



CROWD GATHER
FIND IT ON FORUMS!

CORPORATE PRESENTATION | April 2012



Safe Harbor

This presentation contains forward-looking statements (as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended) concerning future events and the Company's growth and business strategy. Words such as "expects," "intends," "plans," "believes," "anticipates," "hopes," "estimates," and variations of such words and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. These statements involve known and unknown risks and are based upon a number of assumptions and estimates that are inherently subject to significant uncertainties and contingencies, many of which are beyond the control of the Company. Actual results may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially include, but are not limited to changes in the Company's business; competitive factors in the market in which the Company operates; risks associated with operations outside the United States; and other factors listed from time to time in the Company's filings with the Securities and Exchange Commission. The Company expressly disclaims any obligations or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with respect thereto or any change in events, conditions or circumstances on which any statement is based.



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ABOUT CROWDGATHER



ABOUT US

We believe in forums.

CrowdGather founder and CEO Sanjay Sabnani has been an active forum member since 1998. CrowdGather's history dates back to 2002, when it acquired its original online community. In April 2008, Sabnani changed the company name to "CrowdGather" and completed a successful transition to a public company.

CrowdGather draws up to 230+ million page views per month and 16+ million monthly unique visitors.

CrowdGather is building a highly leveragable cash-flowing network of owned-and-operated properties and a significant publisher network comprised entirely of forums.

CrowdGather has grown through acquisitions and partnerships; greater scale drives higher advertising rates (CPMs) in our business.

| Symbol | OTCBB:CRWG |
|---------------------|------------|
| Market Cap | \$19.77M |
| Current Price | \$0.34 |
| Shares Outstanding* | 59M |
| Debt | \$0 |



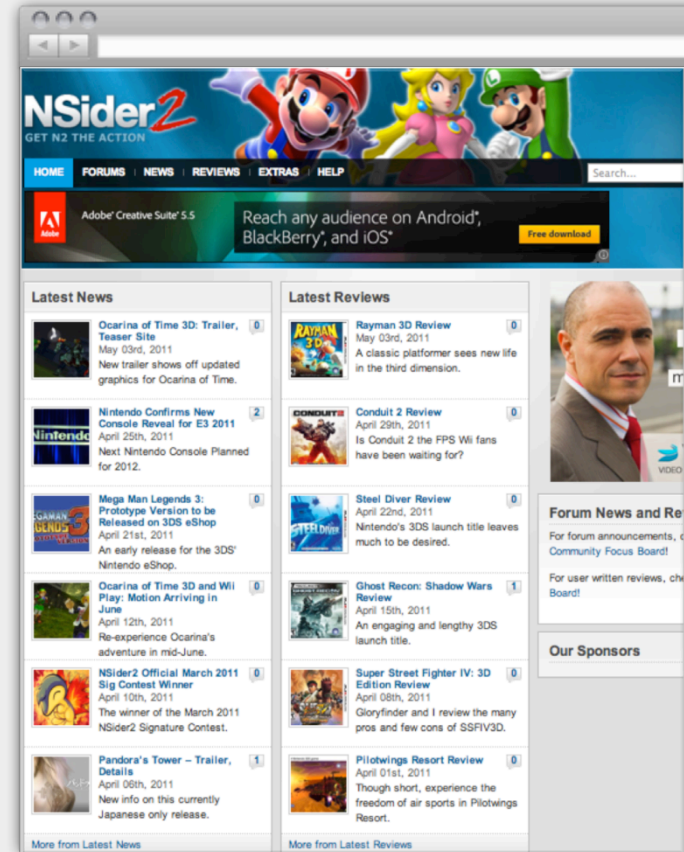
*Source: CrowdGather SEC 10-Q – 1st Quarter filed September 13th 2011



CROWDGATHER

WE ARE AMONG THE TOP SOCIAL MEDIA NETWORKS.

Every month our sites generate over **230+** million page views reaching **16+** million influential consumers. Our network of sites combines the reach and scale of a top global ad network with fresh and dynamic content. Our engaged user base drives product sales and provides a wealth of reviews and ratings that are without parallel in the online world.





FORUMS – THE INTERNET HELP DESK

Forums are social communities that attract similarly interested users – very attractive for brand advertisers.

Forum users are more engaged in influential activities -- both online and offline -- than people who don't use forums.

Search engine indexing - Many internet users have used a forum to seek answers to questions about products, special interests, and personal issues

| Forum | Last Post | Threads | Posts |
|---|---|---------|--------|
| Site Related | | | |
| Site News & Announcements News, Suggestions, Comments, Contests | Signature and Visitor Message... by Confispect 08-10-2011 12:20 PM | 243 | 3,585 |
| Sub-Forums: Contests | | | |
| MP3 Player News Submit news here that you think should be on the front page. | New Archos Gen 9 Tablets... by deadhooker Today 10:15 AM | 199 | 3,753 |
| Show Off Your Gear Show us your mp3 player, amp, headphones, or portable set up. | Show off your portable audio... by WalkGood Today 05:58 AM | 160 | 7,663 |
| MP3 Players | | | |
| General MP3 Player / PMP Discussion Discuss portable players and seek purchasing advice. | CLA powered mp3 player? by IDvsEGGO Today 05:34 AM | 4,581 | 45,701 |
| Sub-Forums: Compare MP3 Players MP3 Player FAQ | | | |
| MP3 Player User Reviews | My Aluratek Cinepal APMP101F... by elara 08-05-2011 05:08 PM | 36 | 623 |
| Sub-Forums: Accessory User Reviews | | | |
| MP3 Players By Brand | | | |
| Archos | | | |
| Sub-Forums: Archos Generation 8 Android Devices Archos Generation 5 Archos Vision Series Archos Generation 6/7 Internet Tablets Archos Generation 4 Archos AV Series | Great deal on the ARCHOS... by dab52 08-17-2011 04:19 AM | 605 | 2,984 |
| Cowon iAudio | | | |
| Sub-Forums: Cowon S9 Cowon J3 Cowon V2 Cowon V3 | | | |

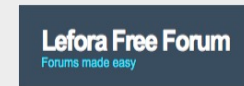


OUR TOP SOCIAL PLATFORMS

Overview

Our platforms have established themselves as a leader in the free social hosting industry, providing a dependable hosting solution to millions of users around the world. Our custom admin panels gives users access to hundreds of settings and features, allowing them to customize free social sites for their needs. We offer our users the widest selection of social mods available.

| Website Name | Monthly Unique Users | Monthly Page Views |
|----------------|----------------------|--------------------|
| YUKU.COM | 6,000,000 | 100,000,000 |
| FREEFORUMS.COM | 2,000,000 | 55,000,000 |
| FORUMER.COM | 2,000,000 | 25,000,000 |
| LEFORA.COM | 1,000,000 | 10,000,000 |





OUR TOP SOCIAL COMMUNITIES

Who we reach...

CRWG's O&O forums are comprised of a highly engaged audience of technology, gaming and lifestyle enthusiasts.

Gaming and Entertainment. Enthusiasts spend over five minutes longer on the CRWG sites than the average person spends at a website.

Technology. The participants are highly engaged males with 50% posting product reviews to online forums.

Leisure & Lifestyle Verticals. 64% of online women post product recommendations to message boards.

Forums – Valuable Demographics

- 67% Male
- 45% 18-34
- 42% 35+
- 38% have children
- 47% college/grad school





Forums, Social Networks, Blogs, Location-Based Services and
Micro-blogs

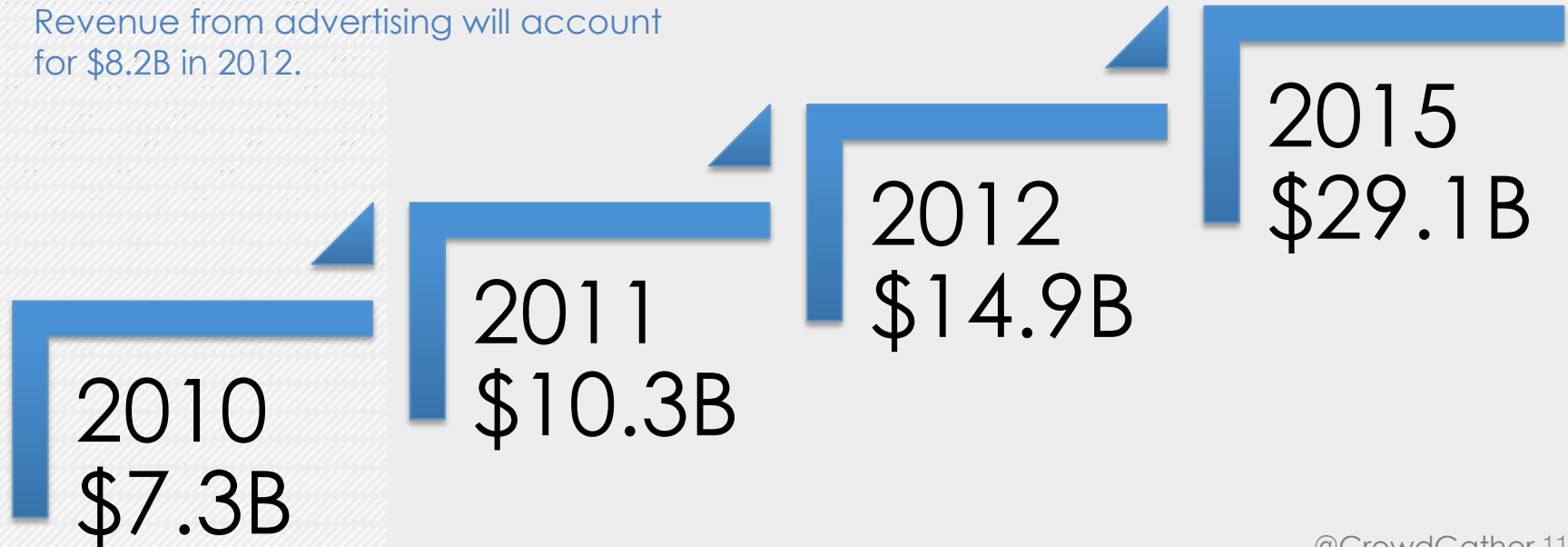
SOCIAL MEDIA



SOCIAL MEDIA REVENUE ON THE RISE

According to research from Gartner Inc. social media revenue reached \$10.3 billion of this year. That's an increase of 41.4% from \$7.3 billion in revenue in 2010.

Revenue from advertising will account for \$8.2B in 2012.





SOCIAL GOES PUBLIC

Facebook is expected to go public in 2012.

In 2011, the technology sector led the pack of the U.S.'s IPO market

- 135MM+ users
- \$8.75B Market Cap
- \$4.32 CPM

- 50MM+ subscribers
- \$343M Market Cap
- Revenue model: \$6 CPM

LinkedIn

Yelp

Facebook

Pandora

- 800MM+ monthly active users
- \$100B Valuation (est.)
- \$0.33 CPM

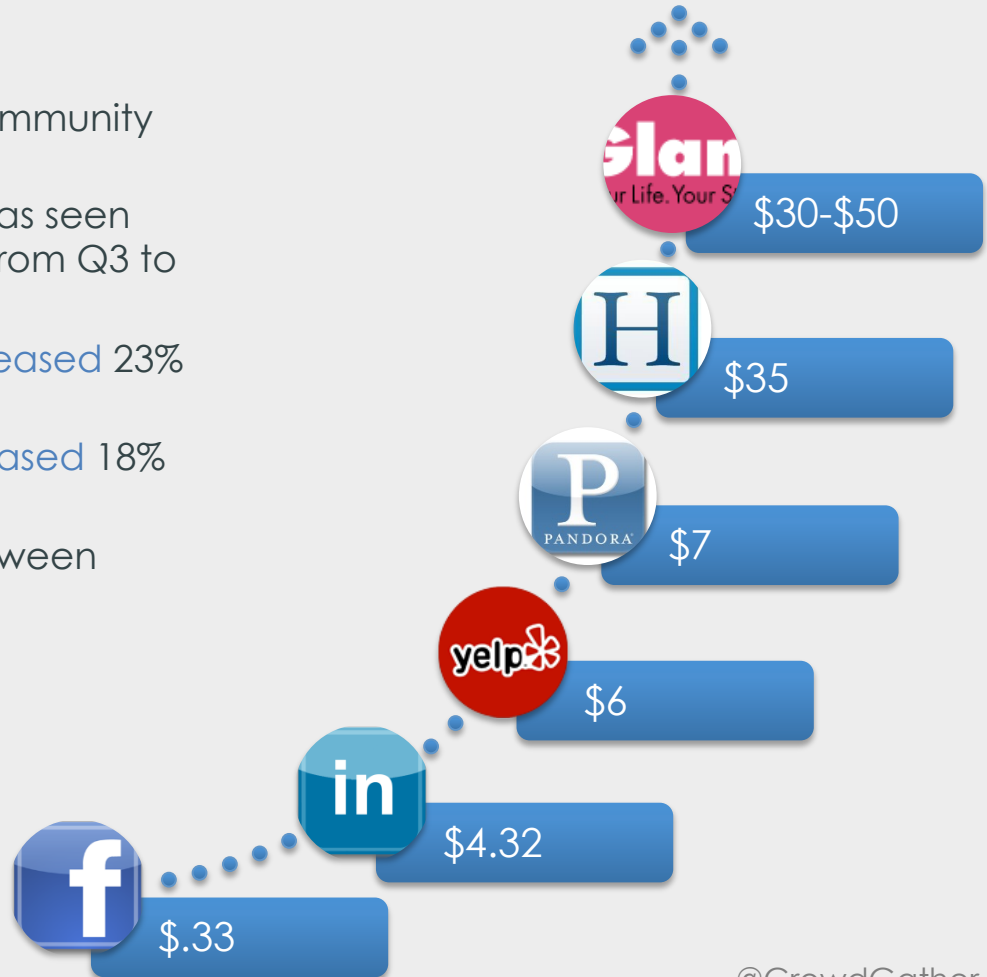
- 100MM registered users
- \$2.29B Market Cap
- \$7CPM



AVERAGE CPM RATES ACROSS SOCIAL MEDIA SITES

- The average social networking community CPM rate is: \$0.56.
- According to TBG Digital, the US has seen an **increase** of 10% in CPC prices from Q3 to Q4 of 2011.
- The average CPM rates have **increased** 23% from Q1 to Q4 2011.
- The average CTR rates have **increased** 18% from Q1 to Q4 2011
- Average forum CPM rates are between \$0.10-\$0.80

CRWG has substantial potential to improve current impression rates.





OUT OF ALL SOCIAL MEDIA, WHY FOCUS ON FORUMS?



High Value Audience

- “Wisdom of friends”
- Users are engaged, focused and loyal

Leverage/ Low Cost

- Minimum staffing – sites usually staffed by community volunteers
- Low cost User-Generated Content (UGC)

The Internet’s “F” word

- Forums are undervalued.



THE VALUE OF FORUMS IN THE SOCIAL MEDIA LANDSCAPE

- **32% of US Internet users contribute to online forums according** to the GlobalWebIndex or 40 million users in the US alone. It has been estimated by BoardTracker that 300 million people use forums worldwide.
- People are communicating on message boards. 85% of all posts on a forum receive a reply from other users, with an average of 16 replies per post.
- Posts also are archived and remain for the life of the forum, continuing to live a long time online even when the conversation isn't active.

Forum-users are:



3.5 times more likely to proactively recommend a particular purchase to someone else



3.5 times more likely to share links about new products



4 times more likely to post online ratings and reviews



Almost twice as likely to share advice—offline and in person – based on information they've read online



Marketing on Forums and Message Boards

SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING /CROWDGATHER

“CONSUMERS EXPOSED TO A BRAND IN SOCIAL MEDIA ARE SUBSEQUENTLY **2.8 TIMES** MORE LIKELY TO SEARCH FOR THAT BRAND THAN ARE CONSUMERS UNEXPOSED WITHIN SOCIAL MEDIA.”

GROUPM RESEARCH



WHERE ARE SOCIAL MEDIA MARKETERS FINDING THE MOST SUCCESS?

Surprisingly, not Facebook

- According to eMarketer in 2011 eighty-three percent of companies viewed Facebook as a successful marketing campaign.
- Yet, for the past three years, Facebook hasn't matched message or bulletin boards with 96% reporting it was a successful tactic.

Social Media Tools with Which Inc. 500 Companies Have Had Success, 2009-2011

% of respondents

| | 2009 | 2010 | 2011 |
|-------------------------|------|------|------|
| Message/bulletin boards | 91% | 93% | 96% |
| Blogging | 88% | 86% | 92% |
| Mobile apps | - | - | 91% |
| Online video | 87% | 93% | 90% |
| LinkedIn | - | - | 90% |
| Discount sites | - | - | 88% |
| YouTube | - | - | 87% |
| Twitter | 82% | 81% | 86% |
| Texting | - | - | 84% |
| Facebook | 54% | 85% | 82% |
| Podcasting | 89% | 71% | 80% |
| foursquare | - | 75% | 68% |
| Myspace | - | 36% | 0% |

Source: University of Massachusetts Dartmouth Center for Marketing Research, "The 2011 Inc. 500 Social Media Update: Blogging Declines As Newer Tools Rule," Jan 30, 2012

136582

www.eMarketer.com



MEET EROX

Erox is a new approach to functional fragrance design that combines patented compounds, including two human pheromones and ER303, a non-pheromone organic molecule that has been proven to increase excitement and arousal in men and women in a double-blind placebo controlled study.

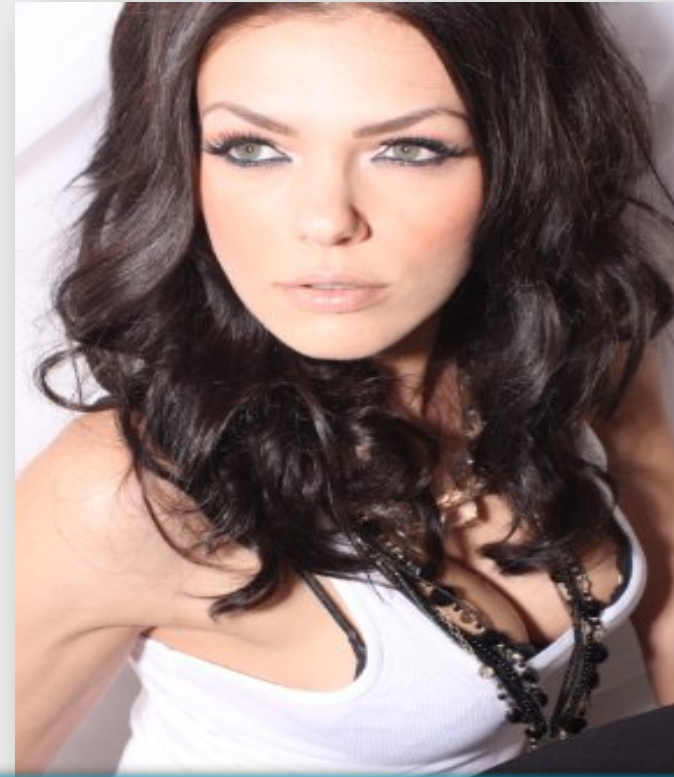
The Erox body spray is unisex and works rapidly for both men and women.



AFFILIATE MARKETING/ ADRIANNE CURRY

CrowdGather has partnered with Adrienne Curry to promote the Erox brand.

Adrienne Curry is best known for winning the *America's Next Top Model* prize during the show's first season. Since leaving the program, she has also appeared on the VH1 reality shows *The Surreal Life* and *My Fair Brady*. Curry appeared nude on the cover of *Playboy* in 2006 and again in 2008, and made *Playboy's* Top 25 Sexiest Women in 2008, along with the top 100 *Playboy* Spreads 2008 edition.



About @AdrienneCurry

19,943
Tweets

142
Following

308,359
Followers

4,499
Listed

EROX /SOCIAL MEDIA CAMPAIGN



Dubbed the "Social Media Scent" the campaign has received extensive coverage across major media networks and Twitter.

Target Demographics: Young men part of the pick-up scene.

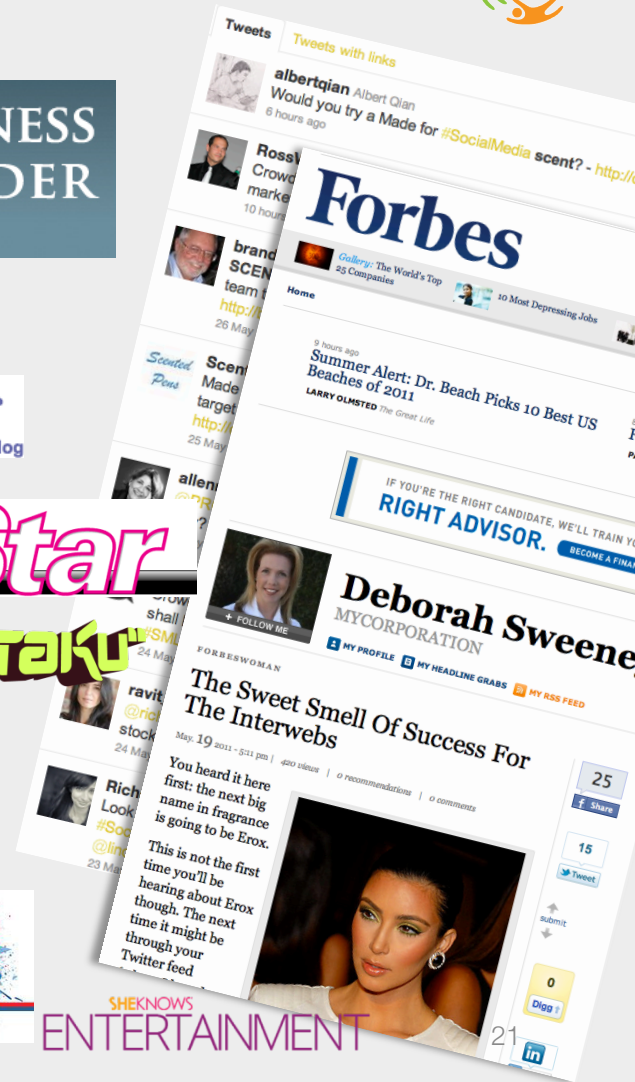
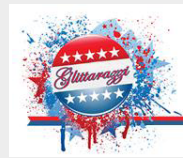
The scent is being sold exclusively online through social media communities.

@CrowdGather

Press



tecca



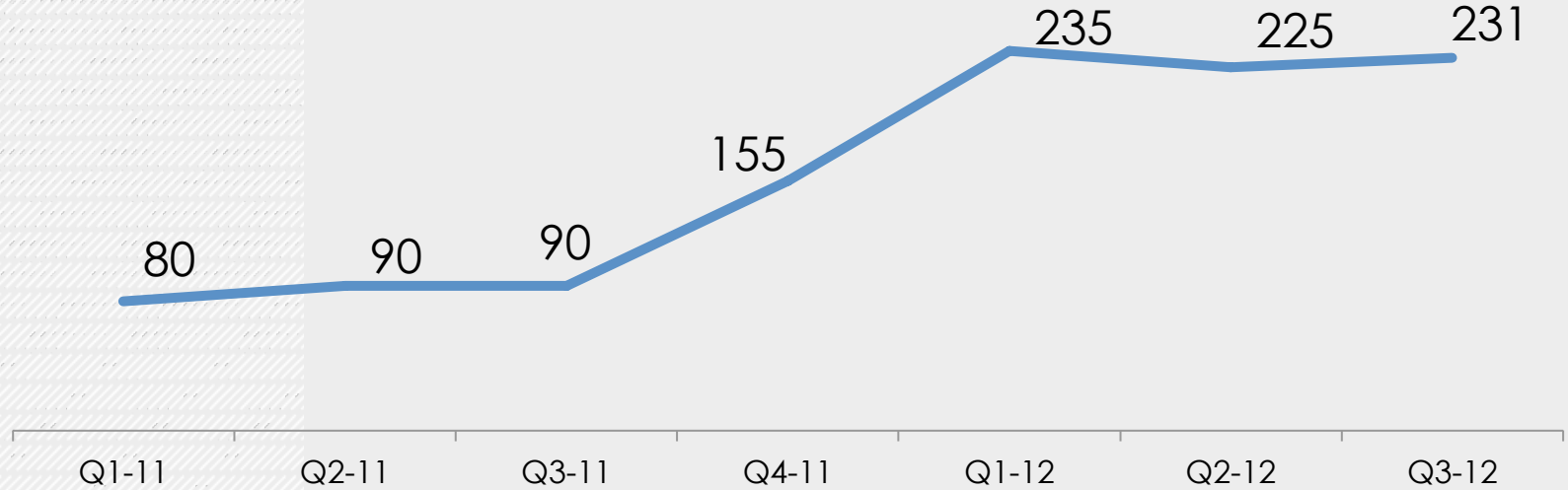


CrowdGather

STRATEGY/FINANCIAL MODEL



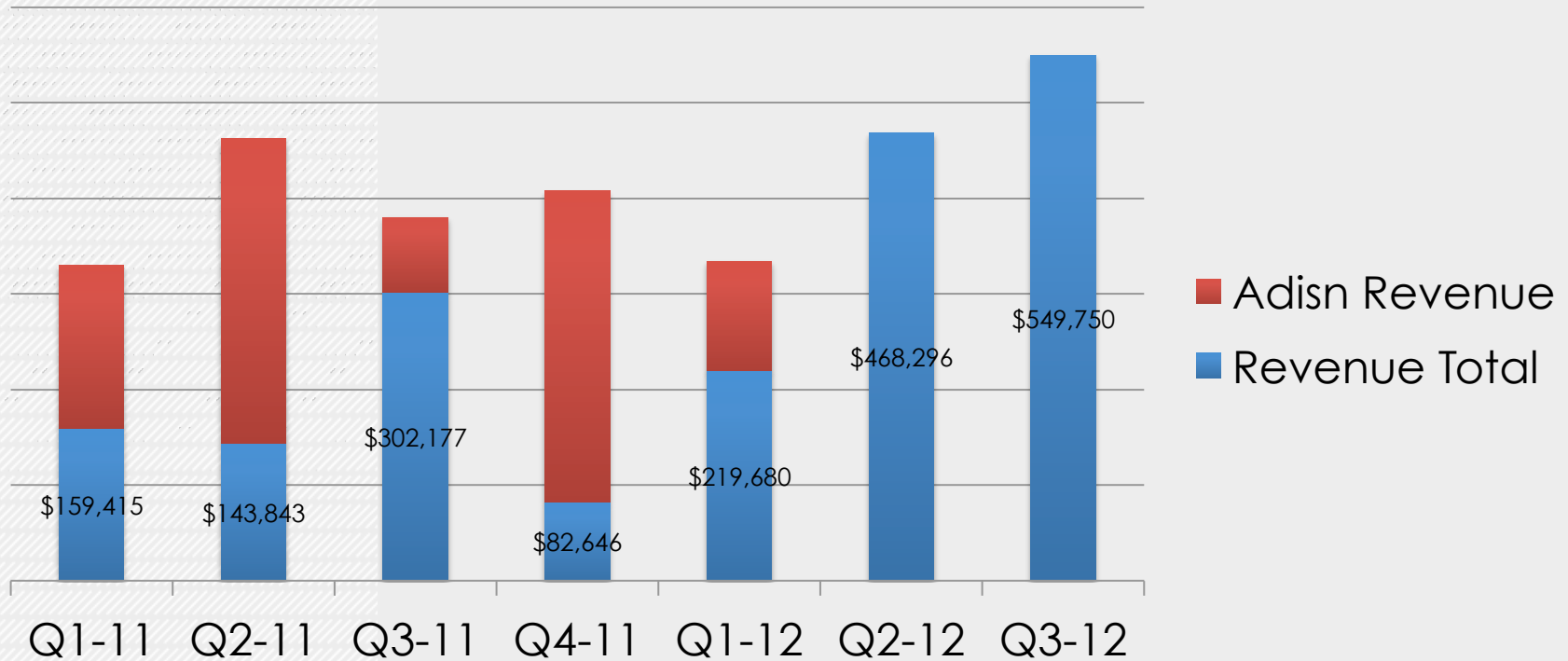
TRAFFIC GROWTH



— Traffic (M page views)



REVENUE GROWTH-FORUM ADVERTISING





CRWG: Q3 2012 RESULTS

- Record revenues of \$549,750, an increase of 45% compared to revenues of \$380,212 for the third quarter of fiscal 2011
- Gross profit increased 62% to \$544,957 compared to gross profit of \$336,026 during the same quarter in fiscal 2011
- \$16.8 million in net equity, or a book value of \$0.29 per share
- Debt free with approximately \$2.7M in cash



GROWTH DRIVERS: THE FORUM STRATEGY

Gaining Scale / Traffic Consolidation

- CRWG is focused on consolidating the very fragmented forum industry under one platform making it easier for advertisers to target audiences and track results.

Ad Server Technology

- CRWG is developing ad server technology to improve vertical ad delivery (targeting)

Monetizing Traffic

- The combination of a critical level of users/traffic and the ability to better target ads to specific users is expected to generate much higher branded and hosted forum RPMs.



FINANCIAL HIGHLIGHTS

Income Statement

Balance Sheet

- F2011 Revenue: \$1.6M, a 400% increase compared to prior year. Excluding benefit of acquisitions
- F2012 Baseline Revenue Guidance: \$1.9M, up 20% compared to F2011 per analyst projections
- Cash Flow Breakeven: Annual revenue run rate approximately \$3.6 million possible by end of fiscal 2013

- Raised \$7.85M in a private placement transaction
- Debt free & positive shareholders equity. CRWG still focused on applying for listing on a senior exchange when timing is appropriate and as company value increases.



CRWG HIGHLIGHTS: CORPORATE ACTIVITIES

March 2011

- Raised \$7.85M in a private placement. Proceeds to be used for acquisitions and working capital

Feb. 2010

- Converted \$2.5M of debt and interest into common shares leaving the Company debt free

Feb. 2010

- Retired 5M, or 24% of CEO 's holding, to mitigate shareholder dilution from conversion of debt into equity



COMPANY MANAGEMENT

Sanjay Sabnani *Chairman & CEO*

Prior to starting CrowdGather, Sabnani was the EVP Strategic Development at Hythiam, Inc. Director of Business Development and Strategy at OSI Systems, Inc. and President and Director at Venture Catalyst, Inc.

Gaurav Singh *CFO*

Most recently, Singh served as Director of Financial Operations for MDSynergy. Prior to MDSynergy he was a member of the executive team that lead the growth and the sale of Specialty Surgical Centers to Symbion, Inc.

Rich Izzo *Vice President of Operations*

Most recently, Izzo was VP of Operations for Catasys, a publicly traded healthcare services company. Izzo is a CPA, and started his career with Ernst & Young in assurance services, working in both the New York and San Francisco offices specializing on banking and technology clients.

Taher Scherzay *Vice President of Technology*

Microsoft, Alcatel-Lucent, Clarent, and Spirent Communications

Aaron Beck *Vice President of Advertising*

Internet Brands and Move.com



DIRECTORS / ADVISORS

Board of Directors

Jonathan Dariyanani

Corporate Counsel for Aero Financial as well as for Genesis Venture Fund India 1, LP. A graduate of UC-Berkeley and Duke University Law School. Previously at the law firm of Wilson Sonsini Goodrich and Rosati.

James Sacks

President of JAS Holdings, providing Business Process Outsourcing sales for Medical Services companies.

Chuck Timpe

Served as a director since 1998 for IPC-The Hospitalist Company and as an advisor to CrowdGather since October 2008. From June 2003 to November 2008, Timpe served as the chief financial officer of Hythiam, Inc.

Advisors

Paul Bragiel

Co-founder of Lefora, acquired by CRWG in July 2010 . Co-founded Meetro, the first location based social network and was the founder of Paragon Five, a game development studio specializing in console and mobile.

John Breslin

Dublin native, co-founder and director of the highly-praised boards.ie Ltd., Ireland's largest message board community. Co-founder of StreamGlider and regularly writes for NewTechPost, a publisher of daily tech articles.

Raj Chauhan

GM of Publishers for OpenX, previously at the Rubicon Project where he held several VP roles: Business Development, North America Sales and Global Demand. Experience in online advertising began when he co-founded Banner Brokers in Malibu, CA, one of the world's first ad networks.

David R. Woolley

President of Thinkofit and a pioneer of social media and online communities. A veteran of interactive media and CBT, designed a variety of authoring tools and supervised the development of many CBT applications.

CONTACT

INFORMATION



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