

## MyPrivateLine

The safe way to connect — and make connections.

MyPrivateLine is a disposable phone service that provides people with a safe and private way to connect. The service allows users of dating websites, personal ads, chat rooms, instant messaging programs and other forms of “faceless communication” to give out a phone number that is safe and secure.

Through MyPrivateLine, resellers can generate profit and ongoing revenue — and increase their customers’ privacy and safety. The anonymous phone number keeps consumers’ private information protected in situations where they are safer by not revealing real phone numbers.

Using either a live call-center or a simple interface that integrates into the customer’s existing business, users have the option of purchasing a disposable phone number to use with introductions.

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### Increase safety and sales!

#### A solution for privacy, MyPrivateLine is perfect for:

- **Dating:** meeting someone online, at a bar, or on the bus.
- **Advertising:** placing a classified or personal ad online, or in a newspaper.
- **Job Searching:** confidentially looking for a new job.
- **Shopping:** buying online (e-commerce).



## How it works:

**Sign-up:** Using either a live call-center or a simple interface that is integrated into an existing online program, customers have the option to purchase a toll-free number.

**Setup:** MyPrivateLine technology generates a disposable number and extension and an anonymous private voicemail account. Incoming calls are seamlessly forwarded to any phone number the customer selects — home, office or cell phone.

**Privacy Management:** When the private number is called, it routes to the customer's designated phone number, which is kept completely anonymous and secure.

After purchasing MyPrivateLine, customers can give their disposable phone number and extension to a new acquaintance, or even print it in a personal ad. The call is free of charge to the caller, and MyPrivateLine customers receive calls anonymously.

## Disposable, Flexible Value-Added Service

- **Profit:** New source of revenue and value-added service.
- **No risk:** Easy to implement, no capital investment.
- **Up-sell:** Provide an attractive up-sell option to customers.
- **Privately branded:** Brand the service as your own and increase your brand equity.
- **Customer safety:** Anonymous calling underscores your commitment to security, safety and privacy for your customers.
- **Prepaid:** No monthly billing, contracts or collections.
- **Voicemail:** Allows customers to take calls when they choose, and to screen calls from incoming callers before actually talking with them.
- **Disposable:** Customers can "turn off" their MyPrivateLine number anytime they choose, meaning no more unwanted phone calls.
- **Flexible:** Service works using any phone, including cellular, and customers can quickly and easily change the number their calls are forwarded to, as often as they want.
- **Rechargeable:** Customers can recharge their number via phone or online.
- **Nationwide access:** Nationwide toll-free access is included with the service.