

Investor Presentation

October 10, 2008



FUND.COM

Safe Harbor Language

Certain statements and financial projections in this presentation constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements, which are based on management's current expectations, are generally identifiable by the use of terms, such as "anticipates," "believes," "could," "estimates," "expects," "intends," "may," "plans," "possible," "potential," "predicts," "projects," "should," "would" and similar expressions. The potential risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein include, among others, the Company's ability to raise additional debt or equity financing, the Company's relationships with its current and future advertising and distribution network partners, the Company's ability to achieve anticipated results from acquisitions, and market development of Internet advertising and paid search services. Further information on the factors that could affect the Company's financial results is included in the Company's SEC filings, including the most recent registration statement and a Special Financial Report pursuant to Rule 15d-2 of the Securities Exchange Act of 1934, as amended on Form 10-KSB, under the heading "Risk Factors." Except as required by law, Fund.com Inc. assumes no obligation to update these forward-looking statements publicly, even if new information becomes available in the future

Business Overview

Through the powerful combination of establishing a media network and originating and distributing investment fund products – Fund.com Inc. is uniquely positioning itself to become the center of pooled investment solutions to both the mass and institutional markets. We are a company developing a web presence, through our www.fund.com and www.accreditedinvestor.com domains, that will provide consumers with an online vertical marketplace and search directory for investment fund information. We also intend, through Fund.com Managed Products Inc., to research and develop fund investment indexes and related index-linked investment products and to license this intellectual property. Through Fund.com Capital Inc. we intend to acquire asset managers, hedge funds, mutual funds, ETF issuers, investment product developers and fund service providers.

● Consumer / Institutional Services

Leading Internet Provider of Pooled Investment Information

Lead Generation and Media Marketing

● Institutional Financial Services

- Asset Manager (Strategic Equity Investments)
- Developer & Licensor of Proprietary Indexes
- Stable Value Product Developer

Fund.com Inc. (FNDM: OTCBB)

At A Glance

Common Shares Outstanding:	44.1M
Recent Price:	\$3.00
Market Cap:	\$132.3M
Debt:	None
Net Equity:	\$30.3M

Investment Trends

- Single Stock Solutions are falling out of favor.....increased reliance on diversification through funds
 - From 2003 through 2007, households purchased \$2.2 trillion in mutual funds
 - Money market assets are poised to re-enter the equity and fixed income pooled investment asset classes

- With market volatility, the consumer is looking for a trusted source for guidance
 - Few, if any, **unbiased fund information** sources exists, but:
 - Consumer demand is high for a financial social networking site
 - Market is confusing and lacks a differentiated product
 - Competition is locked-in to old marketing methods

The time is right for an online fund information resource for the mass market

Management Team

We know Financial Services and the Internet:....

The Street

Greg Webster, CEO & Director

- ▶ President and CEO, HSBC Brokerage (USA) – HSBC Securities (Canada), Merrill Lynch / HSBC Securities (Canada) – Managing Director HSBC Securities (USA)
- ▶ President, Park Avenue Securities / Guardian Life
- ▶ COO, NYLIFE Securities / New York Life

Ray Lang, President & Director

- ▶ COO, Clear Asset Management, an ETF index developer
- ▶ 25+ years structured finance executive, including The Bank of New York and Fortis
- ▶ Securities Counsel, Credit Suisse First Boston

Philip Gentile, COO & Executive Vice President

- ▶ Morgan Stanley wealth management executive
- ▶ VP Business Operations Standard & Poor's
- ▶ 25+ years Wall Street experience

Raul Biancardi, Independent Director

- ▶ COO, NCB Capital, Bahrain.
- ▶ Head of asset management Lehman Brothers International.
- ▶ Head of Emerging Markets Morgan Stanley International

The Net

Daniel Klaus, Chairman & Co-Founder

- ▶ CEO & Co-Founder, Music Nation Inc.
- ▶ Managing Director, SoundBank – Special opportunities Fund.
- ▶ Founder, BrandFarm – Internet incubator.

Lucas Mann, CMO, Director & Co-Founder

- ▶ Partner & Co-Founder of online media company Music Nation Inc.
- ▶ Founder, Mann Media Partners – Consulting firm that developed new entertainment product distribution strategies.
- ▶ President, Clique Inc./Sparkart LLC – award winning new media company.

Darren Rennick, Director, EVP & Co-Founder

- ▶ Tech exec with start-up through IPO experience.
- ▶ Management Consultant, SAP

What is our Strategy?

- ▶ Build a Media Network addressing the needs of the mass market
- ▶ Create Fund Solutions based upon the needs of investors

Media Network

Fund.com for the Mass Market

Fund.com shall be a helpful advocate for non-expert investors providing clarity and guidance to find the right funds in an engaging, unbiased experience.

Fund.com will connect non-professional investors to funds that fit their lifestyle, goals and needs while creating a community of like-minded individuals.

Fund.com shall be the foundation of our Media Network connecting mass market investors to financial product providers and intermediaries.



Media Network

Unique design & navigation

- Industry leading design firm engaged
- Development and hosting by premier Wall Street firm
- Licensed data distribution contract in place with Lipper



Social
Networking

Blogs

Message
Boards

User
Streaming
Video

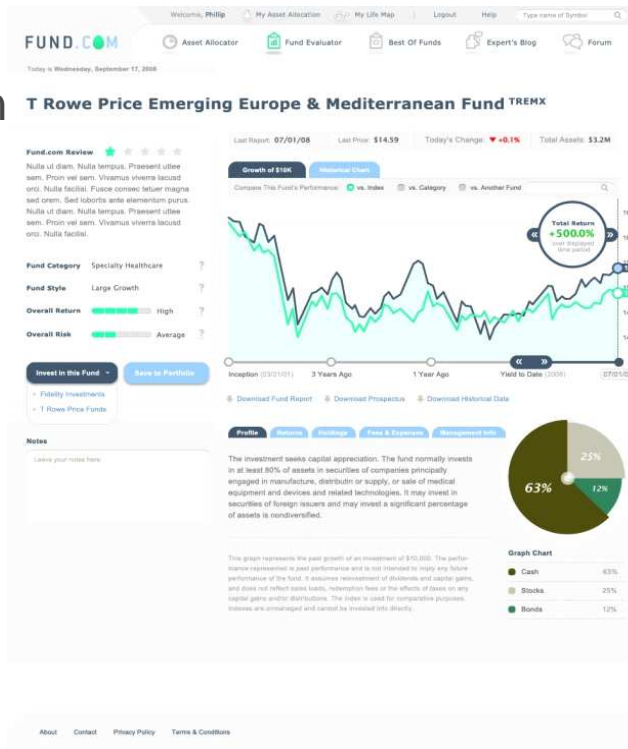


Media Network

Website Development Schedule

Phase I (Q4/2008)¹

- Homepage
- Asset Allocation
- Life Map
- Fund Finder
- Fund Summary
- Best of List
- Glossary
- Blog
- Forum



Phase II (Q1/2009)²

- Enhanced Life Map
 - Multiple Goals
- ETF Reports
- Video Blog
- Video Help
- Facebook /MySpace Import

Phase III (Q2/2009)³

- Accredited Investor Portal
- Hedge Fund Database
- Hedge Fund Reports

¹ Phase I will be a soft launch. We expect to officially launch the site in Jan 2009.

^{2,3} Phase II and III are in planning. Features and deliverable dates are subject to change.

Media Network

Online Vertical Marketplaces

Connecting buyers and sellers online for a fee is a highly successful model

- ▶ Fund.com will be a free online financial information and social networking resource about funds – a “WebMD and Facebook of investment funds”
- ▶ Online vertical marketplace/lead generation business model
 - By specializing in the fund market Fund.com presents more in-depth and structured information on the industry
- ▶ Lead generation and application referral websites are a proven model
- ▶ Internet traffic growth through original and licensed content acquisitions
- ▶ On-line advertising revenue model

“Vertical networks are emerging as one of the most important innovations in online advertising.”

-Nicole Rousseau
Vice President of Retail Marketing at HSBC



Market Cap
\$850 Million
P/E 54.9



Acquired
RH Donnelley
\$345 Million



2006 Revenue
\$428 Million
Sold \$745 M



Purchased
\$134 Million
2008 IPO

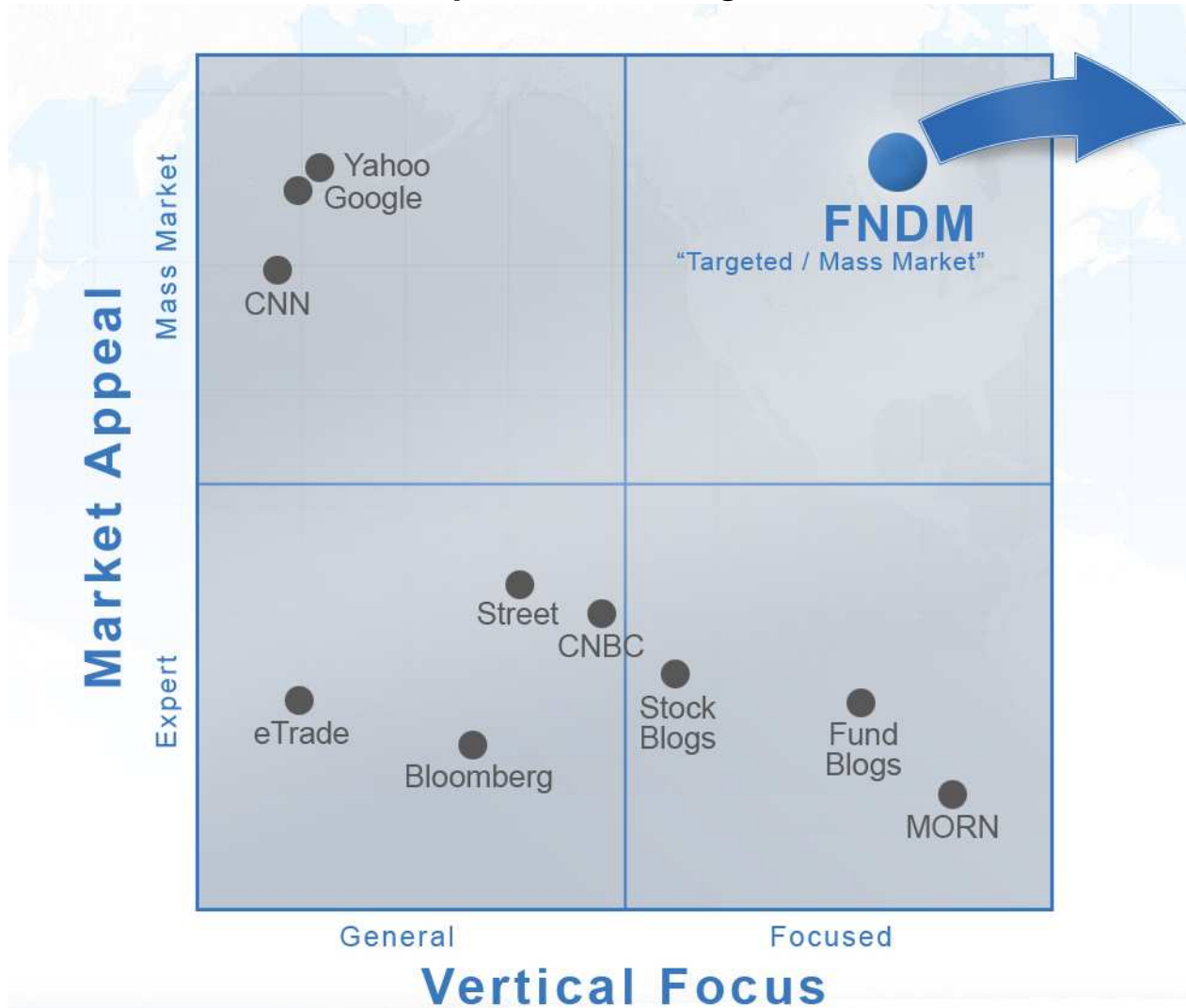


Market Cap
\$2.7 Billion
P/E 47.9

*On-line advertising publishers estimated valuation in 2009 at 24.4x P/E
(source: Merriman Curhan Ford Research Report “Nothing But ‘Net” dated 5/15/08)*

Media Network

Fund.com has a competitive advantage



- ▶ Effectively monetize leads, use affiliate marketing, adopt social integration and apply media management in combination with origination expertise in mutual fund, ETF and hedge fund solutions.

Payoff

- ▶ Quadrant is:
 - Huge
 - Under-served
 - Ripe for an Early Entrant

What is our Strategy?

- ▶ Build a Media Network addressing the needs of the mass market
- ▶ Create Fund Solutions based upon the needs of investors

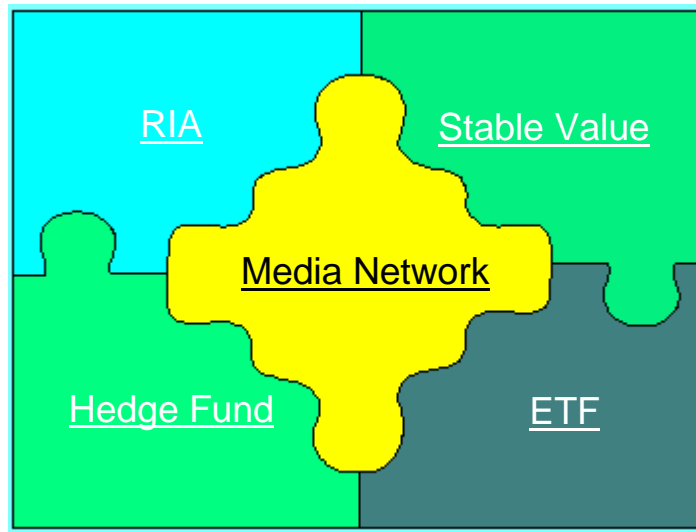
Investment Fund Solutions

- ▶ SEC Registered Investment Products
- ▶ Stable Value Products
- ▶ Exchange Traded Funds
- ▶ Hedge Funds

Growth through Acquisitions

- Position Fund.com Inc. to capitalize on the synergies created through the combination of a dynamic educational media network applied to investment fund origination and distribution
- Valuation levels are attractive for acquisitions
- Target firms for acquisition that are strategically and financially accretive:
 - Investment newsletter and blog publishers
 - Index developers
 - ETF issuers
 - Asset managers (investment advisers, fund of fund advisers)
 - Investment funds (hedge funds, mutual funds)
- Apply strategic partnerships and joint ventures that advance Fund.com's competitive model

Acquisitions Model



Media Network

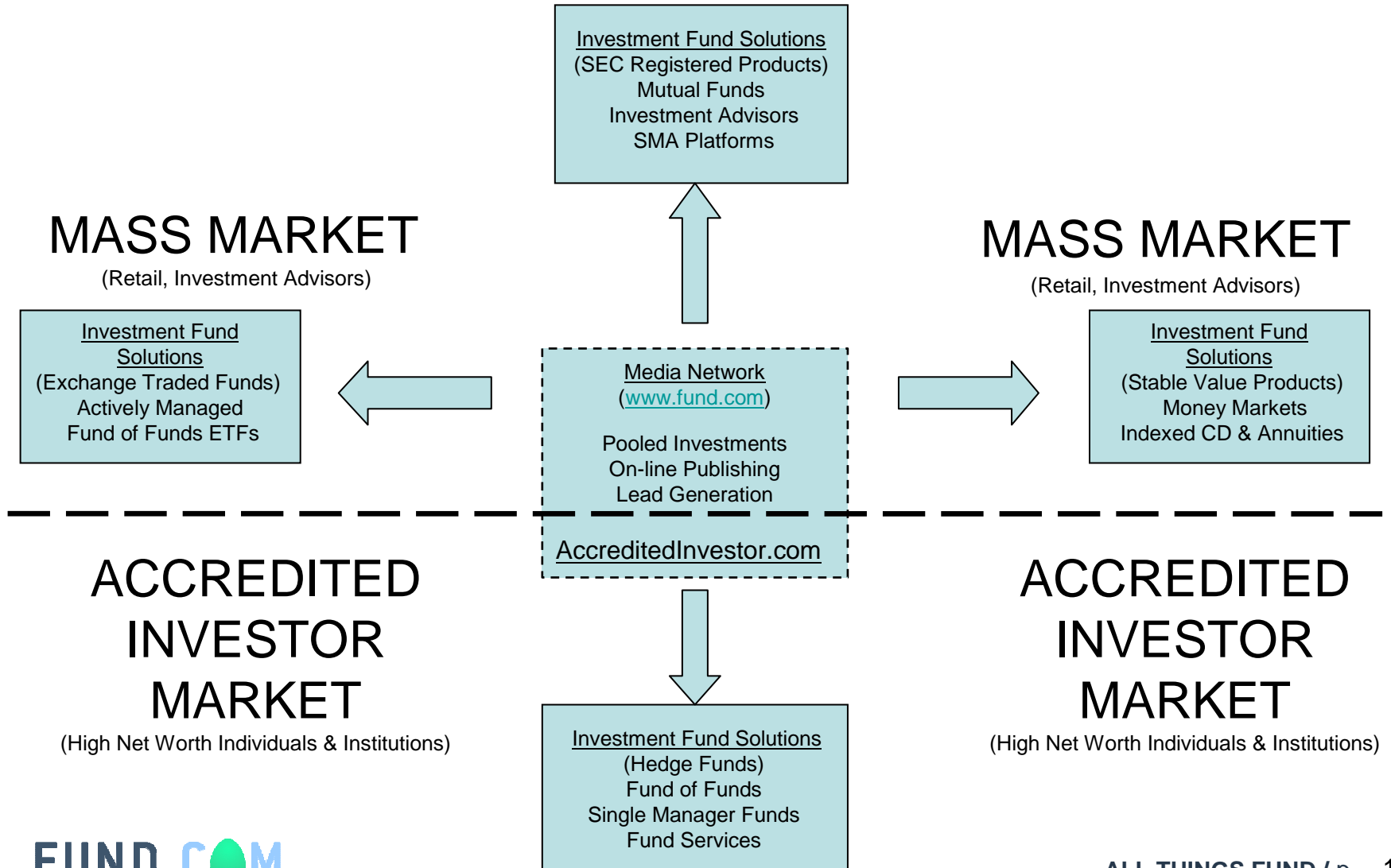
- Investment News Letters
- Lead Databases
- Original Content
- Licensed Content
- Additional Domains
- Advertising Optimization Technologies
- Financial Publications
- Financial Media Celebrities

Fund Solutions

- SEC Licenses
- Mutual Funds
- Hedge Funds
- ETF Platforms
- SMA & Advisor Platforms
- Index Development Capabilities
- Trading Models
- On-line Brokerage

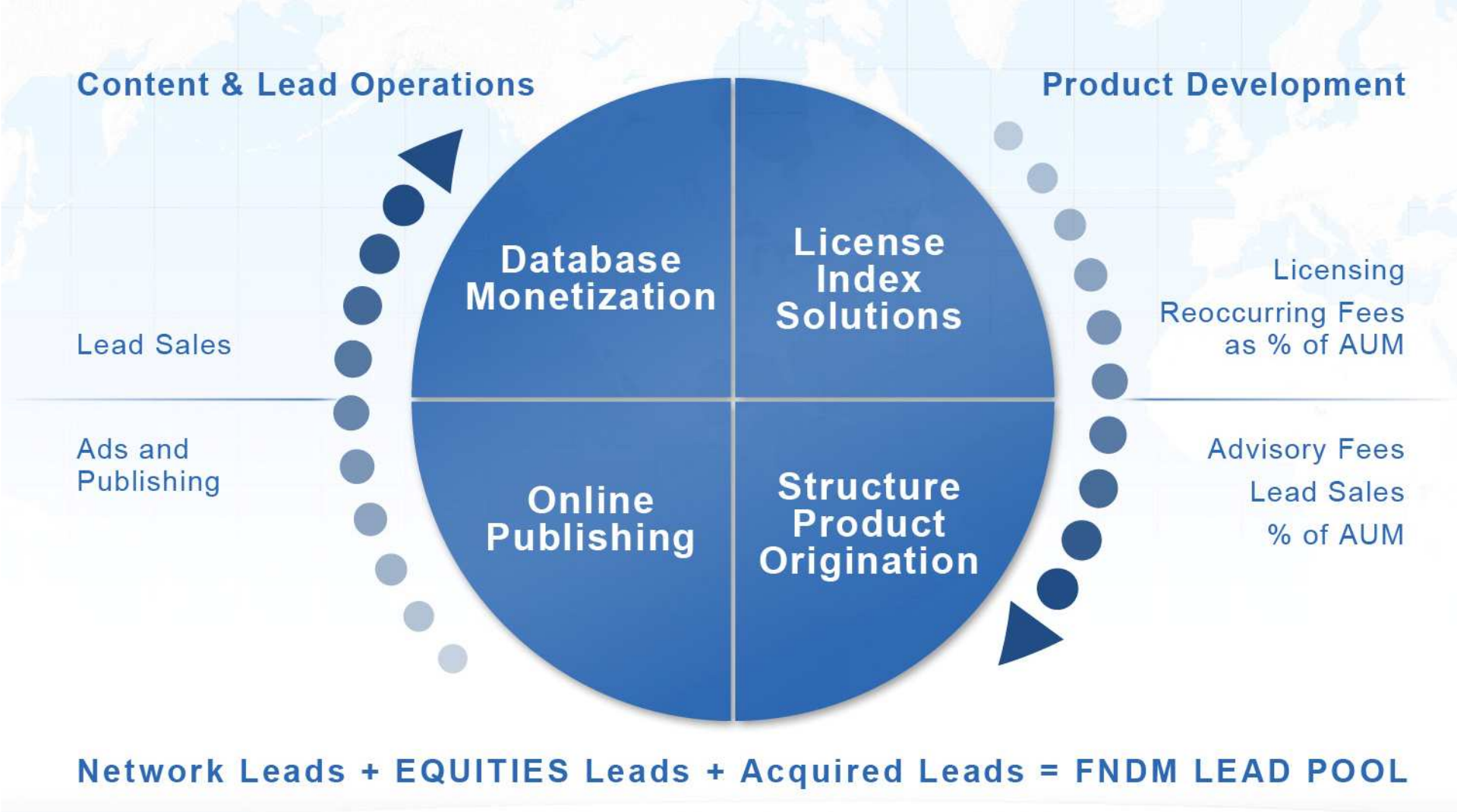
Business Model

Origination & Distribution



Combined Revenue Drivers

Media Network + Investment Fund Solutions



Key Differentiators

- ▶ Targeted mass market position in a widely ignored segment of the investor population by online financial services firms
- ▶ A unique modern day “look and feel” web presence
- ▶ Disrupts the status quo by using web media channels to link consumers to investment solutions through fund education
- ▶ Relevant & timely as retail investors seek trustworthy investment education
- ▶ Stable value and diversified investment offerings appeal to the mass market
- ▶ Capitalizes on the growing trend of investment self-management and help seekers
- ▶ A dynamic, unique & multi-faceted business model with a solid balance sheet

Optimizing Shareholder Value

- › Fund.com is an early entrant in offering an online fund information resource to the mass market
- › Comprised of seasoned and successful experts across the Financial Services and Internet Industry
- › Positioned to pursue strategic acquisitions that are accretive to earnings and strengthen the company's balance sheet
- › Value propositions will attract top Financial Figures to enrich content and promote our consumer advocacy brand
- › Poised to promote our differentiating on-line media network aligned with the mass and affluent markets
- › Business model supports sustainable revenue through lead generation, asset management and licensing fees
- › Aspires to achieve a superior center of excellence in fund management education and investment solutions

Thank you

