in their travels. Lisa Huggins has 8 years of professional experience with Geographic Information Systems (GIS) and mapmaking. She loves to tell a story through maps.

Bob Jolls

As a grandfather and technology industry veteran, Bob helps bring together our founding mission and our business strategy. He has worked as a manager at the IBM Corporation (including the Santa Teresa Laboratory), VP of Industry Marketing and VP of Product Marketing at Tandem Computers, and Executive VP of Marketing at Cadence Design Systems.



A flexible platform allows for both sequential and “free-range” adventures.



Partner Venues



Adventure destinations can offer text, images, streaming audio, interactive questions, GPS guides, and more!

GPTrex develops and markets interactive iPhone-based adventures and scavenger hunts that provide a unique and fun way for families to enjoy their visits to cultural, historical, and educational venues across the country. We frequently partner with these venues to create and market these adventures. We also partner with individuals and subject experts who have great stories to tell.

GPTrex has worked hard to remove traditional barriers to entry for our partners with flexible partnership options, easy content creation, and innovative promotional opportunities.

Flexible Partnership Options

GPTrex partners with all kinds of venues regardless of their size, resources, or operating budget. Depending on the needs of the individual venue, GPTrex adventures can even be used to generate revenue for the venue.

Easy Content Creation

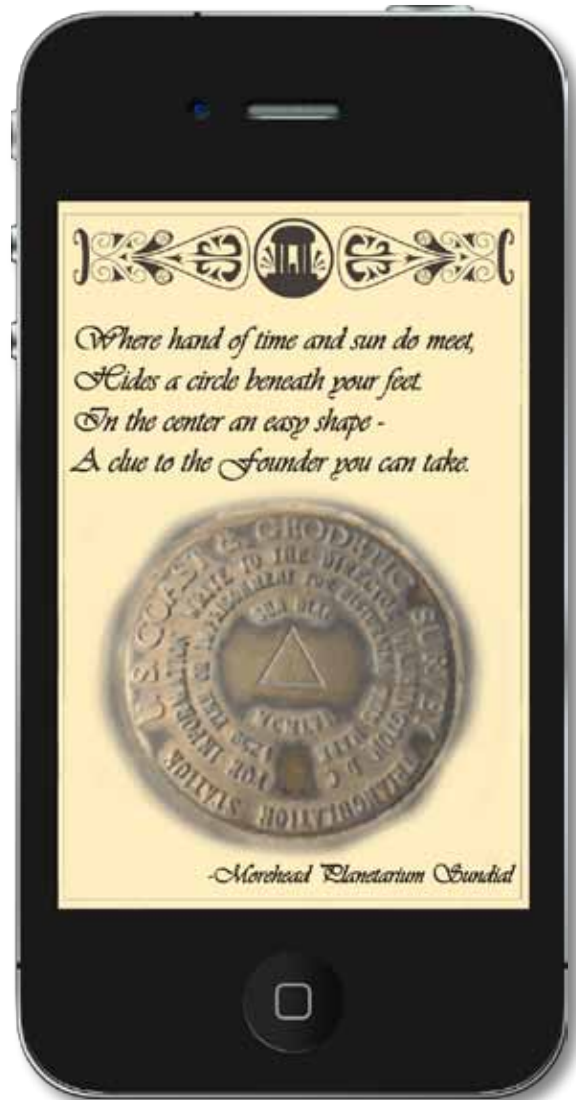
Partners may opt to create their own adventures or partner with GPTrex's nationally-certified staff. We ensure that content is family-friendly, fun, and has interpretive value.

Innovative Promotional Opportunities

Branded adventures, in-app purchases, interactive sponsor banners, and place-based content delivery offer a range of new ways for partners to reach family audiences!



GPTrex adventures are perfect for any cultural or tourism venue that wants to engage families and enhance the visitor experience. These include the following types of venues:



By incorporating GPS, adventures can include both real and virtual clues.



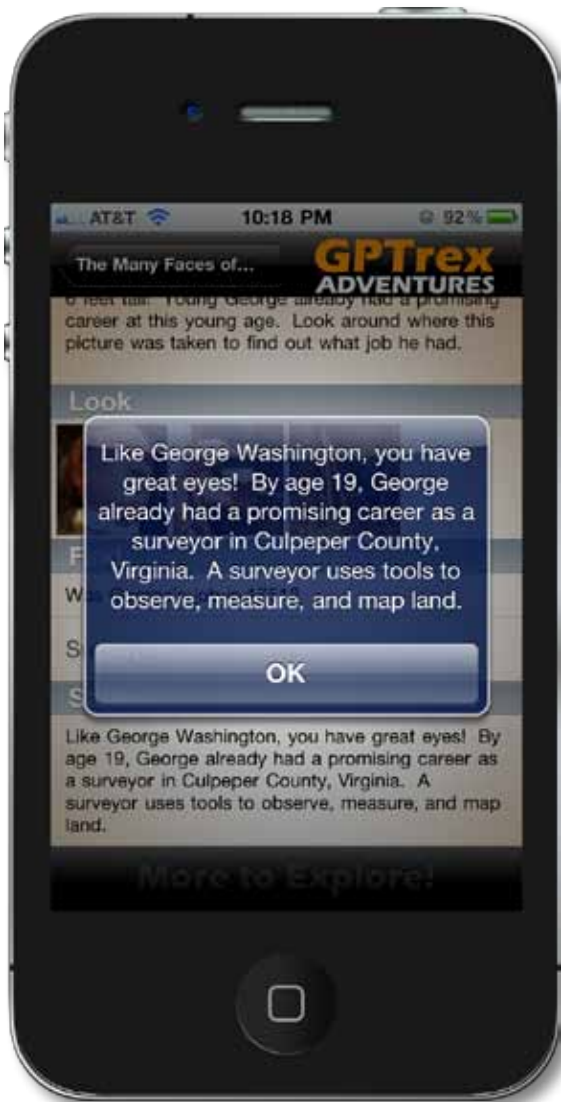
Press Inquiries

We greatly appreciate your interest in our company and iPhone app! Please do not hesitate to contact us with your questions or comments. Please submit all requests via our online form at:

<http://www.gptrex.com/contact/>

Submissions are checked several times daily, so we will make every effort to meet your deadline. If you require more immediate assistance, please refer to the Press Releases available at:

<http://www.gptrex.com/press-materials/>



Interactive questions encourage whole-family interaction to explore sites, find clues, and solve puzzles.