

May 2008

QUICK FACTS

Symbol:	TSXV: HPC
Recent Price	\$.0.09
52 Week High/Low:	\$0.24/\$0.05
Shares Issued:	95,892,546
Warrants:	11,828,186
Options:	6,422,000
Fully Diluted:	114,142,832
Market Cap:	\$9,589.254
Website:	www.healthpricer.com

HIGHLIGHTS

HealthPricer Signs Syndication deals with top health sites everydayHealth.com (Waterfront Media) and RightHealth.com (Kosmix).

HealthPricer receives official Honoree Webby Award—the "Oscars of the Internet"

HealthPricer Fourth in AltSearchEngines Top 100 Search Engines List

RECENT NEWS

Apr 14, 2008: HealthPricer Launches Web Services Platform Enabling Partners to Integrate Rich Product Information into their Sites

Apr 3, 2008: HealthPricer Launches Re-designed Product Page to Enhance Consumer Search

Mar 13, 2008: HealthPricer Among Panelists Chosen for SES NYC Search Engine Panel

RECENT HEALTHPRICER STATISTICS

# products	211,000
# merchant offers	444,000
# tagging rules	800,000
# normalization rules	12,000
# merchants	100
# partners	5
# unique visitors*	150,000
# unique visitors* to partner sites	21,700,000

* per month

HealthPricer Interactive Ltd TSXV: HPC

As at January 23, 2008

OVERVIEW

HealthPricer Interactive has created the Internet's premier product search and comparison shopping platform in the health and beauty category. Demonstrated through its award-winning web site, HealthPricer.com, and through distribution partnership with leading health information portals, including Healthline.com, QualityHealth.com, and HealthCentral.com, this is the industry's first normalized health product database and search engine.

Working with over one hundred retailers, including North America's largest health & beauty sellers, such as Wal-Mart, Beauty.com, and Drugstore.com, and niche merchants, such as ACLens.com, eVitamins.com and iHealthTree. The product database contains over 400,000 products, and both the number of retailers in the HealthPricer network and the number of products is continuing to expand.

HealthPricer uses proprietary technologies to force merchant product information to conform to industry standard categorization and naming conventions. The HealthPricer search engine ensures hundreds of thousands of merchant offerings reflect the exact product names – connecting product browsing to buying in a more meaningful way.

HealthPricer's goal is to become the premier Internet marketing platform in the Health and Beauty category. Expedia for travel and CNet for electronics has proven the success of vertical Internet marketing platforms. Primed to lead the top ranked vertical search category, health, HealthPricer is positioned both in terms of product development and market timing to take the leadership role in this rapidly developing health and beauty category.

Market Outlook

HealthPricer is leading the way in vertical product search and comparison shopping in the top ranked search category online: health. According to ComScore (July, 2007), the monthly US Internet audience in the Health category was 437 million visitors consisting of 87 million unique visitors and 48% reach.

Online sales of health and beauty products are growing. This is reflected in increased U.S. advertising spending by Consumer Packaged Goods (CPG) companies, which eMarketer predicts will grow from \$1.2B in 2008 to 1.8B in 2010. Jupiter Research estimates that the market for indirect or Internet-influenced sales of health products and services will grow to \$111 billion by 2010. Average annual US household spend in the health and beauty category is in the range of \$2900 per year, and most shoppers

- 71% according to Accenture (May, 2007) -- browse multiple online stores prior to completing a purchase.

Business Strategy

HealthPricer sits at the intersection between consumers buying health products at www.healthpricer.com at one branch, merchants selling products at another branch, partners referring targeted buyers at a third branch and advertisers targeting health shoppers at a fourth branch. This results in tens of thousands of transactions every day and business intelligence on consumer buying behavior. The business intelligence provides insight and more effective ways for manufacturers, merchants and health services to tie advertising to relevant search.

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HealthPricer is paid a commission for transactions referred through their MarketPlaces, and receives ad revenue for the display of advertising on pages within the MarketPlace. In addition, they have developed a syndicated ad-platform that is capable of delivering relevant and timely dynamic ad-modules for health and beauty products, across the masses of consumer websites.

HealthPricer has built its business in three concurrent phases:

1. Create the web's premier MarketPlace platform in the health and beauty category - for the first time connecting product browsing to buying in a more meaningful way;
2. Syndicate the MarketPlace to reach the broadest audience of Internet and offline consumers interested in health and beauty; and,
3. Monetize the marketplace via multiple revenue channels, including CPA, CPM, and sponsorship revenue.

The Premier MarketPlace Platform

Jupiter Research estimates that the market for indirect or Internet-influenced sales of health products and services will grow to \$111 billion by 2010.

From the beginning HealthPricer has recognized that the health and beauty category requires a unique approach, and this is reflected in both their technical and business strategy. From a business perspective, its transaction model is primarily CPA (Cost Per Action) based, meaning HealthPricer is paid a commission once a sale is completed.

Compared to the Cost Per Click (CPC) model used by most comparison shopping services, the CPA model has several advantages for this category. First, it is a low risk and low overhead model for retailers and this has been an important factor in HealthPricer being able to attract a large number of retail partners to their network. Second, since the retailers are not constrained by the cost of a running another CPC campaign HealthPricer presents the full catalog of products and prices for every retailer in the network. The result is a very long tail of products, and a high density of competitive prices. This is key to delivering the best consumer experience in this category and has already become a key asset in attracting distribution partners to the platform.

Syndication Strategy

The Health category is ranked the number one search category on the web and health information portals receive unique visitors in the millions every month. Most of these sites derive revenue from impression-based advertis-

ing. Revenue from direct product sales and product search is nascent, despite the fact that their audience is a perfect match.

HealthPricer has been very successful in developing partnerships with health information portals because it is seen to have the best marketplace solution, and because its business proposition is accountable both in terms of defining a new revenue stream from the partners' audience (transactions), and by increasing the length of visit and potential number of page views for each visitor.

Health sites have been the initial focus of business development partnerships, however the company sees a strong opportunity to develop similar relationships with other site categories that appeal to its product audience.

Monetizing the Marketplace

With millions of accumulated visitors to the HealthPricer search engine, HealthPricer is collecting the most sophisticated business intelligence on consumer health shopping behavior. HealthPricer's end-to-end tracking from the point of advertising and site entrance to the sales transaction on the merchant site is a powerful insight to more effective ways for manufacturers, merchants and health services to tie advertising to relevant search. Further, HealthPricer partners can leverage this intelligence to customize product offers on their sites – taking a user-centric approach to merchandising within their Marketplace.

Competitive Position

In evaluating potential partners for Marketplace development health sites have chosen HealthPricer's solution over single-stores because the model of comparison shopping across the aggregate of all Internet retailers is the better match for visitors, and is not subject to the risk presented by a single retailers' performance. The potential for future growth is greater because there are fewer constraints on product category development and fewer constraints on the flexibility of the revenue model. Also, in comparison to large horizontal comparison shopping engines HealthPricer's domain expertise and proprietary technologies (data normalization, categorization and actual price) solve the challenges product search and comparison shopping sites face, and is, therefore, the right fit for health site partners.

"Like its more prominent competitors -- which typically offer many product categories for consumers to choose from -- HealthPricer's engine offers the same active and attentive audience that makes comparison shopping appealing to advertisers in the first place. However, it has made the decision to remain specialized. There's something to be said for mastering a single category and delivering that perceived expertise to consumers and advertisers who are specifically interested in health-related searches and searchers."

Tessa Wegert, ClickZ, Feb 14/08

Technology Drives Benefits for Network

HealthPricer has created a series of proprietary technologies that gives it a unique advantage in the health and beauty space.

Considerable work has gone into the development of a permission-enabled crawler that regularly updates the Marketplace product and pricing information from the retailer's web sites. This ensures that HealthPricer's MarketPlaces contain complete, timely, and accurate data. It also eliminates any manual work on the part of the retailers to manage or maintain data feeds.

A proprietary automated rules-based process normalizes the data to eliminate product variation overlap, and tags it to increase information

density and aid with search and categorization. The search results have low variation overlap, and are better organized and categorized than competitive solutions. This is an important issue for the Health and Beauty category where shoppers often search for very specific products, such as Acuvue 1-day Moist contact lenses or vitamin C tablets. The end result is a superior search experience for the consumer, and improved conversion rates within the marketplace.

HealthPricer has built an end-to-end tracking platform that provides a sophisticated source of business intelligence, both for internal use, and for its retail, distribution and advertising partners. All transactions can be tracked end to end, from the source of visitor referral through to the final sale at the retailer. With this information HealthPricer is able to track ROI at the level of each individual transaction. Recording hundreds of thousands of transactions every week, resulting in a detailed real-time view of activity across the entire health and beauty product category, HealthPricer shares this intelligence with its network to improve overall performance in sales conversions, length of site visits, relevant brand presence and advertising revenues.

"HealthPricer is improving how customers can find products using their shopping portal by creating a more robust search feature that matches "general search terms" with products as opposed to just hoping that consumers type in the product name correctly.

I identified this as an issue in a prior blog on how comparison shopping engines will compete with general search engines as Google, MSN Search, and Yahoo! Search to show their value add to online consumers in order to gain loyal customers and differentiate themselves from just "general search engines." I am happy that HealthPricer.com is leading the way by implementing more intuitive search methods. "

Chip Wilson, eTail dTail, Apr 7/08

Management and Board of Directors

Michael I. Brown

CEO/President

Mr. Brown comes to HealthPricer with more than 30 years of experience in building and managing high tech companies. He has performed a wide range of corporate functions with particular emphasis on business and corporate development. His experience also includes: operations management, financing, acquisitions, software and systems development, product management, sales, and sales management.

Gerd Zobel

Senior Vice President, Product Development and Customer Experience

Gerd is a 15 year veteran of the Internet and IT industry and has served in a variety of positions, including Director of E-Commerce, Strategist, Senior E-Business Consultant and Senior Project Manager. As Vice President of E-Commerce for HealthPricer, Gerd is leading the development of intellectual property and E-Commerce strategies.

Graeme Wright

Vice President, Finance & Administration

Graeme Wright has over 25 years of financial management, consulting and accounting experience involving a wide range of diverse industries. He received his initial training during 5 years at Price Waterhouse Coopers, before moving into industry where he has held positions of varied and increasing responsibility, including Controller, Director of Finance, Business Consultant, and Vice President Finance.

David Swetlow C.A.

Director

David Swetlow is the vice president of finance and operations at Protox

Therapeutics Inc. Mr. Swetlow has over 15 years of senior financial management experience encompassing public and emerging companies within the life sciences and technology sectors.

Jeff Durno LLB

Director

Jeff Durno is the managing partner of Anfield Sujir Kennedy & Durno, a Vancouver law firm focusing on corporate and securities law. Mr. Durno was called to the bar of British Columbia in 1994 and joined the firm as an associate in March of that year.

Scott Ackerman

Director

Mr. Ackerman is the President of Emprise Capital Corp., a British Columbia-based private merchant banking company that specializes in the financing, re-structuring and reorganizing of publicly listed shell corporations.

Summary

HealthPricer Interactive is located in Vancouver, British Columbia. HealthPricer.com was launched at the beginning of 2006. Five major departments are currently live, with many more in the pipeline. They currently employ a staff of 22 full time or full-time equivalents. To date the company has raised CND\$8M million in funding, primarily through private placements of its common equity.

"Our partnership with HealthPricer has been a tremendous success. Their ability to drive high quality converting traffic is unmatched in their space. The HealthPricer team has been a pleasure to work with and their dedication to increasing our sales and ROI is a pleasant surprise in today's online advertising environment."

*Robert Drumm
ACLens.com*