

**PMOZ Integrated Communications and Automation Solutions -  
Providing Connectivity and System Management for Smart Buildings and Homes**

**Presence Response and Intelligent Systems Management (PRISM):** PrismOne Group Inc. (OTCBB: PMOZ) is an established business based in Orlando, Florida providing managed technology services to targeted vertical market clients with either a high number of employees, multi-locations, or growth challenges. PMOZ solutions significantly minimize or remove technology capital expenditure, driving savings to the bottom line while maximizing flexibility and efficiency. The company has enjoyed rapid growth with no external marketing over the past two years and PMOZ intends to take advantage of the capital in the equity markets to enhance scalability of the company model.

**The Opportunity:** As presented later in the report, the Department of Energy estimates that buildings consume more energy than any other sector of the U.S. economy, including transportation and industry. The U.S. Green Building Council, developer of the LEED certification, estimates that the green technology opportunity for 2010 will reach \$30 - \$60 billion for new residential, institutional and commercial construction, and \$240 billion for renovation of U.S. buildings, over 50% of which were constructed before 1979. As evidenced by the recent operating results and business development achievements announced by PMOZ, the Company is making significant progress in capitalizing on this market opportunity. Building upon its networking and communications expertise, PMOZ develops integrated systems that provide clients with better information, scalability, reliability and enhanced control of assets and operations. This expertise provides opportunity for PMOZ in the new construction of smart buildings and homes and in the renovation of existing structures and networks for clients looking to cut costs and gain greater control over communications and building automation systems. The PMOZ expertise also provides the opportunity to generate revenue from installation services for the initial setup of hardware and communication systems as well as ongoing revenue from voice, data and communications platform services.

**Conclusion:** PMOZ's recently announced client engagements include a commercial developer building an office park, a retail clothing chain, a provider of merchant services and an environmental company. This diverse business development activity seems to indicate the potential for broad based demand for PMOZ communication, networking, and building automation integration services. Based on the PMOZ strategy for taking advantage of significant near and long-term market opportunities, Murphy Analytics is initiating coverage with an "Outperform" rating.

|   |                        |   |
|---|------------------------|---|
| <b>PMOZ Recent Price</b>                    | <b>\$0.82</b>          | <b><u>Please review the risk factors outlined later in this report and the important disclosures and disclaimers at the end of this report.</u></b> |
| <b>PMOZ - Approximate Market Cap</b>        | <b>\$18.6 million</b>  |   |
| <b>Price Range Since Trading Began 8/09</b> | <b>\$0.65 - \$1.20</b> |   |
| <b>MA Rating on PMOZ</b>                    | <b>Outperform</b>      |   |

**PMOZ Initiation Report – Table of Contents**

|  |                |
|--|----------------|
| <b>PMOZ Management, Share Count, Compensation</b>            | <b>Page 3</b>  |
| <b>PMOZ Recent Financial Condition and Operating Results</b> | <b>Page 5</b>  |
| <b>PMOZ Operational Overview</b>                             | <b>Page 6</b>  |
| <b>PMOZ Growth Strategy</b>                                  | <b>Page 8</b>  |
| <b>Smart Buildings and Residences – The Opportunity</b>      | <b>Page 9</b>  |
| <b>iShares S&amp;P North American Technology Sector Fund</b> | <b>Page 11</b> |
| <b>PMOZ Risks</b>  | <b>Page 12</b> |
| <b>PMOZ Historical Price Chart</b>                           | <b>Page 12</b> |
| <b>Ratings Methodology</b>                                   | <b>Page 12</b> |
| <b>Murphy Analytics Disclosure and Disclaimers</b>           | <b>Page 13</b> |
| <b>Overview of the OTC Bulletin Board</b>                    | <b>Page 14</b> |

**Company Contact Information:**

Emerging Markets Consulting  
Investor Relations Contact:  
James Painter, 321-206-6682  
[jamespainter0711@aol.com](mailto:jamespainter0711@aol.com)  
or  
Prism One Group, Inc  
2295 South Hiawassee Road  
Suite 418  
Orlando, FL 32835  
321-293-1090  
Investor Relations  
[investor.relations@prismone.com](mailto:investor.relations@prismone.com)

**Analyst Contact Information:**

Patrick J. Murphy, CFA  
Analyst  
Murphy Analytics  
Phone 636-273-9440  
[www.murphyanalytics.com](http://www.murphyanalytics.com)  
[pmurphy@murphyanalytics.com](mailto:pmurphy@murphyanalytics.com)

## PMOZ Management, Share Count, Compensation

| Name               | Age* | Office(s) held   |
|--------------------|------|--|
| Samir K. Burshan** | 44   | President, CEO, Director                                       |
| Roger Wilbert      | 34   | Chief Technology Officer, VP- Product Development              |
| Lori Burshan**     | 45   | VP – Marketing and Communications/External Relations, Director |
| David P. Sylvester | 50   | Director   |
| James Cohen, Jr.   | 27   | Director   |
| James E. Zweifel   | 47   | Director   |

*\*Age as of 6/16/09; \*\* Samir Burshan and Lori Burshan are husband and wife.*

**Samir Khalil Burshan** – Mr. Burshan has served as the Managing Member of the wholly owned operating subsidiary, PrismOne Group LLC, since its inception in December 2006, and is also PMOZ President, CEO, director, and Chairman of the Board. Mr. Burshan is primarily responsible for general business strategy as well as managing all operations and personnel. He has also served on the Board of Edgewood Children’s Ranch since June 2006, on the board of Blue Earth Solutions, Inc. since 2008, serves on the Board of Trustees for the West Orange Chamber of Commerce, is a member of the West Orange Chamber Committee of 101, and represents PrismOne as Trustee representative to the West Orange Chamber. Previously, Mr. Burshan served as Managing Member of Step2 TechKnowledgies Group LLC between 2004 and 2006, where was in charge of overseeing all operations of the company as well as determining its broader business strategy. Between 1998 and 2006, Mr. Burshan served as President of Step2 Technologies, Inc. where was similarly in charge of overseeing all operations of the company as well as determining its broader business strategy. Prior to this, Mr. Burshan served as Director of Technology for Hellmuth, Obata & Kassabum between 1990 and 1998. He graduated from Washington University in St. Louis with a Bachelor of Arts, in Architecture in 1987, a Masters Degree in Architecture in 1989, and a Masters Degree in Construction Administration in 1989.

**Roger Wilbert** – Mr. Wilbert has served since as Chief Technology Officer and Vice-President of Product Development of the wholly owned operating subsidiary, PrismOne Group LLC, since inception in December 2006 and holds identical titles with PMOZ. Prior to this, between 2005 and 2006 he worked as a consultant at Layer Seven Solutions where his duties included software and network design and development. Between 2003 and 2005, he worked as Senior Systems Engineer at Caldwell Banker Florida where his duties included Network infrastructure and server support.

**Lori Jensen Burshan** – Lori Burshan joined PrismOne Group LLC in January of 2009 as Vice President in charge of Marketing and Communications/External Communications, and joined the Board of Directors upon incorporation. Prior to joining PrismOne, Mrs. Burshan had a 24-year career (1984-2008) in Commercial Printing and Marketing, helping build Designers’ Press Inc. into the largest privately held commercial printer in Central Florida. At Designers’ Press, Mrs. Burshan held the position of Senior Account Executive, and was responsible for generating and maintaining sales leads and client accounts. Mrs. Burshan has been a member of the Health Central Hospital Foundation Board of Directors since 2004, where she has served as Chairman of the Board (2007-2008), Executive Board (2005-2009) and various committees. She recently joined the Central Florida YMCA as a Board Member for the Roper YMCA (since 2008). Mrs. Burshan is currently a Sustaining Member of the West Orange Junior Service League (since 2000) where she served as two-time President (2003-2005) and Board member (2001-2007).

**David P. Sylvester** – Mr. Sylvester has been a member of the Board of Directors since incorporation. Since 1997, he has worked as a Senior Vice President of Health Central Hospital/Administrator of Health Central Park in Winter Garden, Florida, where he directs overall facility operations for the 228 bed adult day care program, as well as serving on Executive Hospital Management Team. Mr. Sylvester has been President of the Health Central Foundation since 2008, was President of the Florida Healthcare Association between 2006 and 2008, and was a founding member and current Secretary of the FHCA Quality Foundation. He graduated magna cum laude from

Thomas College with a Bachelor of Science/Management in Management in 1988, and from Rollins College Crummer Graduate School of Business executive program with an MBA in 2000.

**James Cohen, Jr.** – Mr. Cohen has been a member of the Board of Directors since incorporation. He is also a member of the Board of Directors and the Vice President of Business Development for Blue Earth Solutions, Inc. From 2003-2008 Mr. Cohen worked as a Real Estate Agent and owner of IDX Realty Inc. where he was responsible for managing other real estate agents and marketing the services of IDX Realty. During this period, he also opened a net branch mortgage company with Christian Financial. Previously, Mr. Cohen served as General Manager of both La Dolce Sera Restaurant (2004-2005) and Classic Catering (2003-2005). He graduated from Florida State University with a Bachelor's Degree in Economics in 2003.

**James E. Zweifel** – Mr. Zweifel has been a member of the Board of Directors since incorporation. He is the Owner and Broker of CENTURY 21 Professional Group Inc, which has offices in the Orlando & Ocoee areas of Florida. He is responsible for managing real estate agents, marketing his company's services, and overseeing daily operations. He has developed his company into one of the largest CENTURY 21 Companies in the United States. His offices have received numerous awards for excellent "Quality Service" as well as outstanding achievements in production. Mr. Zweifel is very active with the Orlando Realtor Association, the Chamber of Commerce, the Rotary and many other local organizations. Mr. Zweifel graduated from the University of Central Florida with a Bachelor's Degree in Finance in 1985, and also earned a Bachelor's Degree in Advertising from Northwood University in Midland, MI in 1982.

| <b>Summary of Beneficial Ownership Assuming Conversion of Series A Preferred Stock</b> |   |                                       |                         |
|--|---|---------------------------------------|-------------------------|
| <b>Title of class</b>  | <b>Name and address of beneficial owner (1)</b> | <b>Amount of beneficial ownership</b> | <b>Percent of class</b> |
| <b>Current Executive Officers &amp; Directors:</b>                                     |   |                                       |                         |
| Common Stock   | Samir Burshan                                   | 25,208,000 Shares(2)                  | 70.22%                  |
| Common Stock   | Lori J. Burshan                                 | 548,000 Shares(3)                     | 1.53%                   |
| Common Stock   | Jamie Zweifel                                   | 1,096,000 Shares(4)                   | 3.05%                   |
| Series A Preferred   | Samir Burshan                                   | 252,080 Shares(5)                     | 92.0%                   |
| Series A Preferred   | Lori J. Burshan                                 | 5,480 Shares                          | 2.0%                    |
| Series A Preferred   | Jamie Zweifel                                   | 10,960 Shares                         | 4.0%                    |
| <b>Total of All Current Directors and Officers:</b>                                    |   |                                       |                         |
| Series A Preferred   |   | 268,520 Shares                        | 98.00%                  |
| Common   |   | 26,852,000 Shares                     | 74.80%                  |
| <b>More than 5% Beneficial Owners – None</b>   |   |                                       |                         |

As of 6/16/09, there were 22,200,000 common PMOZ shares outstanding and 274,000 Series A Preferred Stock. Each share of Series A Preferred Stock represents 50 shares of common stock when calculating the beneficial ownership of common stock. Percentage ownership is thus calculated using all shares of common stock currently owned by the shareholder plus all shares of common stock issuable upon conversion of the shareholder's preferred stock divided by the total number of common shares issued and outstanding plus all shares of common stock issuable upon conversion of all preferred stock, or  $22,200,000 + (274,000 * 50) = 35,900,000$  shares. Ignoring the Series A Preferred conversion, Murphy Analytics estimates that as of 6/16/09, Mr. Burshan had beneficial ownership of 12,604,000 shares (57% of outstanding common shares), Mrs. Burshan had beneficial ownership of 274,000 shares (1.23%), and Mr. Zweifel had beneficial ownership of 548,000 shares (2.5%). The Series A Preferred are entitled to dividends at the rate of 6.5% when and if declared by the Board of Directors. The Preferred Shares are redeemable in the form of cash or stock at the option of the Company, and in the event of notification of the Company's intent to redeem the preferred stock, the holder may elect to convert to 50 common PMOZ shares. Authorized capital consists of 90 million common shares and 10 million preferred shares. As of 8/5/09, there were 22,731,503 outstanding common shares. As noted previously, the 274,000 Series A Preferred are convertible into 13,700,000 shares of common stock.

**PMOZ Recent Financial Condition and Operating Results****Financial Condition:**

- As of 6/30/09, PMOZ reported \$435k in current assets, including \$24k in cash and \$199k in accounts receivable from a customer for which CEO Samir Burshan serves on the Board of Directors. PMOZ reported \$203k in revenues from this customer during the six months ended 6/30/09.
- Current liabilities of \$588k included \$200k in Note payable to Stockholder, which represents an unsecured 36-month loan, bearing interest at 8.00% made by to PMOZ by CEO Samir Burshan.
- Working capital deficit of \$153k as of 6/30/09 compares to \$146k as of 12/31/08.
- Total assets of \$577k included \$142k in goodwill, representing the excess of the fair value of the liabilities assumed from PMOZ founders over no identifiable assets acquired.
- The accumulated deficit for PMOZ through 6/30/09 was \$258k, and stockholders equity was (11,099).
- The 8-K filed by PMOZ in connection with the reverse merger indicates the need for additional capital to continue as a going concern and a total of \$3,560,000 to fully implement the business plan over the initial 12-month period. The use of proceeds for this investment is presented later in this report.

**Operations:**

- Revenues of \$423k for Q2 2009 increased 53% over Q2 2008, while revenue for the 6 months ended 6/30/09 increased 62%. PMOZ recognizes revenue related to the initial setup of hardware and communication systems upon completion of the installation and acceptance by the customer. Revenues related to voice, data and communications platform services are recognized monthly as the services are provided.
- Gross profit of \$251k for Q2 2009 increased 45% over Q2 2009 on gross margin of 59% versus 63%. Gross profit for the 6-month period increased 57% on gross margin 67% compared to 69% for the 6 months ended 6/30/08.
- Operating expenses of \$405k for Q2 2009 and \$712k for the 6-months ended 6/30/09 increased from \$182k (123%) for Q2 2008 and \$411k (73%) for the 6-months ended 6/30/08.
- Net loss of \$155k for Q2 2009 and \$133k for the 6-months ended 6/30/09 increased from \$10k for Q2 2008 and \$42k (73%) for the 6-months ended 6/30/08.
- PMOZ licenses certain intellectual property and technology from Burshan LLC, an entity owned and controlled by PMOZ Samir Burshan. The license fees are \$10k per month for two locations. Under a management agreement with Burshan LLC, PMOZ leases furnished office space as well as computer, networking and communications equipment. The management agreement calls for monthly payments of \$10,500 for one location and \$21,000 per month for a 2<sup>nd</sup> location added 3/1/09.

## PMOZ Operational Overview

**Integrated Network Services, Communications, Customer Premises Equipment and Professional Services:** PMOZ provides and manages communications, multimedia, and other network systems for businesses, buildings, and communities. Products are designed and manufactured by third parties that PMOZ resells to our end user customers. PMOZ currently provides consulting, design, procurement, installation, integration, support, and management services related to the 3<sup>rd</sup> party products. The PMOZ product and service offering allows business or building managers to easily and efficiently consolidate and manage their network infrastructure, communications, multimedia, security, and environment needs, eliminating the difficulty and frustration of trying to operate and manage numerous, separate systems to meet these needs. PMOZ had nine employees as of June 2009.

**Expertise in Networking, Building Automation and Home Automation:** Ideally, PMOZ works with builders and architects to include networking and automation solutions during residential or commercial construction, but solutions also may be adapted for use in existing structures.

**Networking:** By interconnecting all of a location's or organization's computer, communications, multimedia, security, HVAC, industrial, and other devices, PMOZ makes it possible to control of all these systems and devices through the Company's management software, which can be accessed either locally or remotely through the internet, cell phones, or PDAs. PMOZ communication expertise includes integration with voice over internet protocol (VoIP) solutions as well as On-Demand Provisioning in which clients have access to as many communications lines as needed at a particular time rather than maintaining a fixed number of lines. PMOZ solutions are adapted to the clients need, including applications requiring:

- *Local area networks (LAN) for connectivity in smaller areas such as a home, office or building*
- *Virtual private network (VPN) for secure communications via the internet among physically separate locations*
- *Intranet networks for authorized users within in an organization*
- *Extranet networks for limited connections among trusted external organizations.*

### Why PrismOne

Reduced up-front investment in equipment or personnel

Lower operating expenses

Simplified billing by consolidating vendors and multi-location bills

Expanded service capabilities

Access to best-of-breed technologies and products

Superior network reliability and redundancy

Scalable to meet changing requirements or business growth

Enhanced control of your assets and operations

On-site systems monitoring and technical support included

Compatible with existing communications and Web infrastructure

**Building Automation Systems:** The monitoring and control of a building's mechanical and lighting systems through a building automation system can control climate within a specified range, provide occupancy based lighting, assess system performance and device failures and provide information by email or text to building engineering staff. This intelligent building system, designed to reduce energy and maintenance costs, includes the following components and functionality:

- Controller: *Small, purpose built computer with inputs to allow for the reading of temperate / humidity / pressure / current flow / air flow, etc. and outputs to send command and control signals to other parts of the system. Products include high end Programmable Logic Controllers (PLC), widely utilized System / Network Controllers and Terminal Unit Controllers designed for the control of lighting or simpler devices.*
- Occupancy: *Typically based on a time of day schedule or less frequently on sensors, a building automation system will adjust climate and lighting as needed based on typical space occupancy and utilization.*
- Lighting: *Utilizing sensors or an exterior photocell to sense occupancy and time of day, lighting can be controlled by schedule or by motion.*
- Air Handlers: *Analog or digital temperature sensors may be placed in a room, return and supply air ducts, with actuators placed on hot and chilled water valves to control temperature, building pressure and humidity.*
- Hot Water System: *Analog temperature sensors placed in the hot water supply and return lines are sequenced on and off to maintain supply and temperature.*
- Notifications: *Detected problems may be communicated to appropriate staff via computer, pager, mobile phone or audible alarm. Common notifications include temperature adjustments, filter condition, mechanical failures, carbon monoxide and dioxide readings, refrigerant leak and low current conditions.*
- Alarms: *Security systems, fire and smoke alarms all may be integrated into a building automation system that may be directed to take certain actions such as closing air dampers or activating an exhaust fan.*

**Home Automation / Domotics:** Smart home systems may contain much of the functionality of a building automation system but also can be developed to integrate multi-media home entertainment systems, automatic watering, pet feeding and ambient scenes / lighting / temperature.

## PMOZ Growth Strategy

### **Although Quality Service Sells Itself, PMOZ Plans to Actively Pursue Accelerated Growth:**

To date, PMOZ has not actively marketed its products and services, but rather has been able to rely primarily on referrals and word-of-mouth to create business. In an effort to realize an expanded vision for the Company, PMOZ plans a coordinated marketing campaign targeting business owners, building managers, and community managers by:

- *Attending national and regional networking, communications, and building technology events and conferences.*
- *Developing direct marketing programs to attract retailers.*
- *Promoting to the public through internet-based and traditional media advertising.*

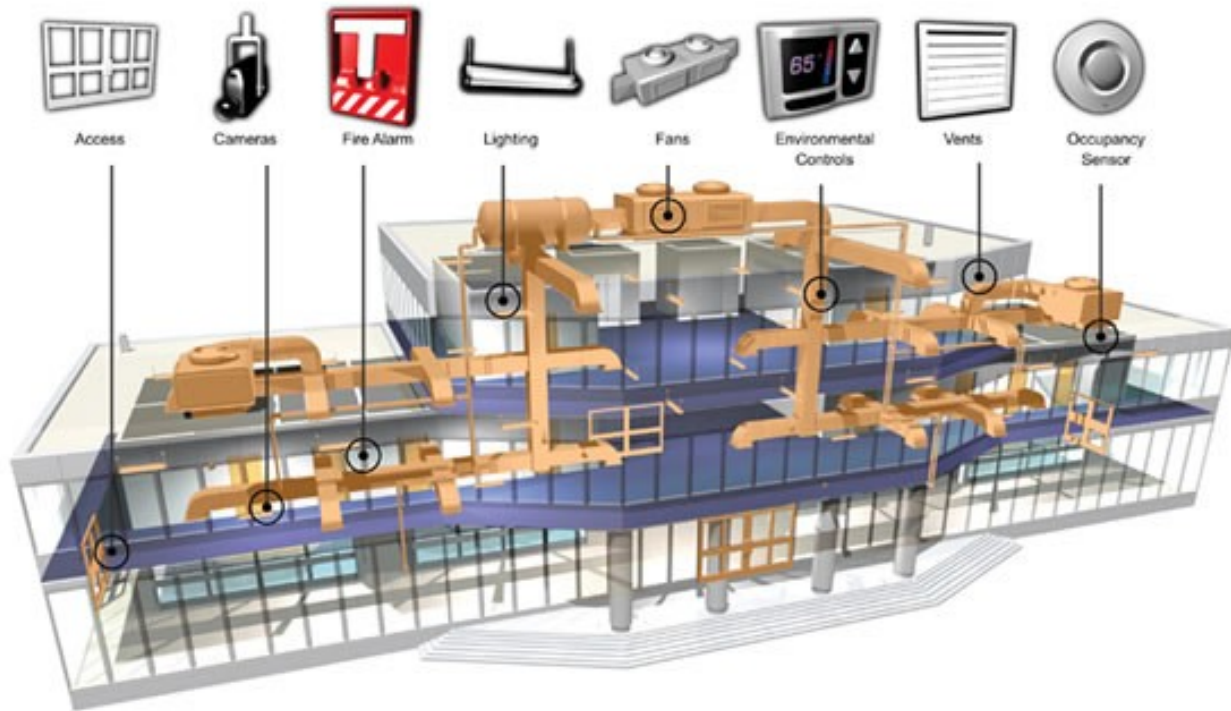
**Expanded Marketing Efforts, Business Operations and Product Development:** As reported in the 8-K filed in connection with the reverse merger, PMOZ anticipates that with revenues from operations and cash on hand, the Company will be able to fully implement the business plan over the 12-month period. PMOZ anticipates a need of \$3.6 million in capital over 12 months, and may need capital if revenue growth is not sufficient to cover the expanded operations. The use of proceeds is identified as:

| Item                                | Anticipated Cost   |
|-------------------------------------|--------------------|
| Cost of Goods Sold                  | \$1,000,000        |
| General and Administrative Expenses | \$400,000          |
| Payroll Expenses                    | \$800,000          |
| Licenses and Permits                | \$560,000          |
| Marketing Expenses                  | \$500,000          |
| BAS Product Development             | \$300,000          |
| <b>Total</b>                        | <b>\$3,560,000</b> |

As noted in the preceding table, PMOZ expects to use capital to continue development of a proprietary building automation system based upon experience meeting the networking and communications needs of businesses. The PMOZ system will be designed to be a reliable “core” to connect various devices and will feature an interface that allows the residential owner to manage them. PMOZ expect that the network-connected device will be remotely accessible once connected to the internet or a private network. PMOZ intends to develop the system to allow customers to control networked devices from a cell phone or PDA if a computer is not available. This network will allow multiple users to share connected devices, and eliminate the need for duplicate purchases such as printers, scanners, and more. This integrated system will allow users to turn out the lights, lock the doors, lower the temperature, arm the alarm, turn off the computer, and set the coffee maker – all with a single application.

**Smart Buildings and Residences – The Opportunity**

**Echelon’s LonWorks®:** As explained by Echelon<sup>1</sup> (NASDAQ: ELON), the LonWorks® platform “lets companies build smart, connected products and solutions that provide the comfort, security, and automation that millions of people rely on every day.”



**A Lot of Green to be Made Going Green:** As noted by the U.S. Green Building Council, developer of the LEED certification, in a presentation<sup>2</sup> entitled “Why Build Green”, there is significant opportunity for green technologies in both renovation and new construction:

|                                     | <b>2006</b>                                      | <b>2010</b>   |
|-------------------------------------|--|---|
| <b>Projection – Total US Market</b> | \$12 billion – new<br>\$130 billion - renovation | \$30-\$60 billion – new<br>\$240 billion – renovation |
| <b>Commercial and Institutional</b> | \$4 billion – new                                | \$10-\$20 billion – new                               |
| <b>Residential</b>                  | \$8 billion -new                                 | \$20 -\$40 billion – renovation                       |

<sup>1</sup> <http://www.echelon.com/products/lonworks/>

<sup>2</sup> <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1720>; Source McGraw-Hill Construction 2007

**The Majority of Our Buildings and Residences Are Old and Inefficient:** According to the U.S. Department of Energy's Building Technologies Program<sup>3</sup>, buildings consume more energy than any other sector of the economy, including transportation and industry. As noted in the 2008 Buildings Energy Data Book, citing data as of 2006:

- *"The U.S. had approximately 113 million residential buildings.*
- *Residences accounted for 21% of primary energy consumption in the U.S. and 20% of carbon dioxide emissions.*
- *\$225.6 billion was spent on energy for residences.*
- *59% of homes were built in 1979 or before.*
- *The U.S. had 74.8 billion square feet of commercial floor space in 2006.*
- *Commercial buildings represented 18% of primary energy consumption in the U.S. and used 36% of the nation's electricity in 2006.*
- *In 2006, \$190.5 billion was spent on improvements and repairs to commercial buildings.*
- *As of 2003, 54% of commercial buildings were built in 1979 or before."*

Although there is significant opportunity and need among existing buildings, the vision and mission of the program look towards a future with *"the realization of marketable net-zero-energy buildings through the development of conservation technologies and practices. The program will focus on reducing the energy demand in buildings in a manner that will also allow for the successful integration of renewable energy technologies—both on-site and purchased—acceptable to the market."*

**A Marketplace with a Range of Applications, Opportunities and Competition:** In addition to Echelon, there are a number of small and large companies with at least a portion of operations directly or indirectly targeting the smart building and home markets. Players include Siemens (SI), Rockwell Automation (ROK), Sigma Designs (SIGM), General Electric (GE), Sierra Monitor Corp (SRMC), Belden (BDC), FLIR Systems (FLIR), Johnson Controls (JCI), Honeywell (HON), Soundbite Communications (SDBT), Ikanos Communications (IKAN), ICO Global Communications (ICOG), Spreadtrum Communications (SPRD), and others. In terms of direct competition, PMOZ cites EDS Enterprise Solutions, Home Automation, Inc., Custom Solutions, Inc., AMX and Automatic Logic Corporation.

<sup>3</sup> <http://www1.eere.energy.gov/buildings/about.html>

## iShares S&P North American Technology Sector Fund

**Barclays' S&P North American Technology Sector Index<sup>TM4</sup>:** The iShares S&P North American Technology Sector Index<sup>5</sup> Fund (NYSE Arca: IGM) seeks investment results that correspond generally to the price and yield performance of U.S.-traded technology companies.

Following is the 1-year performance of the Fund:



### Select Characteristics of the Fund

#### Top Holdings as of 9/29/09:

IBM  
Cisco  
Apple  
Microsoft  
Google  
Intel  
HP  
Qualcomm  
Oracle  
EMC

**Valuation  
Multiples as of  
8/31/09:**

Price / Earnings:  
**26.7x**

Price / Book:  
**4.7x**

#### Top sectors as of 9/29/09:

Computers and peripherals (26%)  
Communications equipment (16%)  
Software (20%)  
Semiconductors and equipment (14%)  
Internet software and services (9%)  
IT services (8%)  
Electronic equipment and instruments  
Internet and catalog retail  
Office electronics  
Life sciences tools and services

<sup>4</sup> [http://us.ishares.com/product\\_info/fund/overview/IGM.htm](http://us.ishares.com/product_info/fund/overview/IGM.htm)

<sup>5</sup> <http://www.barclays.wallst.com/barclays/isharestools/research/summary/summary.asp?symbol=IGM&pt=false>

## PMOZ Risks

As discussed in detail in PMOZ's SEC filings, which should be read in conjunction with this report, the Company faces various operational risks, including:

- The potential for dilution from capital raises that may be necessary to provide working capital and to execute the business model.
- Competition from a range of small and large companies.
- Limited history as a public company.
- Limited experience executing a successful broad sales and marketing campaign.

## PMOZ Historical Price Chart

PrismOne Group LLC was formed 12/1/06, and on June 16, 2009, the Company completed its reverse merger into Bright Screens Acquisition Corp. Following is the price and volume trading chart for PMOZ, provided by [www.BigCharts.com](http://www.BigCharts.com):



## 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 eight “Outperform” ratings.

**MURPHY ANALYTICS DISCLOSURES AND DISCLAIMERS**

This report by Murphy Analytics LLC and the Analyst (together referred to as “MA”) on PrismOne Group, Inc. (the “Company”) is to be used for informational purposes only. Nothing in this report should be construed as investment advice or as an offer to buy or sell any securities. This report is based on information assumed to be reliable and accurate, but MA does not guarantee or make any representation with regard to its reliability, accuracy or completeness. MA made no attempt to independently verify the reliability, accuracy or completeness of this information utilized in the writing of this report. The opinions expressed in this report are subject to change without notice. MA accepts no liability with regard to any loss arising from any use of this report. Past performance of the Company should not be taken as an indication or guarantee of future performance, and no representation or warranty, expressed or implied, is made by MA regarding future performance. Any security discussed in this report may be deemed speculative and therefore not appropriate or suitable for all investors. This report contains statements that are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on estimates and projections made by the Company and/or by MA. These estimates and projections are derived in part on assumptions, and are not guarantees of future performance. Because future performance is quite difficult to predict, actual outcomes and results may differ materially from what is expressed or forecasted in forward-looking statements due to numerous factors. Such factors include, but are not limited to, the Company's ability to execute effectively its business plan and acquisition strategy, failure by the Company to retain key personnel, changes in the markets in which the Company operates, the development of new products and services that compete with those offered by the Company, competitive pressures, economic and political conditions, changes in consumer behavior, the introduction of competing products having technological and/or other advantages, and other risks not contemplated by the Company or by MA. These and other risks are described in the Company's filings with the Securities and Exchange Commission. These filings should be read in conjunction with the MA report. MA was paid \$3,750 by Emerging Markets Consulting, LLC in advance of the publication of this report. MA assumes no responsibility to update information concerning the Company. MA owns no shares in the Company. MA does not provide investment banking services. The Analyst serves as a research analyst for a broker/dealer that provides investment banking services. No part of the compensation to MA is tied to any content contained in this report or any view expressed in this report. The Analyst for this report Patrick J. Murphy, CFA, has over 15 years of investment and transaction analysis across a range of asset classes including microcap equities, commercial real estate debt and equity, municipal derivatives and public finance, venture capital, fixed income, commercial MBS and mortgage REIT's. In addition to his work with Murphy Analytics, Mr. Murphy also serves as a consultant to a municipal derivatives advisory firm. Mr. Murphy is an alumnus of the University of Notre Dame (1991), with an undergraduate degree in Economics, and earned a Masters Degree in Finance from St. Louis University in 1997. Mr. Murphy is a CFA Charterholder and a member of the CFA Society of St. Louis. I, Patrick J. Murphy, hereby certify that all views expressed in this report accurately reflect my personal views about the Company, and that no part of my compensation was or will be related to the views expressed in this report.

**Overview of the OTC Bulletin Board<sup>6</sup>**

The OTC Bulletin Board<sup>®</sup> (OTCBB) is a regulated quotation service that displays real-time quotes, last-sale prices, and volume information in over-the-counter (OTC) equity securities. An OTC equity security generally is any equity that is not listed or traded on NASDAQ<sup>®</sup> or a national securities exchange. OTCBB securities include national, regional, and foreign equity issues, warrants, units, American Depositary Receipts (ADRs), and Direct Participation Programs (DPPs). The OTCBB is a quotation medium for subscribing members, not an issuer listing service, and should not be confused with The NASDAQ Stock Market<sup>SM</sup>. There are no minimum quantitative standards which must be met by an issuer for its securities to be quoted on the OTCBB; however, the new Eligibility Rule limits quotations on the OTCBB to the securities of issuers that are current in their reports filed with the SEC or other regulatory authority. Issuers do not have any filing or reporting requirements with The NASDAQ Stock Market, Inc., or FINRA. Market Makers will be required to provide the periodic financial reports filed by OTCBB issuers with the SEC or other regulatory authorities pursuant to the Eligibility Rule. NASDAQ has no business relationship with the issuers of securities quoted on the OTCBB. Investors must contact a broker/dealer to trade OTCBB securities. Investors do not have direct access to the OTCBB service. The Securities and Exchange Commission's (SEC's) Order-Handling Rules which apply to NASDAQ-listed securities do not apply to OTCBB securities. It is important to note that FINRA has no regulatory authority over OTC Bulletin Board issuers. FINRA's responsibilities include establishing rules governing its broker/dealer members' business conduct; setting qualification standards for securities industry professionals; examining members for their financial and operational condition as well as their compliance with appropriate rules and regulations; investigating alleged violations of securities laws; disciplining violators of applicable rules and regulations; and responding to inquiries and complaints from investors and members. Due to the high level of risk involved in investing in Penny Stocks, the SEC created Rule 15g-2, which makes it "unlawful for a broker or dealer to effect a transaction in any penny stock for or with the account of a customer unless, prior to effecting such transaction, the broker or dealer has furnished to the customer a document containing the information set forth in Schedule 15G, Rule 15g-100, and has obtained from the customer a manually signed and dated written acknowledgement of receipt of the document." (SEC Rule 15g-2(a), Risk Disclosure Document Relating to the Penny Stock Market). If you believe that you have been defrauded by an OTC Bulletin Board issuer, you may file a complaint with your State Securities Regulator or contact the SEC's Office of Investor Education and Assistance.

---

6