

Designated Drivers For the Mobile Crowd

*Be the Life of
Their Party With*

STEARCLEAR

ONE CLICK: SAFETY - CONVENIENCE - PEACE OF MIND



TM

THE UNIQUE MOBILE APP THAT GETS THEM HOME SAFELY

Introducing

STEARCLEAR

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The Revolutionary New Designated Driver Service That's Always Available At a Moment's Notice

STEARCLEAR is a mobile app that lets customers enjoy a night out without worrying about indulging too much or arranging designated drivers. They can request a ride home no matter where they are, no matter what time it is . . . in the comfort of their own car. All they need is a smart phone and the **STEARCLEAR** download.

STEARCLEAR Is Easy. Customers alert **STEARCLEAR** to their location and transportation needs, then available **STEARCLEAR** drive teams bid for the ride. **STEARCLEAR** provides the web-based interface for all passenger-driver communication.

STEARCLEAR Is Fast. Customers simply download the app to their iPhone or Android smart phone, register in advance as a basic or premium member, and they're ready to go. A tap on the app signals local drive teams (one driver, one chaser) to respond. Upon arrival at their destination, another tap completes the transaction.

STEARCLEAR Is Accurate. It uses GPS technology to pinpoint each passenger's pickup location, calculate actual distanced traveled, and total cost. Drive teams add on any tolls and the tip upon arrival at the member's destination.

STEARCLEAR Saves Lives. Licensed, insured drivers employed by you pick up your customers and deliver them to their destination safely. No one who has had one drink too many or is too fatigued to drive should get behind the wheel and endanger themselves and others. They never have to, thanks to **STEARCLEAR**.

How STEARCLEAR Works



Users sign up for our basic or premium service on www.stearclear.com. **STEARCLEAR** stores their credit card information so that payment occurs seamlessly upon drop-off.

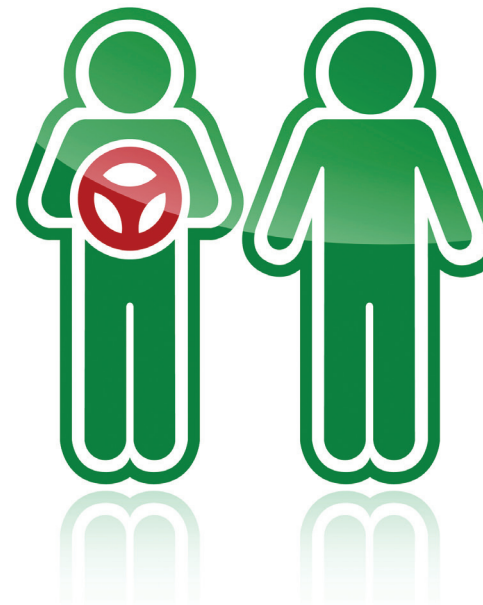
Basic membership (free). Members pay \$20 per pickup plus \$2.50/travel mile.

Premium membership (just \$5 per month). Savings and extras for members who plan to use **STEARCLEAR** more than once a month.

\$15 per pickup plus \$2.25/travel mile (a 25% savings over our basic tier pickup fee), plus tolls and tip.

Order a pickup in advance with a pre-arranged pickup time and place – great for special occasions like New Year's Eve or weddings. Order drivers by the hour, using their car as a limo service – ideal for corporate accounts and business travelers.

All drivers carry their own auto insurance and drive their own cars to and from the various pickup/drop-off locations. They work in pairs so that one driver operates the customer's car while the other one follows in the drive team vehicle.



Franchise Opportunities

Our Engine for Growth

STEARCLEAR is expanding nationwide and we are looking for people who want to own a business, develop a new income source on a full-time or part-time basis, and provide a vital service that protects and serves their local community.

Our Franchisees Earn Revenue In Several Ways:

Membership Fees
A Percentage of Each Fare. Our minimum territory size has 75,000 people—that's a lot of potential fares.

Mobile Ads and Sponsorships you can sell to local businesses in your area.

Mobile Operation

Everything you need to run your **STEARCLEAR** business is contained in our special franchisee iPad application that allows you to monitor daily activity and financials in real time.

Franchise Fee Financing

You can put down as little as 20% of the initial franchise fee and **STEARCLEAR** will finance the rest.

Corporate Services, Training and Support

STEARCLEAR provides franchisees with core operational services to help them run their businesses efficiently, from payroll and credit card processing to employee background checks. Our operations manual is filled with important tools including employee training and recruitment, marketing and public relations, and management operations.

We cover all the details of running your **STEARCLEAR** franchise during our three-day comprehensive training program that includes administrative, sales and marketing, and service operations.

Interested in learning more? Fill out our Franchisee Registration Form at www.stearclear.com and we'll be in touch.



*Want to take **STEARCLEAR** for a test drive?*

If you are interested in more information about opening a **STEARCLEAR** franchise in your area or want to learn more about how this mobile designated driver service works, contact our corporate office or visit www.stearclear.com.



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