

Representative Vell Placement



DOUG CLARKE CHIEF OPERATING OFFICER

VerticalScope, a leading Internet media company has appointed Mr. Douglas A. Clarke, also known as Doug, as Chief Operating Officer. Prior to VerticalScope, Mr. Clarke served as the Chief Operating Officer and Senior Vice President of Yellow Pages Limited. Mr. Clarke served as Senior Vice President of Sales at YPG Financing Inc. Mr. Clarke serves as Senior Vice President of Sales at Yellow Media Limited and served as its President of Vertical Media since February 2006.

Mr. Clarke also served as President of Trader Corporation since June 2006 and was responsible for revenues in all of its online properties and print publications. Prior to this, he served as Senior Group Publisher at Trader Media Corporation (TMC). He began his career in the advertising directory business when he joined Tele-Direct, a Yellow Page Group predecessor company in 1991. Mr. Clarke held various sales management and marketing positions at Bell ZInc. portal and also served as its Director of Sales. Since 2002, he served as Director of Sales of Ontario Elite Sales Channel of Yellow Pages Group. He served as a Director of Dealer.com, Incorporated.

Mr. Clarke is a graduate of St. Michael's College School in Toronto and has a Bachelor of Arts Degree from The Colorado College.

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.