

Representative Vell Placement

ANTHONY R LAM
CFO & CAO



VerticalScope, a leading Internet media company has appointed Anthony Lam, formerly CFO, points.com (NASDAQ PCOM), as CFO. In this role Mr. Lam will be responsible for directing and overseeing all the financial activities of the company including preparation of current financial reports, and summaries and forecasts for future business growth and economic outlook.

Anthony joins VerticalScope with over 15 years of senior public facing finance and operational experience in a number of high-growth organizations spanning the loyalty, gaming, software, internet and technology licensing sectors. With a long-standing background in analytics, treasury and capital markets, his list of accomplishments includes successful mergers and acquisition activity, capital fundraising and obtaining public listings on the Toronto, London, and NASDAQ exchanges.

Anthony is a CPA and holds a Bachelor of Commerce degree from the University of Toronto.

About VerticalScope Inc.

VerticalScope enables the world to share expertise and discover knowledge on subjects they love. Established in 1999, VerticalScope owns and operates consumer shopping portals and enthusiast forum websites focused on the automotive, outdoor, powersports, pets, technology, health and wellness, and home improvement vertical markets. VerticalScope's online properties reach an average of 95 million highly qualified buyers and purchase decision makers each month. Visit www.verticalscope.com for more information.