



Nox Solutions LLC is a company that works for our clients, not some far-removed shareholders or equity firm. Welcome to a group of individuals who love what they do and are dedicated to making our brands the best in their industry.

Nox Solutions knows the media business. Talk radio, television, music, publishing and politics are a few areas of our expertise. Our combination of industry know-how, advanced technology and online promotional expertise can help you build a profitable venture online.

Whether you are new to the Internet or seeking to increase the profitability of your current online venture, Nox Solutions is your answer for complete service. If you represent the interests of a media personality, or have a media or entertainment-related business where ecommerce could play a role, allow us to provide you with a complete online strategy.



Bill O'Reilly is the host of "The O'Reilly Factor" on Fox News. He was also the host of the highly successful and nationally syndicated radio show, "The Radio Factor".

Nox Solutions is one of the original architects of www.billoreilly.com and continues to play a major role in the site's daily operations. We provide hosting, streaming media, technical support, inventory management and customer service for this highly-trafficked website.

The thousands of fans who visit BillOReilly.com are provided with the highest levels of customer service and technical support by Nox Solutions.



Lou Dobbs is the host of the nationally syndicated radio show, The Lou Dobbs show. Lou Dobbs is also the anchor and managing editor of CNN's Lou Dobbs Tonight. In addition, Dobbs anchors a nationally syndicated financial news radio report, The Lou Dobbs Financial Report, and writes a weekly commentary on CNN.com, an award-winning journalist, and best-selling author.

Nox Solutions re-launched the Lou Dobbs website in early 2009 as a hub to represent all things that are Lou Dobbs. We designed, host, and manage the day to day operations of the website.



Dennis Miller is the host of the nationally syndicated radio show "The Dennis Miller Show". In his first ever radio show, five-time Emmy award winner and four-time Writers' Guild award winner, Dennis Miller will offer his unique brand of talk radio.

Nox Solutions, designed, built, hosts and manages DennisMillerRadio.com. We also plays a major role in the site's daily operations. We provide hosting, streaming media, technical support, inventory management and customer service. The site provides a plethora of community features such as streaming audio, podcasting, message boards, blogging and much more.



Fred Thompson is one of the most respected and visible figures in politics today. Thompson served eight years as a Senator from Tennessee, and in 2008 sought the Republican nomination for President of the United States. He is now host of the nationally syndicated radio show, The Fred Thompson Show.

Along with his New nationally syndicated radio program, Nox Launched a brand new website to support the radio program, and to give a voice to his audience both on and off the air.



Laura Ingraham Before launching her nationally syndicated talk radio show in 2001, Laura Ingraham, held prestigious politically-oriented titles such as speech-writer during the final two years of the Reagan Administration White House, and law clerk on the Supreme Court of the United States for Justice Clarence Thomas. "The Laura Ingraham Show" boasts a legion of loyal fans addicted to her witty and articulate take on the intersecting worlds of the media, politics and Hollywood.

Nox Solutions revamped and updated Laura Ingraham's site, creating a new sleek new look and feel while integrating special features and ecommerce solutions. Premium members of the site now have 365-day access to streaming audio of Laura's live and archived shows, as well as special photos and guest interviews.



LoveLine is a nationally syndicated radio program that began in 1983. Currently it is being hosted by Dr. Drew Pinsky. Loveline follows the call-in question-and-answer model with the primary goal of helping youth and young adults with relationship, sexuality, and drug addiction problems.

The site provides a plethora of community features such as streaming audio, podcasting, message boards, blogging and much more that all appeal to the typical Loveline listener. Nox Solutions, designed, built, hosts and manages LovelineShow.com. We provide hosting, streaming media, technical support, inventory management and customer service.



Billy Bush The Billy Bush Show is a nationally syndicated radio program hosted by Billy Bush. He is best known as the co-anchor of the "Access Hollywood" show.

Nox created a feel that appeals to Billy Bush's audience. We also work closely with the talent to get exclusive content and update the site with information that his audience will want. We also built the entire site and host and manage all aspects of it.



Dr. Janis Schaeffer World renowned Pediatric Pulmonologist Dr. Janis Schaeffer, called upon Nox Solutions, to built an interactive and informative portal to support the new initiative of "Breathe Easy Play Hard". A cause dedicated to asthma awareness, detection and proper diagnosis.

Nox Solutions launched a brand new site to capture all of the ideologies of this cause. A website that would be both educational as well as inspirational. and serve as an asthma resource for our youth, as well as their support system.



Dr. Erika Internationally recognized physician, expert in conventional and integrative medicine, Dr. Erika is also a well known author, television and radio personality, speaker, and medical advice columnist helping more than ten million weekly readers find their way to wellness and life in balance.

Nox Solutions launched a brand new site to fully feature all of her talent and knowledge. The new Nox platform allows an integrated approach to her commerce and community initiatives on the web.



Westwood One is the largest provider of network radio programming in the US. Westwood One serves more than 5,000 radio and TV stations in the U.S. The Company provides over 150 news, sports, music, talk and entertainment programs, features and live events to numerous media partners.

Westwood One was lacking a consumer facing website and Nox Solutions came with their expertise and know-how to build Westwood One as site where consumers can experience all that Westwood One has to offer.



All In One Place is a collection of websites that cater to the needs of their particular communities. These sites are created to be both informative and entertaining. You can find business directories, event calendars, classifieds, dining, news, community forums and entertainment sections on these sites.

Nox Solutions built the "all in one place" community from the ground up. With emphasis on ease of use updating for the content producers and robust functionality for the users.



Connoisseur Media is headquartered in Westport, CT. In addition to Erie, the Company owns or operates radio stations in Billings (MT), Bismarck (ND), Bloomington (IL), Des Moines (IA), Huntington (WV), Omaha (NE), Rapid City (SD), and Wichita (KS).

Nox Solutions implemented a digital strategy for Connoisseur Media, where we built new station websites, and upgraded the existing station website. All of the new sites were put on the same platform. One of the advantages being that we are able to have a unified ad network across all of the websites."



## How does Nox Stack Up Against The Other Guys?

Nox Solutions holds a number of advantages vs. our competition that we want to make you aware of as they are important to your company.

### RIGHT SIZE

We are big enough to have built a robust, scalable infrastructure and established a proven, profitable business. Yet maintain a small, efficient and agile organizational structure to guarantee that your requests won't ever get bogged down in bureaucracy. Our clients will all attest to our extreme attentiveness to their needs. If you want something done immediately, we have the ability to achieve a fast turnaround.

### PROVEN RELIABILITY

We have been hosting some of the biggest names in radio and TV for years and we have built up a reliable, efficient system with all of the latest technologies and backup security available today. Even if a divine act were to destroy a hosting facility, we have contingency plans to ensure that your presence on the web is reestablished within minutes.

### RIGHT PRICE

We believe some very tough economic times are eminent and the radio industry has perhaps been already feeling the crunch for a sometime now. Given these economic predictions, every company is looking to lower cost. A good scenario would be if we could lower costs while maintaining the same high levels of service. But the optimal scenario is one where through Nox, CBS will decrease its cost structure while improving reliability and profitability. Being a mid sized, efficient and nimble company enables Nox Solutions to operate in a sweet spot and ensure that you are provided with the best value for you money.

### RIGHT CULTURE

Our offices may not have fancy Aeron chairs or espresso machines, but our employees are well compensated and very happy because we understand they are one of our most valuable resources. We spend money on our infrastructure. We do not have a server in any of our hosting facilities that is older than 18 months. This means the most cutting-edge hardware powers our infrastructure. We have a gentlemen's agreement with all of our clients; we treat their business like ours, and nothing less!

## Nox Solutions Infrastructure

Nox Solutions has made an unparalleled commitment to security, reliability, scalability, speed, and uptime of our managed websites. We have created an enterprise level infrastructure that enables millions of visitors to download, stream and quickly navigate our sites.

### PHYSICAL AND NETWORK ARCHITECTURE

Nox Solutions operates in multiple data centers simultaneously, and employs global load-balancing between those data centers. We also maintain redundant equipment for every important process we have online. All of this means that if a server or even an entire data center fails it will not have any effect on the uptime or performance of our sites and they will continue running smoothly.

This is accomplished by having Citrix Netscalers as the front end into the data centers as the starting point. Netscalers handle everything from Load Balancing, DDoS protection and data compression to ensure that our sites run at peak performance. Netscalers are superior in terms of security, speed and reliability to anything on the market, so much so that Google uses thousands of them for their infrastructure.

We also have layer 2 fiber networks between the data centers so as far as the servers know, they are sitting right next to one another in a rack. This allows us to load balance between our servers in a very efficient way. We can restart a server for maintenance reasons and because of this and our redundancies, the website will never go down for the end user.

Our databases, in addition to being clustered within a data center, also use log shipping to back up to a database in the alternate datacenter to ensure uptime in the case of an entire data center going down.

We employ multiple CDN networks to ensure that your image and download objects reach the end users with maximum efficiency and reliability. We also have many servers from which the CDN networks read to ensure that the CDN can always access the files.

Our data centers are co-located with major co-location providers that ensure the highest levels of physical security to our equipment.

### SOFTWARE AND SYSTEM ARCHITECTURE

Nox Solutions software and systems code base is written entirely using enterprise Java. We use the JBoss Application Server platform, the most popular, fastest and safest enterprise Java platform in existence today for running the code base. We also make sure to stay on the leading edge of developments in JBoss and Java for security, reliability, speed and scalability.

**Security:** We go to the effort of making sure that we use only the JBoss modules that are needed so as to minimize security risks as much as possible. In addition, we are battle hardened in the security arena. Some of the sites that we host have been the target of many attacks over the years and we have weathered them and built up security to ensure that the attackers do not gain the upper hand. We also do not use any offshore outsourcing so we can keep very tight control of our code base. We double encrypt all sensitive data in our database, using the highest encryption available, so even if someone were to retrieve it, they would not be able to read it.

**Scalability:** Our code is designed to be linearly scalable. If we need to increase capacity, we just add commodity application servers. We have our own tested memory caching systems, in addition to using third party ones and have many other proprietary systems to ensure that whatever level of traffic you want to send to a site, we can handle it.

**Speed:** Our entire code base and backend infrastructure is designed to be the most efficient possible. In all Keynote and other performance metrics, our code execution time is well below some of the fastest sites on the internet. We regularly see our web pages returning in sub-second response times.

**Proven:** Our code base and system was built from the ground up, having spent millions of dollars, to be an enterprise level system that could grow and expand to accommodate whatever could be thrown at it. It has spent the last 8 years proving that to be true.



Our software feature sets deliver tightly integrated capabilities and services that will vastly improve the administrator's productivity and provide visitors with a more engaging experience. Here is a brief overview of the various features and capabilities that are an intrinsic part of our software:

- **Live Streaming With Commercial Insertion** - We have partnered with Ando Media to provide this capability.
- **Podcasting Enabled** - If desired we have systems in place that allow for free or paid subscription podcasting.
- **Playlists and Artist Bios** - Will list the songs and artists that you play on the site with the ability for visitors to rate them.
- **Station Program Guide and XML Feed** - The schedule of your broadcasts can be available via an RSS feed in addition to it being posted on the internet for remote access and distribution.
- **Audio & Video Streaming** - We have very sophisticated players for streaming both audio and video. Depending on your automation system, we can even show what is currently playing and what is coming up.
- **Message Boards with Keyword Filters** - Allow your listeners to engage with one another and build an online community and also gives you the tools to easily maintain a clean site.
- **Online Listener Club** - Listeners can join a group that allows them to earn points and other types of rewards online.
- **Member Mail** - Listeners can send private messages through your site.
- **Rewards Club and Redemption System** - Points can be assigned to any activity on the site and then listeners can redeem these points for prizes.
- **3rd Party News Feed Integration** - We integrate with numerous news feeds and can easily customize for new ones if needed.
- **Weather Module** - We offer this site feature in conjunction with Accuweather.com.
- **Site Search with "Secret Keyword" Integration** - Listeners can earn points for entering secret keywords they hear on the air.
- **Site Search with Sponsored Results** - Allows businesses to sponsor search results on the site.
- **Slideshow Module** - For the homepage or any page, includes controls and small thumbnails.
- **Basic Online Games** - Listeners can come and play on the site.
- **Interactive Polls** - People can let their voice be known.
- **Reviews** - Listeners can review their favorite books, movies, concerts or anything they want.
- **Who's On-Air Now** - Shows what DJs are currently broadcasting and depending on your automation system, what they are playing.
- **RSS Feeds** - Offering feeds of the relevant content on the site.
- **The Wall** - A live chat feature on the homepage. Folks can message the DJs or the station and you can write back. Very similar to postings on social networking sites such as Facebook or MySpace.
- **Photo Gallery** - Photos with guests, behind the scenes and anything else we want to share.
- **Contest Entry and Administration System** - Visitors can enter contests and the admin will randomly pick the winner.
- **Events Calendar System with Email Alerts and Administration** - List all the upcoming events that listeners in your market care about.
- **Articles and Blog System with Email Forwarding & Printing** - Let your DJs blog on the sites and drive traffic to view them.
- **Listener Audio Blogs** - Call in the show 24/7 and record a shout out.
- **Questionnaire Engine** - Create quizzes and questionnaires for listeners to play with.
- **E-Commerce Platform & Online store** - Complete shopping cart and e-commerce system used by major e-commerce only sites is built into our system.
- **Secure Credit Card Processing** - All sensitive data is double encrypted for protection.
- **Newsletter Publishing System** - Send out email newsletters to update your listeners on the latest event, promotions, and news.
- **Content Management System** - All of the site content can be easily changed using the admin tools.
- **CSS Management System** - Even the style and design of the sites can be altered by your employees if desired.
- **Member Management System** - Manage and look at trends of the listeners that sign up on your site.
- **Ad Management System** - Creates simple ad rotations with reporting capabilities, or also allows you to put your own third party ad tags into the system.
- **Order Management System** - Tracking orders and managing the eCommerce activities of the site.
- **Real-Time Reporting** - See real time data on how the site is being navigated and the features are being utilized.
- **Google Analytics Integration** - Integration with the Google analytics reporting tool for third party verification.