



Fact Sheet & Company History

Company Overview

CotterWeb Enterprises, based in Mendota Heights, Minn., is a leading provider of online loyalty marketing services through its Web properties InboxDollars®.com and SendEarnings®.com. CotterWeb provides its more than 7 million loyal members the opportunity to be rewarded for participating in various product and service trials, marketing research surveys and other online activities, such as shopping and playing games. The company provides advertisers and marketing research firms an efficient means to reach a targeted online audience and to pay only for performance.

Company History

CotterWeb was founded in 2000 by Daren Cotter. As a Computer and Information Systems major at Minnesota State University, Mankato, Minn., Cotter was inspired to become a part of the rapidly growing Internet advertising industry and as a result, he created the Web site InboxDollars.com. The business model revolved around "Getting Paid to Read E-mail." It allowed members to receive email ads targeted to their interests and to be rewarded for reading and responding to the ads. This enabled advertisers to reach consumers with specific demographic backgrounds and guaranteed visits to their Web sites. The site was built in June of 2000 and was immediately profitable, enabling Cotter to support himself while completing his degree.

In 2004, InboxDollars left the dorm room with Cotter, and with his additional time and effort the business grew from six-figure revenue in 2003, to seven-figure revenue in 2004. At this point Cotter brought on trusted friends, Mike Murzyn, Brian Erickson and Joe Sosa, who are all still key members of the CotterWeb Team. Together they continued to build the business and in 2005 and 2006, key managers were brought on board to further develop the business. Seasoned business leader Jack Johnson was brought on as Chief Operating Officer. Prior to joining the company, Johnson was Chief Executive Officer of Active IQ, a NASDAQ-listed company, which was subsequently acquired by Stellent. Keith Olson joined CotterWeb in 2006. Prior, he worked in the Institutional Securities Group at Morgan Stanley in New York. In 2008, Chip Cuccio joined the company as Chief Technology Officer. Prior, he was the Director of E-commerce and Web Marketing at Jostens. Also in 2008, Brad Shapiro joined the company as Vice President of Online Media. Prior, Brad spent four years building and managing 3GM, a digital strategy consultancy he owned and operated. In 2009, Peter Goldreich joined the company as Vice President of Marketing. Prior, Peter was Vice President Brand Marketing, Customer Strategy & Communications at Carlson Hotels Worldwide.

Today, CotterWeb is one of the leading online loyalty marketing companies in the U.S. with approximately 30 employees and more than 5.5 million members.

Management:

Daren Cotter, Founder and Chief Executive Officer

Jack Johnson, Chief Operating Officer

Chip Cuccio, Chief Technology Officer

Peter Goldreich, Vice President of Marketing

Brad Shapiro, Vice President of Online Media

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CotterWeb Enterprises is a leading provider of online loyalty marketing services through its Web properties InboxDollars.com and SendEarnings.com. CotterWeb provides more than 5 million loyal members the opportunity to be rewarded for participating in various product and service trials, marketing research surveys and other online activities, such as shopping and playing games. The company provides advertisers and marketing research firms an efficient means to reach a targeted online audience and to pay only for performance that meets or exceeds their expectations. CotterWeb is a privately held company that has been self-funded and profitable since its founding in 2000.

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