



THE FIRST COMMUNITY PORTAL



SuperGroups.com, Inc. was founded in 1998 by Mark F. Weinstein and propelled by a brilliant team of designers, programmers, marketers, and investors.

SuperGroups rapid ascent from 1998-2001 demonstrated the viability of social networks on the web. The company ceased operations in 2001, closed by a hedge fund unable to raise operating cash during the Internet's dramatic decline at the time.

MySpace, FaceBook, LinkedIn, and others have proven that SuperGroups vision was spot on (and early)! The following pages contain information about SuperGroups during its heydays in 2000.

TODAY-2011: The leadership team has reunited with Mark Weinstein to build Sgrouples.com, offering disruptive advancements in private and secure social networking, group interaction, and the design of relevant services!



PC

MAGAZINE

www.pcmag.com

ZD ZIFF DAVIS

TESTED IN THIS ISSUE:

12 Power-User Portables

6 Web-Based Survey Products

7 Cool-Looking MP3 Players

4 Lightweight LCD Projectors

Macromedia's New Web Tools

PLUS: How to Master Your PDA



THE INDEPENDENT GUIDE TO TECHNOLOGY FEBRUARY 8, 2000

TOP SITES

100

www.SuperFamily.com



"Welcome to SuperGroups.com" !

The Power of Relationships; The Magic of TechnologySM

SuperGroups is the world's personal community destination and portal to enhanced relationships. We are creating a social phenomenon that brings people together through the magic of technology. We make it easy and fun to share the amazing experiences of your life.

To get started building your own free, private multi-member websites, click on the logo here that best matches your interests, or you can begin shopping by clicking on the SuperGifts.com logo.



- About Us
- Advertising Management
- Press Releases
- Job Opportunities



English Language Version.



Spanish Language Version.



The Internet's International Community Portal



SuperFamilia.comSM

Create your free, multi-member website.
Click on the logo or text that matches your interests.

Login Name

PASSWORD

Sign In



SuperGifts.comSM



Other SuperGroups Communities:

- Health
- Home
- Sports
- Shopping
- Local
- Business
- News
- Education
- Science
- Computers
- Arts & Entertainment
- Recreation
- Games
- Society & Lifestyle
- International



Search for a Community

Search

Start a Community

Featured Communities



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Strategic Advantages



THE INTERNET'S

- *First Personal Community Destination for All Relationships*
- *First Filter for All Internet Community Websites and Tools*
 - *First "Open Architecture" Community Platform*
 - *First International Internet Community Company*
- *Next Generation "Geometric" Viral Membership Model*



Target Markets



SuperFamily.comSM (launched August '99)

- Primary Demo: Women, 25-49, married with two or more children, grandparents, single moms and single dads



SuperFriends.comSM (launched October '99)

- Primary Demo: Adults 18-34, single and married, college-educated, organizations and clubs



SuperFamilia.comSM (launched November '99)

- Primary Demo: U.S. and international Spanish-speaking market, head-of-household, men and women 25-49, married



SuperAlumni.comSM (launch February '00)

- Primary Demo: Adults 18+, alumni friends



SuperBizGroups.comSM (launch June '00)

- Primary Demo: Adults 25-54, business associates

SuperFamily.comSM



Make Your Own Free Private Family Website
 At **SuperFamily.com**, your entire family can share a free, private website together from anywhere in the world. It's so easy and it only takes 3 minutes. Your website is password protected, so you can feel safe posting your private family moments.

Members Start Here

Login Name:
 Password:



[forgot your password?](#)

- [Testimonials](#)
- [Sample Site](#)
- [About Us](#)
- [Why We're Free](#)

Click here to:




SuperFamily.comSM
 "Where families stay best friends"

Start your free private family website right here. It's easy!

First Name:
 Last Name:
 Email:

We don't spam our members or sell our mailing list.

Your website is filled with fun things for you and your family.

- Click below for sample:
- | | |
|--------------------------------|--------------------------------|
| Family Albums | Newspaper |
| Family Members | Family Recipes |
| SuperFridge | Calendar |
| Chat | Birthdays |
| Discussions | My Reminders |
| E-Mail | Wish List |
| Address Book | SuperGifts |

Click heart to see:



Click here to visit SuperFriends to build private websites for friends, teams, alumni, clubs, etc.



Click here to visit SuperFamilia to build your private family website in Spanish.

Here's what our members are saying:

"Our whole family got excited about being on a website together, from Florida to Evanston, to Chicago, to Kansas and on to California. It's an electronic cousins' club!"
 --Anita Lauterstein

SuperFriends.comSM

Welcome
to



Here's a private place for you and your friends to gather on the Web. More than just chatting or emailing one another, you can share photos, a group calendar, post notes, jokes and so much more!

Start Your **Free** Private Group Website Now!

Members
Start Here

login name

password

Login

Forgot Your
Password?



[Sample Site](#)
[About Us](#)

Who can use SuperFriends?



- You and Your Friends
- Business Associates
- Alumni
- Sports Teams
- Scout Troops
- Churches
- Book Clubs
- Class Reunions
- Collectors
- Investment Clubs
- Fraternities
- Sororities
- Hobby Groups
- Chat Buddies



[Testimonials](#)

Start right here! It's easy!

First Name:

Last Name:

Email:

START

There are so many things
you can do on your private
SuperFriends website!

[Photo Albums](#)

[Address Book](#)

[Chat](#)

[Email](#)

[Bulletin Board](#)

[Calendar](#)

[Discussion Topics](#)

[My Reminders](#)

[Newspaper](#)

[Wishlist](#)



SuperFamilia.comSM

Bienvenidos a



SuperFamilia.comSM
"Dónde la familia se junta"

Entre

Los miembros comienzan aquí

Nombre:

Clave:

¡Entre!

¿Se le olvidó la clave?

Testimonios

Ejemplo de un Sitio

Sobre Nosotros

¿Por qué SuperFamilia es gratis?

P

Su clave esta protegida

Construya Su Sitio Familiar Gratis y Privado

En **SuperFamilia.com**, su familia entera puede compartir un sitio de internet gratis y privado desde cualquier lugar en el mundo. Es tan fácil que sólo toma 3 minutos. Su sitio de internet está protegido por una clave, así usted se sentirá seguro y cómodo para colocar los momentos privados de la familia.



SuperFamilia.comSM

Comience con su sitio familiar gratis y privado aquí mismo. ¡Es fácil!

Nombre:

Apellido:

Email:

¡Comienza Ahora!

No enviamos email sin autorización ni vendemos las direcciones de email de nuestros miembros.

Si prefiere construir su sitio privado en Inglés, haga clic aquí.



Su sitio de internet esta lleno de cosas divertidas para usted y su familia

Haga clic abajo para un ejemplo:

Fotos	Periódico
Familia	Recetas Familiares
SuperRefrigerador	Calendario
Salón de Charlas	Cumpleaños
Pizarra de Mensajes	Lista de Caprichos
Email	SuperRegalos
Directorio	

Haga clic aquí para ver un



¿Qué dicen nuestros miembros?

"Toda nuestra familia está muy entusiasmada por estar en un sitio de internet juntos, desde Florida a Evanston, a Chicago, a Kansas, hasta California. ¡Es como un club electrónico para toda la familia!"

--Anita Lauterstein



Send someone a private concert.

Send FREE music greetings. **greetings.com**[®]

SuperAlumni.comSM



Here's a place where you can keep in touch with your friends from school. You can plan reunions, search for old classmates, talk about the last 10 years, and swap Then and Now photos!

Start Your Free Private Alumni Website Now!

Members Start Here

login name

password

Forgot Your Password?

sample site about us why we're free



Who can use SuperAlumni?



- You and Your Friends From:**
- College
 - Graduate School
 - Fraternities
 - Sororities
 - High School
 - Sports Teams
 - Clubs and Organizations



Testimonials

GREAT Site, folks -- and the best web album design I've come by on the net (and I've seen them ALL). Just a note to offer kudos to your design team. Well done!

Lee

Start right here! It's easy!

First Name:

Last Name:

E-mail:

There are so many things you can do on your private SuperAlumni website!

You can plan class reunions and get together, share photos (Then and Now), catch up with old friends and stay in touch.

- | | |
|---------------------|--------------------|
| • Invite Friends | • Alumni Directory |
| • Photo Albums | • Email |
| • Chat | • Calendar |
| • Bulletin Board | • Birthdays |
| • Discussion Topics | • Search |
| • Newspaper | • Links |



Click here to visit SuperFamily to build private websites for your family.



Click here to visit SuperFriends to build private websites for friends, teams, clubs, etc.

SuperBizGroups.comSM



Members Start Here

Login Name:

Password:

[forgot your password?](#)

[Login!](#)



[About Us](#)
[Press Releases](#)
[Testimonials](#)
[Tour](#)



Click here to visit SuperFamily to build your own free private family website.



Click here to visit SuperFriends to build private websites for friends, teams, etc.



Create your free private business group website.

Registration

First Name:

Last Name:

Email:

Business Search

Name:


Business:

Product:

Services

- ① E-mail
- ① Contacts
- ① Group Calendar
- ① Reminders
- ① Document Management
- ① Info Center
- ① Private Bulletin Boards
- ① Online Conference Rooms
- ① Privacy Services

Allows you to coordinate your group's schedules, prioritize tasks, record project timelines, identify benchmarks and much more.

[click here for a tour](#) 

E-commerce / SuperGifts.comSM



SuperGifts.comSM

- 450 merchants, 2 million+ products
- Tied in to all SuperGroups websites
- Approx. 6% commission

My Reminders

Integrates calendar events, birthdays, anniversaries, etc. -- with gifting reminders pointing to SuperGifts

Wish List

Gift registry on all SuperGroups websites; one click adds any item from SuperGifts to a member's wish list



Multiple Revenue Inflows



- E-Commerce
- Sponsorships
- Co-brand/Private label
- Advertising
- Premium Services
- Content Providers



Awards/Press Coverage

- **PC MAGAZINE: Top 100 Sites, 1999 & 2000**

- **CNNfn Interview**, December 2, 1999

- **TIME Magazine**, October 11, 1999

- **Access Magazine**, December 26, 1999

- **Yahoo! Finance**, October 11, 1999

- **ZDNet**, October 11, 1999

- **DowJones.com**, August 30, 1999

- **Advertising Age**, September 1, 1999

- **Bloomberg News**, September 7, 1999

- **PC World News**, September 7, 1999

- **Albuquerque Journal**, November 22, 1999

- **New Mexico Business Weekly**, November 4, 1999



Intellectual Property

- SuperGroups has filed a utility patent application that covers all SuperGroups website templates and features
- SuperGroups owns 1000+ Internet domains
- SuperGroups has filed for the following service marks:



The Power of Relationships; The Magic of TechnologySM

SuperFridgeSM

MessageLinxSM

We Always RememberSM

Where Families Stay Best FriendsSM

Ask BradSM



SuperGroups.com's Partners

SuperGroups' business partners enjoy private, multi-member website templates through both co-branded and ASP models.

SuperGroups.com's client base is swiftly expanding and currently includes:

SuperFamilysm
SuperFriendssm
SuperFamiliasm
SuperGiftssm
SuperAlumnism
SuperBizGroupssm
SuperTeamssm



Co-Brand Case Study:

Compaq.SuperFamilia.com

Low Cost of Member Acquisition

COMPAQ

Entre
 Los miembros comienzan aquí

Nombre:

Clave:

COMPAQ



¿Se le olvidó la clave?

Testimonios
 Ejemplo de un Sitio Sobre Nosotros
 ¿Por qué SuperFamilia es gratis?
 Privacy Policy

Construya Su Sitio Familiar Gratis y Privado

En **Compaq.SuperFamilia.com**, su familia entera puede compartir un sitio de internet gratis y privado desde cualquier lugar en el mundo. *Es tan fácil que sólo 3 minutos.* Su sitio de internet está protegido por una clave, así usted se sentirá seguro y cómodo para colocar los momentos privados de la familia.



Comience con su sitio familiar gratis y privado aquí mismo. ¡Es fácil!

Nombre:

Apellido:

Email:

¡Comienza Ahora!

No enviamos email sin autorización ni vendemos las direcciones de email de nuestros miembros.

Si prefiere construir su sitio privado en Inglés, haga clic aquí. 

Su sitio de internet esta lleno de cosas divertidas para usted y su familia

Haga clic a continuación para ver un ejemplo de los servicios que ofrecemos:

Fotos	Periódico
Familia	Recetas Familiares
SuperRefrigerador	Calendario
Salón de Charlas	Cumpleaños
Pizarra de Mensajes	Lista de Caprichos
Email	SuperRegalos
Directorio	Mis Recordatorios

Haga clic aquí para ver un 

¿Qué dicen nuestros miembros?

"Todos en mi familia vivimos en diferentes lugares y no podemos vernos muy a menudo; Esta es una forma divertida de mantenernos en contacto."
 --Michelle Frey

SuperGroups:

- Designs
- Implements
- Maintains
- Hosts

Rapid Growth

Membership Growth June-2001

Total Members	689,000
Average Monthly Growth	19.3%
June Page Views	11,000,000
Time/Visit	15:52
Pages/Person	14



Board of Directors

Outstanding

Jeff Ballowe, Director

Chairman, Deja.com; Director, NBCi.com

Nicholas C. Memmo, Director

Former Director, US Filter; Partner, Kline Hawkes

Charles Mollo, Director

CEO, Chairman, Mobility Electronics

Ronni Sonnenberg, Director

Former President Ziff-Davis Publishing Worldwide

Gary Vollen, Director

Managing Director, Chase H&Q

Mark Weinstein, Chairman

CEO, SuperGroups.com, Inc.

SuperFamilysm

SuperFriendssm

SuperFamiliasm

SuperGiftssm

SuperAlumnism

SuperBizGroupssm

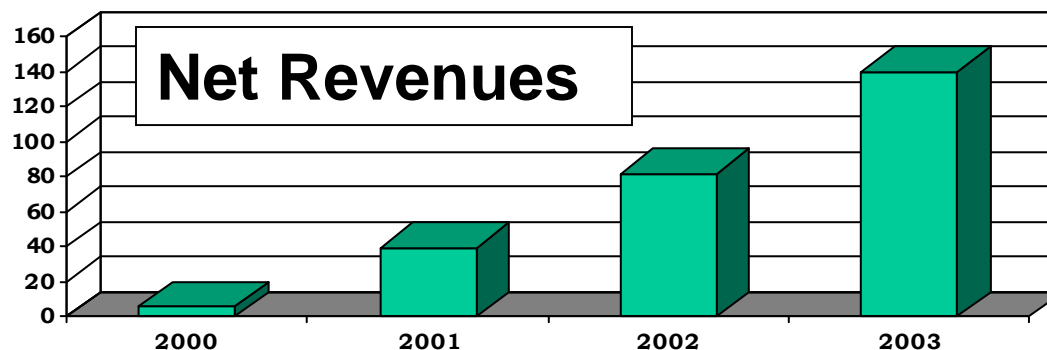
SuperTeamssm

New Mexico's Advantages



- **Low overhead**
- **Skilled & technical labor**
- **Top class research facilities
LANL / Sandia / UNM**
- **Convenient to East & West coasts**
- **Popular relocation destination**
- **\$301,422 grant from the State of
New Mexico Economic
Development Department**

Financial Model



Figures on graph in millions of dollars

Figures shown in thousands of dollars

	2000		2001		2002	
Net Revenues	\$5,386		\$39,334		\$81,740	
Cost of Sales	1,217	23%	3,678	9%	8,129	10%
R&D	1,482	28%	2,056	5%	2,588	3%
Sales & Marketing	17,606	327%	38,291	97%	61,163	75%
General & Administrative	992	18%	1,522	4%	1,734	2%
Operating Income	(15,911)	-295%	(6,212)	-16%	8,125	10%
Net Income	(17,513)	-325%	(7,574)	-19%	5,084	6%

Funding Plan



Q1, 1999: New Mexico grant of \$301,422



SuperFamilia.comSM

Q3, 1999: Notes with Warrants \$2.1 million



Q1, 2000: Notes with Warrants - \$4.2 million

Q2, 2000: Series A



SuperGifts.comSM

Q4, 2000: Series B

Q2, 2001: INITIAL PUBLIC OFFERING



Make Your Own Free Family Website



At SuperFamily.com,
your entire family can
create a **FREE** website
together from
anywhere in the world.



It's so easy and it takes only 3 minutes
to start. Your website will be password
protected, so you can feel safe posting
your private family moments.

- Post pictures
- Free email
- Share recipes
- Family calendar
- Private chatroom
- Family newspaper
- Post sticky notes
- Address book

**Start your free
family website
today!**



www.superfamily.com