

Turning Debt Into Wealth – One Family at a Time

Introduction: Ideal Financial Solutions (Pink Sheets: IFSL) provides the online services, automated tools, support and education that enable everyday people to create additional cash resources, eliminate debt, and build financial independence. More than a quarter million people currently use myifs.com, the company's self-service, fully automated portal, and thousands of new members sign up each day. IFSL was founded in 1993 and is headquartered in Las Vegas. Working with multi-level marketing firms, home based businesses, and others with close, ongoing commercial ties to consumers, IFSL provides a solution in which the interests of the Company, its marketing partners and their clients are all aligned. As a consumer's free cash flow increases, so does the ability to continue the relationship with IFSL and the marketing partner, while simultaneously improving the client's financial condition.

Outlook: With increases in household debt and unemployment, coupled with declines in home prices and the lack of growth in wages, the U.S. consumer is awakening, by choice or not, to a new approach to managing personal finances. This more conservative personal fiscal mentality seems to be captured by an increase in the savings rate. Macroeconomic conditions seem to provide a clear need for IFSL solutions both currently and into the foreseeable future.

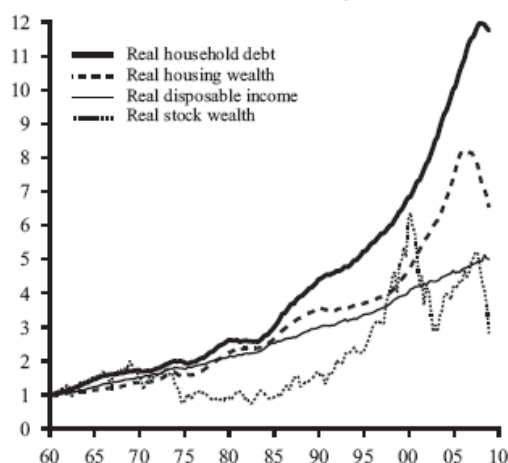
Conclusion: IFSL Q2 2009 revenue increased over 100% relative to Q1 2009. Based on a recent stock price of \$0.0037, the implied price / earnings ratio for IFSL is 14.5x. As reference, the Invesco Powershares QQQ, which tracks the Nasdaq-100 Index, recently traded at a P/E ratio of 19.3x¹. Based on the view that changing consumer attitudes and macroeconomic conditions will drive demand for the IFSL solution in the near and long-term, Murphy Analytics is initiating coverage with an "Outperform" rating as the stock has the potential to appreciate based on continued revenue growth and P/E multiple expansion.

The IFSL CashFlow Management© System

- Complimentary, one-on-one consulting with a myifs.com expert
- iDebtManager –allows you to view your debt-free baseline and to track progress real-time
- Power Payment –helps you to establish your strategic debt payment schedule
- Credit management services works to maximize your credit score
- One of the most extensive online debt management and wealth building resource
- Free coaching and education program for clients requiring additional information
- World-class customer support available

The U.S. Household Debt Explosion

Figure 1
Real household debt, wealth, and income
All series normalized to 1 in 1960:Q1



IFSL Recent Price	\$0.0037	<u>Please review the risk factors outlined later in this report and the important disclosures and disclaimers at the end of this report.</u>
Authorized Shares as of 6/30/09	7.8 billion	
Estimated Outstanding Shares as of 6/30/09	3.9 billion	
IFSL - Approximate Market Cap	\$14.4 million	
52-Week Price Range	\$0.0001 - \$0.0043	
MA Rating on IFSL	Outperform	

¹ <http://www.invescopowershares.com/products/overview.aspx?ticker=QQQQ>

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IFSL Management

Steven Sunyich - Founder and Chairman of the Board. Steven Sunyich founded Ideal Financial Solutions to help clients increase their cash flow and eliminate their debt. Prior to IFS, Mr. Sunyich served as Chairman and CEO of eRoom System Technology, a company focused on designing technologically advanced products for the lodging industry, and RoomSafe, Inc, where he held positions as Chairman of the Board and company president. He was also General Partner of Sunyich & Sunyich LTD, a property development company in the Salt Lake City area. Mr. Sunyich has a wealth of experience in business, finance, and software engineering.

Chris Sunyich – President. Chris Sunyich is President of Ideal Financial Solutions. In 2001, Mr. Sunyich joined the company, where he has held positions as the Vice President of Marketing and as Account Manager. Prior to joining Ideal Financial Solutions, Mr. Sunyich co-founded The Wake Shop, a popular and successful brick-and-mortar and online retail business. Mr. Sunyich utilized his experience as a semi-professional wake board champion, coupled with his outstanding business skills, to ensure that only superior quality goods and services, as well as high-level programs, designed for coaching and training aspiring athletes, were offered by the business. Mr. Sunyich continues to be committed to supporting philanthropic and community events, especially those designed for financially challenged individuals and families.

Kent Brown - Chief Financial Officer. Kent Brown is Chief Financial Officer for Ideal Financial Solutions. Before joining IFS, Mr. Brown held positions in executive management and consulting for more than fourteen years for businesses in construction, retail, and the food service industries. Mr. Brown holds a master's degree in Business Administration from Willamette University, and a Bachelor of Arts degree from Brigham Young University.

Chad Sunyich - Executive Vice President. Chad Sunyich is Executive Vice President at Ideal Financial Solutions. He previously was employed by Franklin Covey, where he held the position of Operations Specialist. He also acted as operational and financial liaison between corporate finance, divisional finance, and Franklin Covey Consulting. Mr. Sunyich spent two years with Novell, Inc., as an Assistant Product Manager, where he performed statistical analysis for product reviews and facilitated product launches. Mr. Sunyich holds a Bachelor of Science from Brigham Young University, with a major in Economics and an emphasis in Financial Markets, and a minor in Mathematics.

Brian Jensen - Vice President of Internet Marketing. Brian Jensen is Vice President of Internet Marketing. Prior to joining Ideal Financial Solutions, Mr. Jensen worked as Vice President at Web.com Search Agency, a leading provider of do-it-for-me and do-it-yourself Website building tools, online marketing, lead generation and technology solutions that enable businesses to build and maintain a successful online presence. While at Web.com, he managed the interactive accounts for Mercedes-Benz, JVC, Johnson & Johnson and The University of Alabama. Before joining Web.com, he worked with several major interactive accounts in the relocation industry, including Bekins Van Lines, HomeGain.com and Sirva Mortgage. Mr. Jensen holds a business administration degree from McCombs School of Business, University of Texas

IFSL – Recent Developments

- **IFSL Continues Marketing Expansion with Indian Firm.** IFSL has signed a new marketing agreement with eKnowledge Marketing and continues expanding its marketing program.
- **IFSL Posts Financial Statements at PinkSheets.com.** IFSL notes that the posting is part of its efforts to become a fully reporting company. IFSL reported gross revenue of \$4.7 million and net income of \$796k for the 6-month period ended 6/30/09.
- **IFSL Doubles Q1 2009 Revenue with over \$3 Million in Q2 Revenue.** With \$1.5 million in Q1 revenues, IFSL's Q2 performance results in \$4.5 million in revenue for the first 6 months of 2009, and an annualized run rate of \$12 million based on Q2 results.
- **IFSL Provides Deployed Active Military Service Members with Free Services.** In honor of Independence Day, IFSL announced that on July 4, 2009, it will make myifs.com available at no cost to active military service members who are currently deployed or will be deploying soon. There are several hundred thousand active duty service members worldwide who may take advantage of the free services. myifs.com is available at no cost to military employees for as long as they are deployed and at our military discounted price of \$30 per month thereafter for as long as they wish to continue.
- **IFSL Announces New Applied Learning Media Partnership Alone Produces Recurring Revenues In Excess of \$2.3 million in First Half of 2009:** Citing the value added by the partnership with Applied Learning Media, IFSL President Chris Sunyich noted that difficult economic times highlight the benefit of the myifs.com solution.
- **CEO Steven Sunyich Announces Plan to Buy IFSL Shares.** With Company revenues and liquid assets growing rapidly, CEO Sunyich announced his intention to purchase IFSL shares on the open market.
- **IFSL Retains Parr, Brown, Gee & Loveless² as Securities Counsel.** As part of its stated objective of becoming a fully reporting company, IFSL announced the engagement of this leading Utah law firm as securities counsel.
- **IFSL Reports over \$1 Million in Cash Assets.** After announcing \$1.5 million in recurring "club" revenues for Q1 2009, IFSL reported over \$1 million in cash as of 6/5/09.
- **IFSL Launches myifs.com.** On 6/2/09, IFSL the availability of www.myifs.com, noting that over 250,000 people have signed up at the site, with thousands more joining each day. The service is available for \$50 per month, and IFSL reports that customers may expect to begin to see a return on investment within 30 – 60 days. myifs customers participating in the

² <http://www.parrbrown.com/>

fully automated program are provided with a guarantee that if they are not debt-free within the determined time frame, IFSL will pay off the remaining debt.

- **Brian Jensen Named as VP of Internet Marketing.** With service as a Vice President managing major institutional accounts for Nasdaq traded Web.com and in the relocation industry, IFSL expects added Mr. Jensen as a full-time Vice President after working with him as a consultant for several months.
- **IFSL Reports Q1 2009 Club Revenues of Over \$1.5 Million.** On 4/21/09, IFSL CFO Kent Brown announced Q1 2009 revenues of over \$1.5 million.
- **IFSL Names Christopher Sunyich as President.** After helping the Company as VP of sales to transition to a high-volume, low-cost model, Mr. Sunyich became President as of 4/1/09.
- **IFSL Announces Recurring Club Member Revenue of \$420,000 for February 2009.**
- **IFSL Announces New Partnership with Vantage Business Solutions.** As part of the Company's reseller / sales partner program, IFSL announced a partnership with 10-year old, Utah-based internet marketing company Vantage.
- **IFSL Announces that Original Shareholder Paul Currie Joins the Company Board.**
- **IFSL Announces New Partnership Revenues of Over \$300,000 for January 2009.** As part of the strategy to increase the number of users by lowering the cost of the Company's cash management program, IFSL noted the success of the partnership with Applied Learning Media.
- **IFSL Names Kent Brown as CFO.** Mr. Brown holds a Master's Degree in Business Administration from Willamette University, and has more than 14 years of business management experience; including sales, customer service and accounting. He has worked as a general manager, a regional manager, a franchise director and a business consultant.
- **IFSL Announces Partnership with Internet Marketing Company Applied Learning Media, Inc.** Applied Learning Media provides interactive media solutions to assist clients in developing, publishing and promoting their brands by utilizing email marketing, list management, affiliate solutions, product development, marketing consulting and media buying. IFSL reported that the partnership generated over 20,000 new club members in January 2009.

How myifs.com Works

Across all IFSL solutions, the common objectives are to free up cash-flow, eliminate debt and build wealth, one family at a time.

Free up cash-flow: Ideal's CashFlow Management© System includes the education, support and automated tools to create additional cash resources, rapidly eliminate debt and build financial independence. Ideal Financial Solutions has developed tools and disciplines, and combined them into one automated service specifically designed to create additional cash resources and literally save hundreds of thousands in interest expenses.

Eliminate Debt: When it comes to eliminating debt and managing cash flow, the Power Payment principle works whether a client is paying one extra payment per year or following a comprehensive cash flow management program. Although the results will vary, the principle remains the same: The more money that is paid directly to principal, the more powerful is the effect of lowering the total amount of interest the client will pay.

Build Wealth: Many consumers are wondering what to do with their money during a down economy. Should extra money be invested or used to pay off debt? It is a decision that many face without a great deal of consideration even though the results may have far reaching consequences. The three factors that ultimately determine the return on any investment are time, interest rate, and amount invested, and the IFSL solution helps clients to put this into practice.

New users who register for a free 15-day trail with myIFS receiving the following:

- Free consultation with a myifs.com expert.
- Complimentary analysis of your financial situation and how we can help.
- Free access to our self-service portal for 15 days.

Following are the factors that drive consumers to stay with the myIFS.com platform:

- **It's affordable** - Only \$50 per month for our self-service portal, including fully automated software for building and managing your personal financial plan, access to live consultants, educational tools, and much more.
- **It's guaranteed** – If a user is not debt-free within the pre-determined myIFS.com plan time frame, IFSL will pay off the debt.
- **It's automated** – After evaluating the user's information, the powerful myIFS.com software delivers personalized results in real-time.
- **It's easy to use** – Myifs.com is designed for everyday people. Anyone can use it!
- **Choose the membership type** – IFSL offers a self-service program, or a user can choose to have IFSL do the work on his or her behalf.

Macroeconomic Case for the IFSL Solution

Although the CashFlow Management© System targets both consumers with credit challenges as well as those with strong credit, a look at several key macroeconomic indicators paints a compelling picture of the value of the IFSL CashFlow Management© System across all income and credit profiles.

Real Household Debt, Wealth, Income: The May 15, 2009 Federal Reserve Board of San Francisco's Economic Letter³ entitled "*U.S. Household Deleveraging and Future Consumption Growth*" illustrates both the magnitude of the household debt problem and the need that consumers will have to help manage this debt:

"U.S. household leverage, as measured by the ratio of debt to personal disposable income, increased modestly from 55% in 1960 to 65% by the mid-1980s. Then, over the next two decades, leverage proceeded to more than double, reaching an all-time high of 133% in 2007. That dramatic rise in debt was accompanied by a steady decline in the personal saving rate... Since 1960, the growth rate of real (inflation-adjusted) household debt in the United States has far outpaced the growth rates of real disposable income and real household wealth tied to either residential housing or stocks (Figure 1). A portion of long-run debt growth is likely attributable to credit industry innovation and product development that expanded consumer access to borrowed money... Until recently, U.S. households were accumulating debt at a rapid pace, allowing consumption to grow faster than income. An environment of easy credit facilitated this process, fueled further by rising prices of stocks and housing, which provided collateral for even more borrowing. The value of that collateral has since dropped dramatically, leaving many households in a precarious financial position, particularly in light of economic uncertainty that threatens their jobs. Going forward, it seems probable that many U.S. households will reduce their debt."

Figure 1
Real household debt, wealth, and income
All series normalized to 1 in 1960:Q1

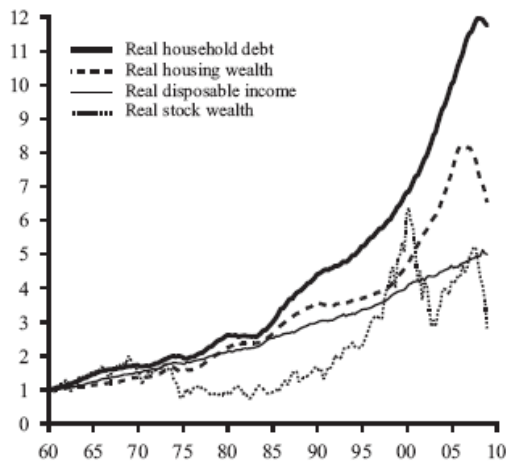


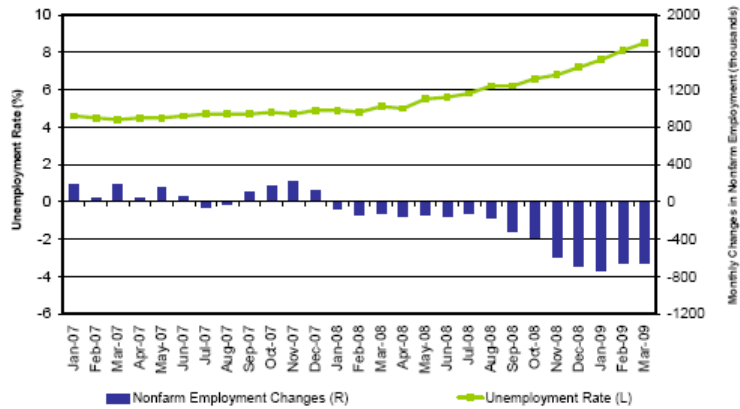
Figure 2
Consumption growth and debt growth
Four-quarter growth rates



³ <http://www.frbsf.org/publications/economics/letter/2009/el2009-16.pdf>

Unemployment: As illustrated in the Office of Thrift Supervision’s May 7, 2009 Quarterly Market Monitor⁴, unemployment has been trending higher since late 2007, and even if the trend slows or reverses, there is still a long way to go before employment returns to the levels enjoyed earlier in this decade.

NONFARM EMPLOYMENT AND UNEMPLOYMENT RATE AS OF MARCH 2009 (CHART 4)

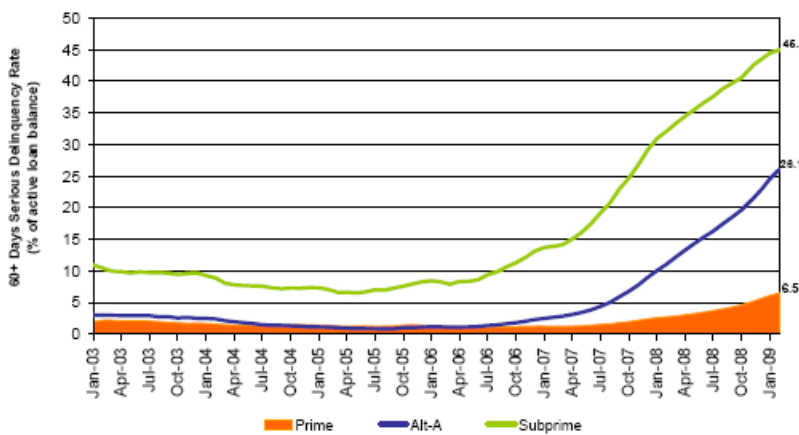


SOURCE: BUREAU OF LABOR STATISTICS

Home Prices and Loan Delinquencies: Further complicating the cash flow management problem is the significant drop in home prices, presenting a significant challenge should consumers need to sell a home or making it virtually impossible for many borrowers to utilize home equity to address cash flow problems. Not surprisingly, loan delinquencies have increased significantly as well. As noted in the OTS report:

“At February levels, average home prices are about where they were in the third quarter of 2003, but still down more than 30 percent from the peak in mid 2006...As the government contemplates various policies to stem the rise in mortgage defaults, the delinquency and loss severity rates for residential loans continued to rise in February 2009.”

MORTGAGE LOAN PERFORMANCE BY BORROWER TYPE AS OF FEBRUARY 2009 (CHART 5)



SOURCE: FIRST AMERICAN LOAN PERFORMANCE & CPR/CDR

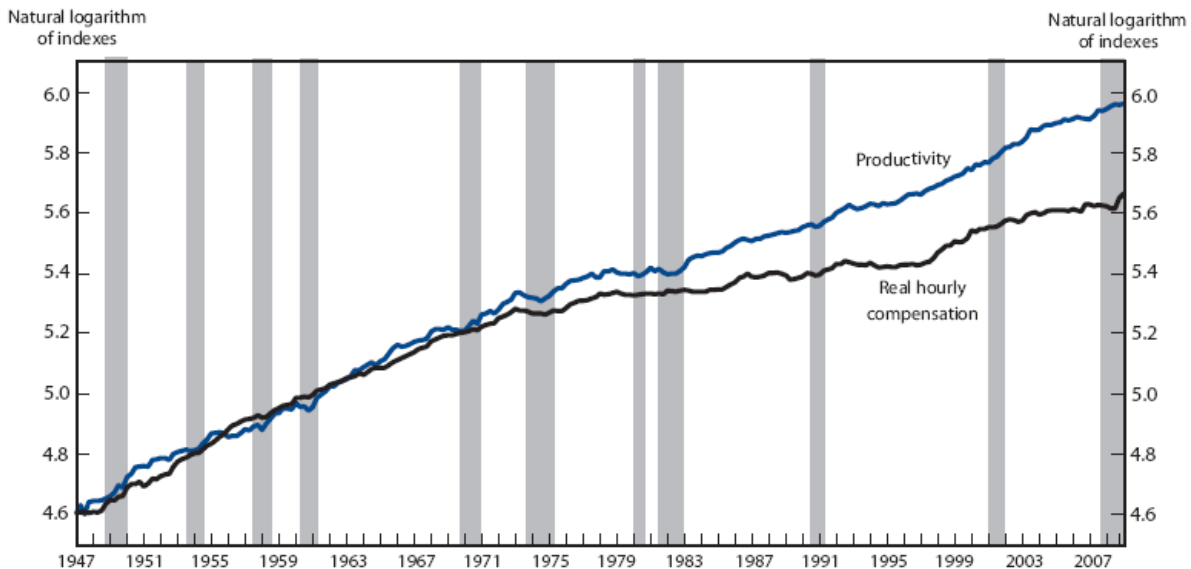
⁴ <http://files.ots.treas.gov/131020.pdf>

Wage Increases are Not Likely to Rescue Most Consumers: The U.S. Bureau of Labor Statistics reports⁵ that in addition to such forces and global competition and the economic downturn, real wage growth also faces downward pressure as a result of productivity growth, a trend that has persisted for the last three decades.

“OES data from 2002–2007 reveal that an overall shift in employment towards occupations with lower mean wages hindered growth in the U.S. real average wage and that wage growth was concentrated in higher paying occupations; the data also show a shift in employment from the middle-paying occupations to the highest and lowest paying occupations.”

“Output per hour closely tracked real hourly compensation through the 1970s. After 1982 productivity began growing faster than real hourly compensation.”

10. Productivity and real hourly compensation, nonfarm business sector, 1947–2009



NOTE: The shaded bars denote recessions. Because the data in the chart are quarterly, peaks and troughs of economic activity are assigned to quarters instead of months. An endpoint for the most recent recession has yet to be designated.

⁵ <http://www.bls.gov/opub/mlr/2009/06/mlr200906.pdf>

Bankruptcy on the Rise: Not surprisingly, this perfect storm of rising debt, falling home prices, low wages, increasing unemployment and rising health care costs all occurring amidst a global economic downturn, has become too much to bear for many Americans. As noted by Samuel Gerdano⁶, Executive Director of the American Bankruptcy Institute, consumer bankruptcy is on the rise and not likely to slow down this year:

“U.S. consumer bankruptcy filings totaled 675,351 nationwide during the first six months of 2009 (Jan. 1-June 30), a 36.5 percent increase over the 494,610 total consumer filings during the same period a year ago...relying on data from the National Bankruptcy Research Center (NBKRC). The overall June consumer filing total of 116,365 was 40.6 percent more than the 82,770 consumer filings recorded in June 2008.”

“As unemployment, foreclosures rates and health care costs continue to rise, more consumers are turning to bankruptcy as a last financial resort. We expect that there will be more than 1.4 million new bankruptcy filings by year end.”

Personal Savings Rates on the Rise: Also, perhaps not surprising is the reaction of consumers who have increased the savings rate during these uncertain times. As noted in the FRBSF Economic Letter⁷:

“...the U.S. personal saving rate has recently started to increase following a decades-long decline that bottomed out near zero in 2005. As described in Lansing (2005), the secular decline in the saving rate appears to have been driven, at least in part, by long-lived bull markets in stocks and housing. The recent price declines in these markets might therefore initiate a sustained rebound in the saving rate over time.”



⁶ <http://www.abiworld.org/AM/Template.cfm?Section=Home&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=58060>

⁷ <http://www.frbsf.org/publications/economics/letter/2009/el2009-16.html>

Alternative Personal Financial Management Providers

Competition in the space generally comes from a diverse range of sources including:

- Online cash flow management systems
- Online bill-pay
- Debt management books and software
- Consumer finance lenders/ credit cards
- Personal financial planners
- Mortgage originators
- Home equity lenders
- Loan consolidators
- Video tutorials
- Television / radio programming

Recognizing the value in serving consumers' cash flow management needs, Intuit⁸ (Nasdaq: INTU) offers the FinanceWorks™ solution⁹, which replicates some of the functionality of the IFSL solution, as noted below. The solution is sold to through banks and other commercial customers seeking to deepen the relationship with consumers.

Personal FinanceWorks Addresses The Gaps


Financial Responsibility

- ✓ Avoid ID theft & fraud charges
- ✓ Ensure good credit
- ✓ Avoid late fees & overdrafts
- ✓ Know where my money went

Everyday Money Management

- ✓ Ensure accuracy of charges
- ✓ Manage bills and suppliers
- ✓ Know how much I can spend
- ✓ Know & meet obligations / bills
- ✓ Track tax deductions

The Consumer




Financial Security

- ✓ Stay out of debt
- ✓ Pay off debt
- ✗ Keep my valuables safe & protected

For The Future


- ✓ Able to save for life's goals
- ✓ Grow my portfolio

122 Intuit Confidential 

What am I spending money on?

Jun 11 - Jul 10

? Have a question about the pie chart?



■	Rent	\$1050.00
■	Vacation/Travel	\$433.21
■	Dining	\$409.98
■	Home Maintenance	\$347.45
■	Groceries	\$286.24
■	Loan	\$243.98
■	All Others	\$598.91
Total		\$3,369.77

While some of these solutions are directly comparable to the IFSL offering, many of these products / services only partially overlap with the Company's cash flow management system, and many of them offer only one time, non-customized counsel or guidance. Although founder and Chairman Steven Sunyich holds several patents¹⁰ relevant to the Company's proprietary technology, IFSL seeks to differentiate its offering by providing ongoing comprehensive support, superior customer service and better results.

⁸ <http://www.digitalinsight.com/home/solutions/consumer/pfw>

⁹ <http://files.shareholder.com/downloads/INTU/682564092x0x236574/2c571473-f9cc-4f05-bed1-4cf302e1a3ca/Investor%20Day%202008%20Webcast%20FINAL.pdf>

¹⁰ <http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&p=1&u=%2Fnetacgi%2FPTO%2Fsearch-bool.html&r=0&f=S&l=50&TERM1=sunyich&FIELD1=&co1=AND&TERM2=steven+l.&FIELD2=&d=PTXT>

IFSL Recent Financial Condition and Operations

IFSL Balance Sheet as of 6/30/09	Total
ASSETS	
Current Assets	
Bank Accounts	401,103.57
Reserves Receivable	618,900.00
Accounts Receivable	24,942.15
Other Current Assets	
Inventory - iCash Compact Discs	10,532.00
Inventory - Ideal Wealth Builder	4,807.00
Inventory - Ideal Wealth Builder Blue	237.00
Notes Receivable	5,000.00
Total Other Current Assets	20,576.00
Fixed Assets	
Computers & Peripherals	20,964.12
Furniture & Fixtures	4,044.82
Office Equipment	19,771.92
Software	55,039.87
Total Fixed Assets	99,820.73
Accumulated Deprn-Computers	-20,964.12
Accumulated Deprn-Furniture	-3,720.50
Accumulated Deprn-Office	-19,771.92
Accumulated Deprn-Software	-55,039.87
Total Fixed Assets	324.32
TOTAL ASSETS	1,065,846.04
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	73,700.86
Reserves Payable	309,450.00
Other Current Liabilities	
Notes Payable	78,048.29
Payroll Liabilities	16,904.41
Total Other Current Liabilities	94,952.70
Total Current Liabilities	478,103.56
Long Term Liabilities	
Accrued Payroll	913,032.22
Total Liabilities	1,391,135.78
Equity	
Additional Paid-In Capital	662,114.50
Common Stock at Par	208,291.59
Common Stock Warrants	4,000.00
Opening Bal Equity	-849,616.35
Retained Earnings	-1,119,541.04
Net Income	769,461.56
Total Equity	-325,289.74
TOTAL LIABILITIES AND EQUITY	1,065,846.04

IFSL Profit & Loss 1/1/09 - 6/30/09	YTD
Income	
Club Revenue	4,704,056.30
Bill Management	2,340.15
CashFlow Management	4,455.00
Other Revenue	4,957.97
Gross Income	4,715,809.42
Less Refunds	1,064,843.00
Total Income	3,650,966.42
Cost of Goods Sold	
Club Commission COGS	1,539,577.73
Bill Management Fees	16,119.70
Fulfillment Costs	1,185.11
Merchant Costs	556,459.38
Total Cost of Goods Sold	2,113,341.92
Gross Profit	1,537,624.50
Expenses	
Advertising & Marketing	45,854.52
Bank Charges	2,449.56
Commission - Sales Incentives	3,148.30
Computer Expense	19,427.46
Dues and Subscriptions	8,426.30
Office Expenses	8,019.74
Outside Services	323,440.88
Payroll Tax Expense	11,776.96
Postage and Delivery	860.93
Professional Fees	88,995.40
Rent	2,740.00
Research & Development	31,780.00
Salaries and Wages	145,084.37
Taxes	59.74
Telephone	21,572.85
Travel & Entertainment	28,529.54
Total Expenses	742,166.55
Net Operating Income	795,457.95
Other Expenses	
Depreciation Expense	1,949.86
Interest Expense	24,046.53
Total Other Expenses	25,996.39
Net Income	769,461.56

Posted at www.PinkSheets.com on 7/22/09, the Company's unaudited financial statements for the 6-month period through 6/30/09 show a solid liquidity position and very strong year to date operating results.

Financial Condition as of 6/30/09:

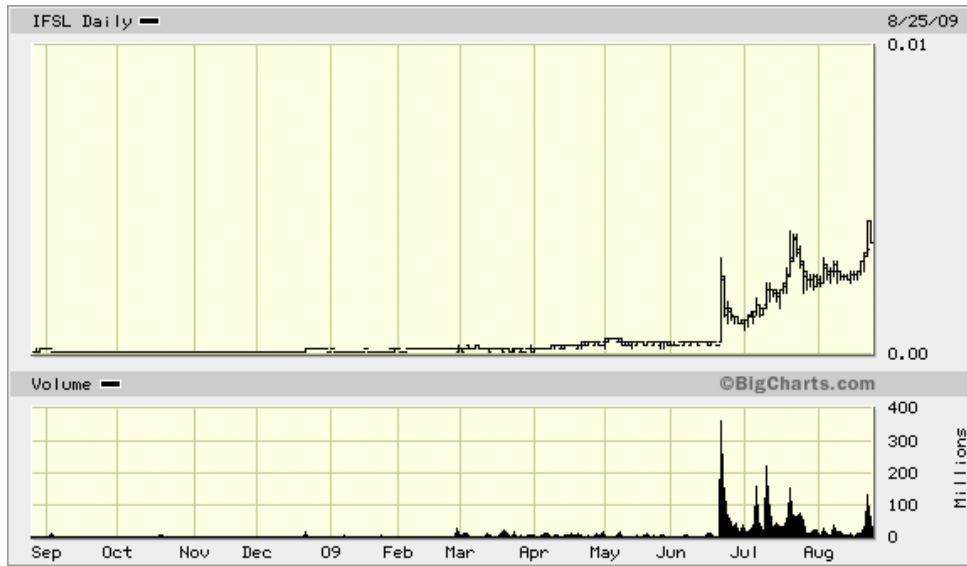
- Current assets of \$1.065 million include \$401k in bank accounts and \$618k in reserves receivable, which corresponds to \$309k in reserves payable, accounting for the balances that IFSL expects to receive back from accounts held with merchant processors and the balance that IFSL expects to return to its marketing partners.
- Total assets as were \$1.1 million.
- As noted above, current liabilities of \$478k include \$309k in reserves payable to IFSL marketing partners.
- Total liabilities of \$1.4 million include \$913 in accrued payroll, a long-term liability owed to IFSL management for past wages.
- Total working capital as of 6/30/09 was reported as \$587k and shareholders equity was (\$325k).

Operations for the 6 Months Ended 6/30/09:

- With \$4.7 million in gross revenue, IFSL generated \$3.7 million in net revenue for the 6-month period. The net revenue reflects the Company's liberal refund policy, as IFSL seeks to maintain a reputation as a trusted service provider. After generating approximately \$1.5 million in Q1 gross revenue, IFSL Q2 results represent a 100%+ sequential increase.
- \$1.5 million in gross profit was generated after payment of \$1.5 million in commissions to IFSL marketing partners and \$557k in merchant expense including such costs as credit card processing and chargebacks.
- \$742k in total expenses includes \$323k in outside service expense for IFSL's Philippines-based call center and \$145 in IFSL salaries and wages.
- After interest expense of \$24k, IFSL generated \$769 in net income before taxes. Having repaid \$4289 in debt during the period, IFSL announced the Company's intention to repay all external debt during Q3.
- As of 6/30/09, IFSL had approximately 3.9 billion common shares outstanding, resulting in the following implied recent price / earnings ratio:

Q1 - Q2 Net Income	\$769,461
Net Income Annualized	\$1,538,922
Taxes at 35% Effective Rate	\$538,623
Implied Earnings	\$1,000,299
IFSL Shares Outstanding as of 6/30/09	3,930,790,981
Annualized Net Income / Share	\$0.000254
IFSL Recent Common Share Price	\$0.003700
Implied Price / Earnings Ratio	14.5

IFSL Historical Price Chart



Ratings Methodology

Murphy Analytics subscription research service classifies stocks as “Underperform”, “Outperform” or “Market Perform”. A “Market Perform” rating implies performance expected to be generally consistent with the performance of the NASDAQ Composite Index. An “Underperform” rating implies expected underperformance versus this index and an “Outperform” rating implies expected outperformance relative to the index. Murphy Analytics has published six “Outperform” ratings.

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