

# The **facebook** IPO

**Will Make The Venture Capitalists Filthy Rich**

**Investments in flash sales companies have been reserved for VCs... Now you can beat the VCs at their game**  
—See page 13

**What the VC's Don't Want You to Know**

✓ LUXR is the ONLY way to invest in a pure play public company from one of the Internet's fastest growing sectors... even FORBES says LuxeYard could be a grand slam win... See page 12.

✓ LUXR is growing so fast it will beat Facebook's record to 1 million members... See page 12.

✓ \$10,000 could grow to \$233,400 by December... See page 15.

A close-up photograph of Mark Zuckerberg. He is looking slightly to the left with a neutral expression. A piece of white tape with the blue 'facebook' logo is stuck over his mouth, preventing him from speaking. The background is dark and out of focus.

# THIS INTERNET STARTUP HAS IT ALL:

Record-Setting Growth... Hollywood Celebrities... Ground-Floor Price... Exclusivity On The Stock Market!

## Dear Main Street Investor:

It is the swift and the nimble who are raking in the biggest stock market profits this year.

These nimble investors spot a hot new trend early, act decisively, and then reap untold fortunes.

As you're about to see, I wrote the *New York Times* bestseller on spotting Mega Trends early... how to ride these investment trends to epic share-price gains.

This is why you must read this complete report. It's about the new trend that is just now starting to erupt.

Because this report will show you how to get into this new trend early, on the ground floor, it is your key to unlocking short-term gains of what could be more than 200% and long-term returns that could exceed 2,200%.

Yes, those are big numbers... even hard to believe... but don't scoff until you've seen the facts about an Internet startup company called **LuxeYard (LUXR)**—a mega trendsetter.

Best of all, for this moment in time, **LuxeYard** is the only pure play publicly traded company that's part of the MEGA TREND that's forming right now on the Internet.

Moreover, **LUXR** is already one of the fastest growing Internet companies of the year. It's on pace to smash records for rapid growth. And, wait until you see the celebrities who are helping **LuxeYard** expand at this record-setting pace.

So, closely examine all the facts surrounding this monumental stock-market opportunity—judge for yourself whether or not **LUXR** has the astronomical potential to create a prolific payday.



By the way, my name is Tobin Smith, the guy who is known for spotting mega trends as they form. I am also the founder/CEO of NBT Equity Group, which is a lobbyist for emerging growth companies.

Many people know my work as a contributing market analyst on FOX News for the past 10 years... or, if

you're in the markets, you've likely watched me as a regular panelist on FOX's top-rated business show "Bulls & Bears."

But my proudest achievement is the work I have done to reach out to Main Street investors. I've shown them how to make friends with big trends through my *New York Times* best seller "ChangeWave Investing"—that detailed how to pick the next Mega-Trend, monster stocks in the new world economy—and my Amazon #1 best seller "Billion Dollar Green."

Each book is about powerful investment Mega Trends... opportunities to create real wealth in good times or bad...

**So, if you are a stock market opportunist... if you believe that Americans are the world's greatest innovators... and you're someone who knows the powerful gains Internet startup companies can deliver... I urge you to savor this report and act decisively on LuxeYard.**

Sincerely,

Tobin Smith  
Founder/CEO NBT Research





**LUXR:** Own for about \$1  
**July Target:** \$3.11  
**Q4 Target:** \$23.34+

# LuxeYard

There are very few times in an investor's life when they have a clear opportunity to beat the venture capitalists at their own game.

When you have completed reading this straight-forward report, I am convinced that you will reach such a conclusion that this is a rare no-brainer moment... one that inspires you to act swiftly on one of the finest opportunities you could ever see.

This could be your best chance to quickly make a lot of money on a single stock market play and be at the very frontend of an obvious developing trend that the top venture capitalists & investment banks including Goldman Sachs, Kleiner Perkins & Andreessen Horowitz are **RACING** to catch up to.

Already a media darling, there is national excitement over the prospect that LUXR's shares could go on a tear in a sector that is already red-hot, garnering **MULTI-BILLION DOLLAR PRIVATE VALUATIONS**.

Can you imagine what a Public Valuation Multiple would look like?

This could be your one chance to beat the venture capitalists to the market. It's one where direct action on your part could lead you to returns of 2,234% this year.

Flash sale websites are sparking a silicon valley gold rush with huge valuations that run as high

Continued on page 4

The screenshot shows the LuxeLife website interface. At the top, there's a navigation bar with links like 'My Account', 'Log Out', 'Live Chat', and 'Contact'. The main header features the 'LuxeLife' logo and a 'Welcome Our Newest Trendsetter' banner for Jillian Reynolds. Below this, there's a 'Daily Deal' for a 'STAINLESS STEEL CORDLESS JUG KETTLE' by Kalorik, priced at \$47.00 (down from \$99.99). The 'Featured Events' section displays several product categories with countdown timers: 'Cheerful Illuminations' (08 Days 17:00), 'Sophisticated Decor Accessories' (03 Days 17:00), 'Personable Pictorials Expressions' (03 Days 17:00), 'Anywhere Fireplace Outdoor Living' (05 Days 05:00), 'Kitchen Essentials Tabletop & Dining' (05 Days 17:00), and 'Edgy Elegance Pillows' (01 Days 17:00). The 'Featured Products' section includes 'INSPIRING SPACES' with four featured items: 'Classic Homes of Los Angeles' (\$34.00), 'Casa Florida: Spanish-Style Houses' (\$31.00), 'Design Around the World French Flair' (\$29.00), and 'Design Around the World Santa Barbara Living' (\$34.00). Below this is the 'MAD MEN STYLE TYPEWRITERS' section, featuring four 'Sold Out' items: '1920's Underwood 5 Desktop' (\$399.00), '1920's Remington Remette' (\$299.00), '1960's Olivetti Stucio 46 Turquoise' (\$279.00), and '1930's Remington Model 5' (\$299.00). The bottom section, 'LuxeLife Trendsetters', highlights four individuals: Nicky Hilton, Bobby Berk, Faye Resnick, and Daniella Clarke, each with a photo and a brief description of their role as a trendsetter.

*Continued from page 3*

as \$3 billion. An Internet startup company called **LuxeYard** (LUXR) generated a ton of press when it officially opened for business on January 24, 2012.

FORBES said "All these features could give **LuxeYard** a grand slam win..."

According to *The LA Times*, **LuxeYard** already had 185,000 registered members before the company's official launch... and

**LUXR** has just reported it now has 425,000 members!

## What Are Internet Flash Sale Websites?

In 2007, as the economy tanked demand for luxury products dove south.

Sitting with billions of dollars in stagnant inventory, manufacturers faced the problem of converting products into dollars.

The answer... call them flash sales, secret sales or private sales, they all mean one thing: deals that offer heavy discounts (up to 70%) for a limited period of time.

**But how is an online flash sale different from a store sale?**

While both processes help manufacturers sell their inventory, the main difference (when compared with brick and mortar stores) is the ability to move inventory in 36 hours compared to

## These Are The Basics Of How Flash Sale Sites Work.....

Flash sales are quickly becoming virtual outlet stores that help consumers save massive amounts of money by offering heavy discounts (up to 70% off retail) for short periods of time.

Because of **LuxeYard's** 425,000 member shoppers & a manufacturer's need to convert inventory in dollars, **LUXR** is able to negotiate below wholesale pricing with the manufacturer.

For example, the manufacturer reserves 1,000 units that would normally retail for \$500 and agrees to a special price of \$150 per unit for **LuxeYard**.

One thousand of **LuxeYard's** 425,000 (0.2%) members buy units of the product in a limited 3 day sale for \$200. The manufacturer is thrilled to sell more units in 3 days than they might sell to a retail chain in a year.



The customer saves 60% off the retail price.

**LuxeYard** makes \$50,000 in gross profits in 3 days on just one item and the manufacturer gets paid before the products are delivered, whereas normal terms could dictate that retailers pay the manufacturer on a net 30, 60 or 90-day basis.

The members then brag about the great deal to their friends on Twitter and Facebook, increasing brand exposure and membership.

This is why the local mall is in trouble, if not dead.



what big-box retailers could likely only move in months.

### What makes flash sales so successful at moving merchandise?

The same thing that makes the upcoming Facebook IPO the hottest of all time... its MEMBERS.

Social media companies such as Facebook have been more highly valued than other industries because of the sheer number of members and the *what-if* factor. Typically, there isn't anything to sell these members, but the Street has always pondered what if... what if the members were monetized.

**And along came the flash sales model where a member's competitive urge to beat the clock and other shoppers before items sold out created the kind of frenzy typically only seen at major sales events such as black friday.**

We have all seen the videos of people getting trampled and injured when 1,500 crazed shoppers bum rush a Walmart the day after Thanksgiving just to save an extra 30%.

**Now imagine 425,000 people fighting to save 70%**

This e-commerce phenomenon centers on these basic principals:

- 1 Acquiring members (lots of them)

*Continued on page 6*

## LuxeYard Is Partnering With The Who's Who in Hollywood

LUXR has been able to line up an ever-expanding roster of celebrity trendsetters who work for royalties.

Most importantly, these celebrity trendsetters, quite simply, give **LuxeYard** a massive edge over its competitors.

LUXR's trendsetters include a group of celebrities I like to call the Buzz Squad, because millions of people follow them through social media outlets like Twitter & Facebook.



## The Power of NBC's Real Housewives Franchise

The Real Housewives franchise has surpassed NBC & Bravo's wildest expectations. The show brings in two million viewers on any given night, and has brought in a total of \$162 million in advertising (not a misprint) among the ad-coveted females age 18-49 (LuxeYard's target demographic).

Bravo offers each of the Housewives an unparalleled opportunity to develop her own brand.

Real Housewives star Bethenny Frankel is the franchise's surprise juggernaut. After promoting her company Skinnygirl Cocktails on the show, she was able to sell her start-up company for an estimated \$100 million to Jim Beam last year.



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“**LuxeYard** offers discounts of up to 70% off luxury home decor and furnishing items.”

**THE FLASH SALE INDUSTRY IS ONE OF THE FASTEST GROWING INDUSTRIES EVER...**

measured by top line revenue growth, net income growth, and industry wide valuations.

Most companies that operate in this industry have been in business for less than three years, many of them have surpassed the \$100 million in revenue within two years, and have market valuations from \$200 million to \$3 billion.

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② Limiting supply & time

③ Creating competition

In **LuxeYard's** case, it offers its 400,000+ members discounts of up to 70% off luxury home decor and furnishing items—think high-end lamps, rugs, dishes and furniture but at affordable prices.

(**LUXR** has also announced intent to expand in to the apparel business with the hiring of one of Nordstrom's senior apparel buyers, but more about this later).

On top of that, every item is shipped directly from the manufacturer—**LuxeYard** doesn't keep any inventory, which keeps its operating costs low.

**Its Competitors  
Are Private With  
Valuations of \$200  
Million to \$3 Billion...  
LUXR Is The Only  
Public Pure Play &  
Has Beat The VC's To  
The Market**

Flash sale websites are setting new records for 1) member registrations and 2) revenue growth, and are being rewarded with MASSIVE private valuations by investment banks and venture capitalists alike.

When you take a company like **LuxeYard** which has products to sell and has grown its member base faster than Facebook you have to ask yourself where will this early stage company be in 12–18 months or 2–3 years?

This is why you still have a real



opportunity to invest like a venture capitalist with the only public company pure play flash sale site: **LuxeYard (LUXR)**.

It's why there could be so much money on the table for you—both near term and long term.

In fact, I believe like a venture capitalist it's possible that the \$10,000 you put into **LUXR** today could become more than \$200,000.

Here's just one reason why:

## LuxeYard is Making National News With The Likes Of Celebrities, Forbes & The LA Times

The fact that **LuxeYard** received such saturated media attention and had 185,000 registered members prior to its official launch has something to do with the hype and buzz about the Internet's hottest new sector.

**But sector hype alone would not cause FORBES to spotlight LUXR.**

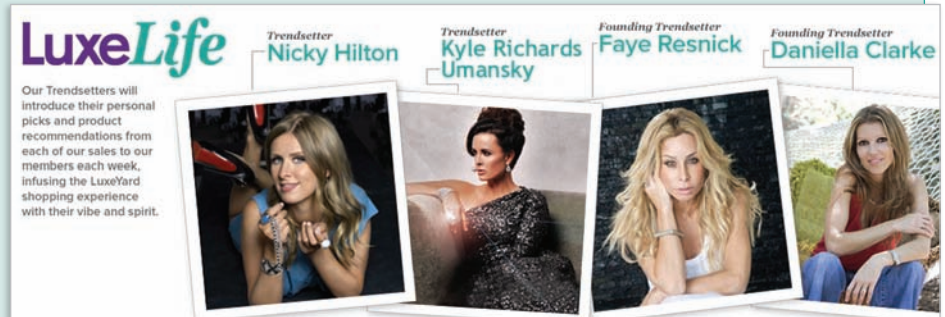
What got the major media to latch onto **LuxeYard's** launch were three

**LUXR:**  
Own for about \$1  
**July Target:** \$3.11  
**Q4 Target:** \$23.34+



### The Buzz Squad, Continued From Page 5

**Celebpreneurs Kyle Richards Umansky and her best gal-pal Faye Resnick, stars of *The Real Housewives of Beverly Hills*, are looking to become the next Bethenny Frankel by using their Housewives franchise fame to promote their interests in LuxeYard.**



## CELEBRITY BUZZ SQUAD

### KYLE RICHARDS

Practically royalty in the Beverly Hills 90210 zip code, in October 2010 she became one of the original cast members of Bravo's hit *The Real Housewives of Beverly Hills*.

She is one of the most popular and well-liked stars of the entire franchise. With millions of fans cheering her on, she is building a brand around consumer products and **LuxeYard**.

### NICKY HILTON

Having an eclectic mix of vintage, fine, and costume jewelry in her own collection, Nicky Hilton was inspired to reinterpret those into a cohesive fashion line. Hilton's designs capture her personal sense of style and experiences, heavily influenced by her globetrotting lifestyle.

Before graduating high school Hilton was already designing a line of handbags for Japanese company Samantha Thavasa. In 2004, she branched out into apparel and launched her own clothing line, Chick by Nicky Hilton.



562,452  
Followers...  
Potential New LUXR  
Members

393,873  
Followers...  
Potential New LUXR  
Members



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## Nicky Hilton Is Just One Of Many Trendsetter Celebrities Endorsing LuxeYard.



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other significant differentiating factors:

- 1 **LuxeYard's** management team reads like a who's who comprised of highly successful business entrepreneurs, internet gurus and respected big-box retail execs.
- 2 Even before it launched, LUXR had a celebrity BUZZ SQUAD using their online social influences to promote member growth.

## The Silicon Valley Flash Rush Is On... The Internet Juggernauts, VC's & Investment Banks Are All Racing To Get A Piece Of The Flash Sale Sector



ANDREESSEN  
HOROWITZ



amazon.com

NORDSTROM



- In 2010, Amazon spent **\$110 MILLION** to acquire Woot.com
- In 2011, Nordstrom's spent **\$270 MILLION** to acquire HauteLook—LuxeYard's VP of Brand Sales was responsible for helping drive HauteLook's year-one sales past \$30 million.
- In May 2011, American Express entered into a 50/50 joint venture with flash sale site Ventee-Privee, which is estimated to be worth **\$3 BILLION**.
- Gilt Group is valued at about **\$1 BILLION**. Investors include Goldman Sachs, Pinnacle Ventures, Matrix Partners and the company is rumored to be racing to IPO Q4 2012.
- iDeeli, valued at **\$750 MILLION**, recently raised \$70 million from Kodiak Venture Partners,

Constellation Ventures & StarVest.

- Valued at **\$750 MILLION**, Zulily made news in August when it received \$43 million in venture capital from Meritech Capital Partners.
- One Kings Lane, a direct competitor of LuxeYard, was valued at **\$440 MILLION** in its most recent round by Kleiner Perkins.
- In Dec 2011, investors led by venture firm Andreessen Horowitz plowed \$40 million into Fab.com. **Though Fab is just a startup, the company is valued at more than \$200 MILLION.**
- Finally, here's one to drink to. Though we don't yet have a valuation on it, a wine flash sale site, called Lot18, nabbed \$30 million in venture funding from Accel and others last November.

3 Valuations for companies in the Internet flash sale industry are massive to the point of being nearly obscene—\$100's of millions to \$3 billion. Yet, right now, for investors, **LuxeYard** is the only pure play publicly traded flash sale site (LUXR).

Investors who want to cash in on the world's hottest retail craze need to think like VC's and consider buying shares in **LuxeYard (LUXR)** today before the expected sector IPO rush later this year.

## The Race Has Begun & LUXR Is Leading The Pack

Currently, because the Internet flash sale industry is so young, there are approximately a dozen established players in the game.

Despite industry youth, flash sale sites have gained momentum at unprecedented speed.

Just look at the competitor valuations on page 10 and you'll get

*Continued on page 10*



*The Buzz Squad, Continued From Page 7*

### FAYE RESNICK

A frequent guest on the *Housewives of Beverly Hills*, Faye Resnick is a decorator to the stars whose client base includes *Beverly Hills Housewife* **Kyle Richards Umansky, Avril Lavigne, Paris Hilton, Nick Lachey, Kevin Connolly, Nicky Hilton & Caesars Palace COLOR Salon.**

Her Beverly Hills based design firm specializes in Interior and Exterior Environments, Architectural Design, Hospitality Design, Lighting Design, Landscape Design, Furniture and Product Design.

### FORBES RILEY

**Forbes Riley** has affectionately been called the “Julia Roberts of Infomercials” responsible for the worldwide success of the Jack LaLanne Juicer, HealthMaster Blender and the SpinGym.

Forbes has been on the cutting edge of innovation for fitness and health but design is always key to her work. **Her inspirations come from her work and travels as she has hosted TV shows for ESPN, ABC, TLC, Discovery, Animal Planet and Fox.**

### JESSICA GOTTLIEB

Jessica Gottlieb has harnessed the power of the Internet to become one of the most influential bloggers in the blogging sphere.

**Called a Power Mom by Nielsen Media in both 2008 and 2009, she was also named by FORBES as one of 14 Women to Follow on Twitter. Jessica has appeared on The Daily Show, Dr. Phil, Fox & Friends and NPR and has been featured in countless publications like the Wall Street Journal and Ad Age.**

### DANIELLA CLARK

Daniella Clark was responsible in creating the low-rise craze in premium denim back in the late '90s when touring with Guns & Roses guitarist, and now husband, Gilby Clarke.

She was continuously asked about the one-of-a-kind jeans she was wearing. Soon after, Frankie B. (named after their daughter) was launched, establishing its mark on the women's fashion map almost immediately. ■

“Another unique thing about **LuxeYard** is that it's hitting the ground running from a financial perspective.”

**IT**briefing

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an idea of where **LuxeYard** could be headed... why **LUXR's** potential seems unlimited and why waiting could cost you money.

## Big Private Valuations = MASSIVE Public Valuations!

Based upon these valuations you should be getting a strong idea of how swiftly **LuxeYard's** shares could break from the starting gate.

This is just one reason **LUXR's** shares could quickly launch off their current price of around \$1.

**LuxeYard (LUXR)** is in business now ([www.luxeyard.com](http://www.luxeyard.com)) and generating revenues in one of retail and ecommerce's fastest growing sectors... FLASH SALES.

It's a new sector of Internet retail that has very few competitors today.

It is the only pure play flash sale website that trades on the stock market, so you could expect

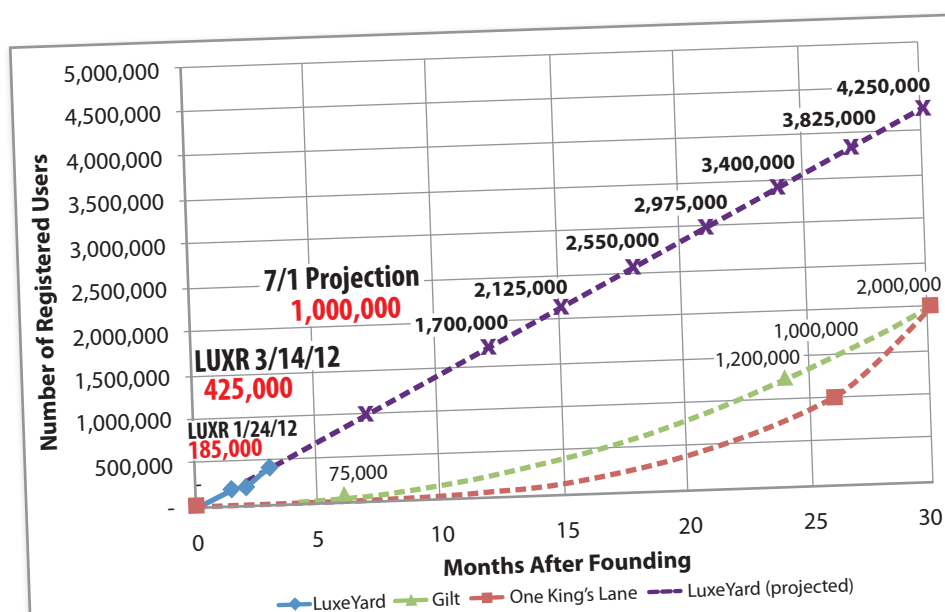
demand to become torrential as investors pour into **LUXR** and VC's/investment banks race to IPO their investments.

## This Could Be The Only Sector Where You Can Beat The VC's to the Profits

**LuxeYard's** growth story is really unbelievable. **In less than 2 months from their Jan. 24th launch, LuxeYard had more than 425,000 members.** LuxeYard has officially projected to reach the 1 million registered members tipping point just 6 months after its official launch. By comparison:

- It took Facebook **10 months** to reach 1 million members
- It took Twitter **24 months** to reach 1 million members
- It took Gilt Groupe **24 months**

3/14/12: based on competitor member valuations, **LuxeYard** as a **private co.** should be \$1.32/share. As a public co., assuming a multiple of 7.5, **LUXR** should be **\$9.92/share**



Flash Site	Valuation Date	Members	Valuation	Member Multiple	Public?
HauteLook	2/17/2011	4,000,000	\$270,000,000	\$67.50	✗
Ideeli	4/28/2011	4,000,000	\$750,000,000	\$187.50	✗
Gilt Groupe	5/9/2011	3,500,000	\$1,000,000,000	\$285.71	✗
Vente Privee	5/12/2011	13,000,000	\$3,000,000,000	\$230.77	✗
Zulilly	8/10/2011	4,000,000	\$750,000,000	\$187.50	✗
One Kings Lane	9/18/2011	2,000,000	\$440,000,000	\$220.00	✗
Fab.com	12/7/2011	1,000,000	\$200,000,000	\$200.00	✗
<b>AVERAGE</b>				<b>\$197.00</b>	
<b>LuxeYard</b>				<b>Share Price</b>	
Private Valuation	3/14/2012	425,000	\$83,725,000	\$1.32	✗
Private Valuation	7/1/2012	1,000,000	\$197,000,000	\$3.11	✗
Projected Public	3/14/2012	425,000	\$627,937,500	\$9.92	✓
Projected Public	7/1/2012	1,000,000	\$1,477,500,000	\$23.34	✓

LuxeYard valuations assume competitor \$197/member value; Public valuations assume 7.5x's public/private multiple; Assumes 1,000,000 members by 7/1/12



- to reach 1 million members
- It took One King's Lane 26 months to reach 1 million members

All you have to do is look at how **LuxeYard** is way ahead of the breakneck pace set by its competitors. Also, remember how LUXR's competitors are valued as you check out the chart on page 10.

On a what-are-these-members-worth basis, let's break down the numbers another way... a way that suggests the value each member adds to the valuation of flash sale sites. **That means, based on a \$197 per member average, as of**

**March 14, with 425,000 registered members, Venture Capitalists in a private transaction would value LuxeYard at \$83.72 million or \$1.32 per share.**

**But bear in mind, LuxeYard is the first public company in the space and the venture capitalists are playing catch-up. The million dollar question is: what is the public multiple the VC's expect to profit with the rumored IPO's of Gilt, Fab & iDeeli later this year?**

**How \$10,000 grows to \$12,300,000**

Kleiner Perkins is a world leading

venture capital firm that has invested in over 475 companies, including major names such as Amazon.com, Sun Microsystems, Electronic Arts, AOL and Google. *The New York Times* has called it "one of Silicon Valley's top venture

*Continued on page 12*

According to the *Wall Street Journal*, Kleiner Perkins in October invested in One King's Lane (**LuxeYard's** direct competitor), in what amounted to a \$440 Million valuation **or \$220 per registered member!**



**LUXR could quickly reach 1 million members and drive its share price to beyond a \$23.34 target this year, because as the major media noted...**

The fact that LUXR has redefined and brought innovation to the young flash sale industry is yet another reason to call your broker right now and inquire about LuxeYard while it's still around \$1.

You see LUXR has three notable features as Forbes put it, this could give **LuxeYard** "a grand slam win".

LUXR's innovative features include Concierge Buying, Group Buy & Celebrity Trendsetters.

- ✓ **Concierge Buying lets customers request items they'd like to buy at a discounted price.** Products can be requested by the **LuxeYard** online community and the most popular products as voted by the online community will be sourced for sale.

"LuxeYard's Fresh Features Aim to Shake Up the Flash Sale Space... All these features could give **LuxeYard** a grand slam win..." **Forbes**

- ✓ **With LuxeYard's Group Buy, each time a member purchases the item, the price drops... for everybody.** The more members that buy, the lower the price goes and everyone ends up paying the lowest price at the end of the sale.
- ✓ **LuxeYard's LuxeLife Has Celebrity Star Power!** **LuxeYard** has created a platform for celebrities to monetize their hundreds of thousands or millions of Twitter and Facebook followers and because of it stars are rushing to tell their fans about **LuxeYard**.

**10,000 shares of LUXR at today's ground-floor prices could pay \$233,400 THIS YEAR!**

Continued from page 11

capital providers". Reuters news service has called KPCB "one of the most successful venture capital firms in the world."

In 1996 Kleiner Perkins invested \$8 million in Amazon; this stake

grew to \$60 million at the time of the company's 1997 IPO and \$4.2 BILLION when it reached \$106 a share in 1999.

The investment would have been worth \$9.8 Billion when the price peaked at \$246.71 in 2011.

## VCR's, Tape Decks & The Mall?

**W**hile malls have faced problems in the past, the Internet is now pulling even more sales away from them.

The result is near-record vacancy rates. Sears Holdings is closing up to 120 stores, Gap 200 stores and Talbots 110. Abercrombie & Fitch closed 50 stores last year, Hot Topic, almost the same number.

Chains that have filed for bankruptcy in recent years, like Blockbuster, Anchor Blue, Circuit City and Borders, have left hundreds of stores lying vacant in malls across the country.



To put this in practical terms a \$10,000 investment would be worth:

- \$75,000 in 1999 (52,400%)
- \$525,000 in 1999 (52,400%)
- \$1,225,000 in 2011 (122,400%)

Because **LuxeYard** went public by way of a reverse merger at a very early stage, investors can get in at the same time VC firms like Kleiner Perkins would usually be brought in to make their investment ahead of an IPO.

This levels the playing field and allows the average investor a rare chance to invest at VC prices.

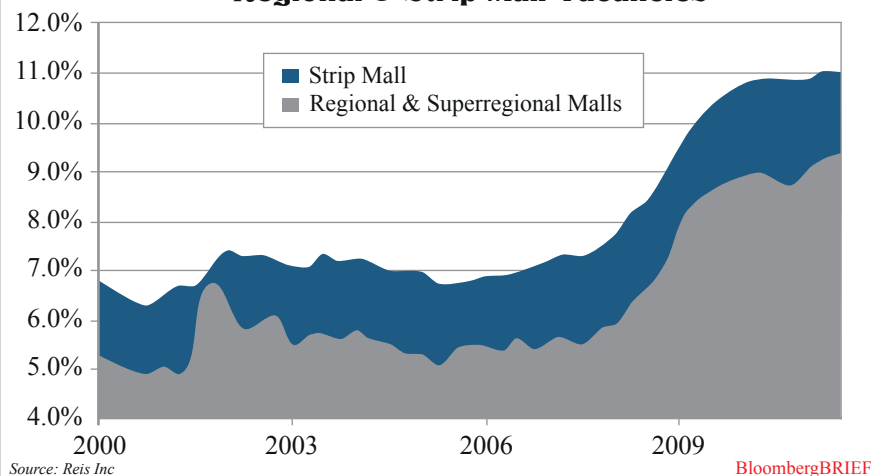
## LuxeYard (LUXR) Is The Only Publicly Traded Pure Play, Investing Today Means Investing Like a VC In A Market That Will Likely Explode Q4 '12

Despite that massive potential, we will remain somewhat conservative when assessing **LuxeYard's** near term valuation despite the tech-mania surrounding the IPO of YELP and expected July IPO of Facebook.

We'll build a valuation around the idea that while **LuxeYard** has 425,000 members today, it will have 1 million members by July.

Then we'll look at **LUXR's** competitors for a huge hint about where **LUXR** shares could be headed.

**Regional & Strip Mall Vacancies**



## Remember in Venture Capitalist Private Valuation Models...

- HauteLook got bought out by Nordstroms for **\$67.50 per member.**
- Ventee-Privee has been privately valued by Amazon at around **\$230.77 per member.**
- Gilt raised venture capital from Goldman, Softbank & Matrix to name a few at **\$285.71 per member.**
- Zulily raised venture capital from Meritech at **\$187.50 per member.**
- One Kings Lane raised venture capital from Kleiner Perkins at **\$220 per member.**
- Ideeli raised venture capital from Starvest, Constellation &

Kodiak at **\$187.50 per member.**

- Fab raised venture capital from Andreessen Horowitz, Menlo Ventures, & SoftTech to name a few at **\$200 per member.**

So, let's take the average of these private valuations and assume that LUXR's members will be worth \$197.

**That means as of March 14, with 425,000 registered members, Venture Capitalists in a private investment would value LuxeYard at \$83.72 million or \$1.32 per share.**

LuxeYard's blistering member growth, celeb endorsements & official company projections lead me to believe that LuxeYard will hit the 1 million member tipping point by July.

**Hitting this milestone would put LuxeYard's private valuation at \$197 Million.**

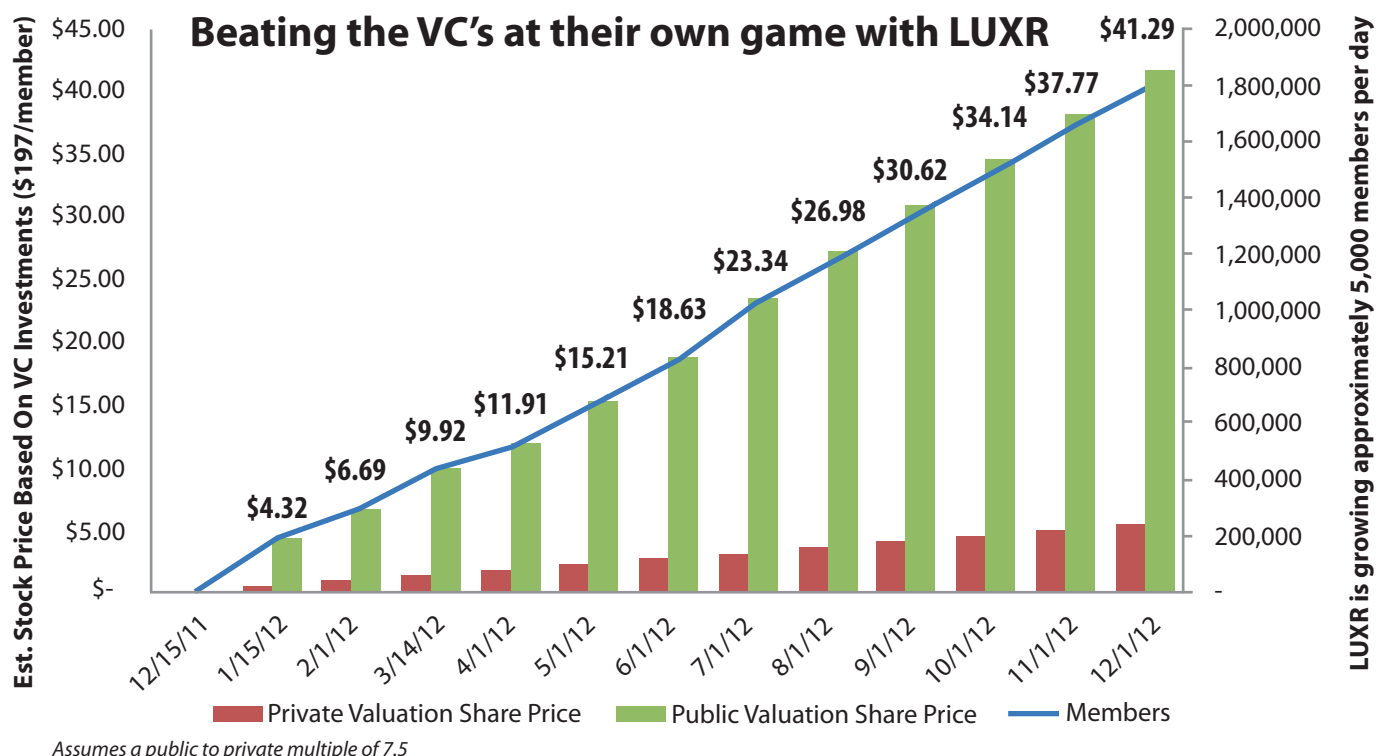
With 63.3 million shares outstanding this would put shares at \$3.11... a quick 3-month profit of 211%.

**But remember LUXR is public, not private and is the only public pure play flash sale company.**

VC's don't look for singles, double or triples but home runs. Let's look at what VC firms expect their investment capital to yield.

*Continued on page 15*

**LUXR: Own for about \$1  
July Target: \$3.11  
Q4 Target: \$23.34+**





# Prepare To Be Blown Away By Who Is In Charge Of The Only Publicly Traded Pure Play In The Flash Sales Industry

**I** am convinced that 10,000 **LUXR** shares bought now at ground-floor prices could pay \$200,000+ THIS YEAR!

It is my utterly fervent belief that you will be so impressed by **LuxeYard's** team that, frankly, they alone, will be your overriding reason to buy **LUXR**.

**LuxeYard's** management team reads like a who's who comprised by highly successful business entrepreneurs, internet gurus and big-box retail execs that understand inventory, cost controls and customer service.

## BRADEN RICHTER, CEO

Braden Richter has been a successful entrepreneur and CEO for over 19 years. He was CEO of Archetype Design Development, where he developed designs and sales strategy for some top US retailers such as **Pottery Barn, West Elm, Williams Sonoma and American Signature**.

**As the** **P O T T E R Y B A R N** **founder and** **President of Richter Designs, Braden started the company with a \$2,000 investment, and grew the company to over \$70,000,000 a year in annual sales and 450 employees.** During this time he worked directly with **CEO's of Restoration Hardware, Crate & Barrel and Pottery Barn** with efforts to improve store aesthetics and design.

He opened 6 manufacturing plants and 5 wholesale showrooms. Prior to that he was employee number

3 at **Shabby Chic**, Development Supervisor/Head purchasing agent all at the age of 21, and assisted in

west elm

RESTORATION HARDWARE

growing the company from start up to a \$25,000,000 retail and wholesale chain.

## STEVE BEAUREGARD, COO

Prior to **LuxeYard** Steve Beauregard was President and Founder of **REGARD Solutions Corp**, a successful mobile, social and eCommerce development firm for multi-channel retailers and venture-backed startups.

Steve was the driving force behind bringing on key accounts such as **Sony Pictures, Coffee Bean & Tea Leaf, J Hilburn, Ray-Ban, Wells Fargo, Harbor Freight Tools, DIRECTV, and Burlington Coat Factory**.

Steve was featured in *Entrepreneur Magazine* (9/07), is often quoted in trade mags, has spoken at international mobility conferences and is a frequent guest speaker on entrepreneurship at numerous southern California universities including USC, UCLA and Pepperdine.

## MARGOT RITCHER, CFO (No Relation To The CEO)

In January of 2012, Margot Richter joined **LuxeYard** from Arcadian Management Company where she served as interim controller, helping the company prepare for an IPO. Prior to Arcadian, Ms. Richter ran an executive management consulting practice for companies including **USA Broadband, CBRE Richard Ellis, People Support, Paycom, SpotRunner, and Nextwave Telecommunications**.

Earlier in her career, Ms. Richter was **employee number 20 as Controller of DirecTV domestic**. From there she worked her way up to **Vice President of Business for DirecTV International**.

During her nine-year tenure, she helped take DirecTV from 20 employees and no revenue to over 2,000 employees and \$9 billion in revenues.



### KATE RICHTER, VP of Brand Sales

Kate Richter was the President of Birdie Joe, a high-end fashion sportswear line. Kate successfully grew the company from infancy to a nationally recognized brand carried in major department stores internationally.

Due to her background in furniture (Calvin Klein home collection lead developer), fashion and marketing Kate was an easy fit for the upstart later to be known as **HauteLook**. **She developed the business with tremendous success in its first year doubling the company's projections and exceeding \$30 million by the end of 16 months. HauteLook sold out to Nordstroms last year for \$270 million.**

# HAUTELOOK

### EULA SMITH, VP of Apparel

Eula Smith is a highly experienced 20+ year Nordstrom senior apparel buyer and retail-merchandising expert. For the past decade, Eula has run a consulting firm specializing in new store openings, product development and product mix and placement. In addition to Nordstrom, her clients include **Paige Denium, Belk, Dillard's, Magic Johnson, and Winter Kate** to name a few.

Eula sits on the board of BRAG New York.

### DAVID SHOR, VP of Marketing

As a seasoned digital marketing strategist, advertising executive and technology entrepreneur Mr. Shor has launched four successful media companies.

As a data-driven analytics and search engine marketing expert, Mr. Shor served a wide variety of companies such as **Procter & Gamble, Disney, GE, Chase Bank, and WalMart.**

# NORDSTROM

*Continued from page 13*

Remember that in 1996 Kleiner Perkins invested \$8 million in amazon.com; this stake grew to \$60 million at the time of the company's 1997 initial public offering and \$4.2 BILLION when it reached \$106 a share in 1999 and would have been worth \$9.8 Billion when the price peaked at \$246.71 in 2011.

Now let's forget all of the potential upside that Kleiner Perkins could have ultimately realized in 2011 and focus on the actual gain at the time of the IPO—which was 650%.

$$\frac{\text{\$52 million profit}}{\text{\$8 million investment}} = 650\%$$

Now let's be conservative and assume that Kleiner Perkins, the company that invested in LUXR's direct competitor One King's Lane, is only expecting the same 650% profit when One King's Lane IPOs.

**Assuming LuxeYard only has 1 million members in Q4 '12, this potential public multiple could put LUXR's shares at \$23.34 by November-December.**

This is why you need to contact your broker right now... **LUXR** is the only publicly traded pure play flash sale site and the market is about to heat up.

*Continued on page 18*

# The 8 Reasons To Own **Luxe**

**A Home Run  
for investors who beat  
the VC's to Market!**

## 1 **Stock Market Access**

In the whole of the Internet's flash sale industry **LuxeYard** is currently the only pure play you can buy now on the stock market. **LUXR** is your immediate access to an industry whose sales are growing at a breakneck pace.

## 2 **Power**

—**LuxeYard (LUXR)** has quickly distinguished itself among its competitors by focusing on luxury goods—offered at huge discounts to hard working Americans. And by its association with high-profile media personalities who help promote **LUXR**.

## 3 **Aggressive**

Jan. 24, 2012  
**LuxeYard**  
Launched

Today  
has more than  
425,000  
members.

**1 Million  
Members**

On pace to set  
the record as the  
flash sale site  
that reached 1  
million members  
the fastest.

## 4 **Industry Valuations Are Proven**

—**LuxeYard** is not some faraway pipe dream. It is an ongoing business. That's why this report was so totally upfront with you about **LuxeYard's** competitors. There aren't many of them. Most importantly respected investment banks & VC's are responsible for setting their valuations. These multiples are staggering and appear to be just a taste of **LUXR's** awesome potential.

## 5

## **No Denying The Wave Of The Future**

**LuxeYard** and its competitors represent the wave of the future. The Internet has changed forever how people shop. Lots of smart people missed this trend.

They even made fun of Amazon and eBay, now E-commerce represents **\$194 billion** of the US's retail sector.



# Yard (LUXR) Today!

## 6 High Barrier of Entry

—Flash sales sites require specialized knowledge and top management. LuxeYard's management is made up of retail veterans who have established relationships with the world's top luxury retailers... such as... **Williams Sonoma, Restoration Hardware, Crate & Barrel, Pottery Barn, and Saks Fifth Avenue.**

## 7 LOW PRICE and COMPLETE

**TRANSPARENCY** —Yes, LuxeYard trades for around \$1 today... it's a total bargain... but **LUXR** is completely committed to increasing shareholder value. It makes regular, responsible filings with the SEC. **LUXR's** Chief Financial Officer ran an executive management consulting practice for companies including USA Broadband, CBRE Richard Ellis, People Support, Paycom, LLC, SpotRunner, and Nextwave Telecommunications. She was also DirecTV's Controller. There are few companies that trade on the OTCBB that have this kind of talent in charge of its financial health.

Best of all early investors can get into **\$1** **LUXR** shares at ground-floor prices near —the kind of advantage that could find **10,000** **LUXR** shares returning **\$31,100** in the next 3 months... and by the expected Q4 sector rush could return as much as **\$233,400**

# 8

A Realistic Scenario Suggests That Luxeyard (**LUXR**) Could Deliver You

# 311%

Soon And As Much As

# 2,334%

In December

**LUXR** is the only publicly traded pure play flash sale website in a red hot sector.

Based on the private valuations its competitors are seeing, can you really afford to wait?

Continued from page 15

## LUXR Looks Ready To Attract Serious Market Interest... But It's Still Early And You Can Invest In LUXR Shares Like A VC!

Today you can buy **LuxeYard** shares for around \$1...

I doubt you will have this advantage for long. After all, **LUXR** just recently became a public company.

Even though it is a new company, you've seen how **LuxeYard** attracted serious media attention... *FORBES*, *The Los Angeles Times* and other big media are watching

**LUXR:** Own for about \$1  
**July Target:** \$3.11  
**Q4 Target:** \$23.34+

**LUXR** grow faster than facebook initially grew.

Based on how industry valuations are unfolding, if you are not a **LUXR** owner today, you could lose money with every member the company signs up.

So, you can only guess how much longer **LUXR** will trade for around a buck. I can't imagine it can stay in this price range for much longer.

You are one of the first Main Street investors to learn that **LUXR** is now a public company... remember, all that media happened after **LuxeYard's** launch, but before it was cleared to trade on the stock market as **LUXR**.

I suspect you can count on a brief lag before the media again focuses on **LUXR** as a public company... the only pure play in the flash sales industry.

**In the coming months I fully expect LUXR to gain traction and take off on a run from around \$1**

**to my targeted price of \$23.34!**

**LuxeYard (LUXR) IS IN A BRAND NEW SECTOR... AS WITH ANY INTERNET SECTOR, IT'S GOING TO BE THE EARLY-STAGE, UNDERFOLLOWED COMPANIES THAT GENERATE HUGE REWARDS FOR SMART INVESTORS.**

**THIS IS WHY YOU MUST CALL YOUR BROKER TODAY AND LET HIM IN ON LuxeYard (LUXR)...**

Do your own due diligence, visit [luxeyard.com](http://luxeyard.com), read the SEC filings and check with your broker.

**WHEN YOUR BROKER TELLS YOU TO BUY LuxeYard (LUXR) NOW... DO NOT HESITATE... TAKE IMMEDIATE ACTION.**

**Remember, when you sign up at LuxeYard.com and encourage your friends to sign up, it increases the value of LuxeYard.**

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— Sign me up to receive Special Reports and *NBT Week* (weekly briefings).  
That's a free deal that could put thousands of dollars in my pocket.

**For a free membership log on at [www.nbtequitiesresearch.com](http://www.nbtequitiesresearch.com)**



## NBT stands for “Next Big Things”

Researching and bringing the next big thing sectors and their leadership companies and related ETFs to the emerging growth investor marketplace is what we do. We are metabolically pre-disposed growth investors. There is not a value stock bone in our collective bodies.

Next Big Thing is also an investment philosophy. We believe with 10%–20% of an equity portfolio directly invested in 8–10 leaders/ETFs of the “secular super sectors” of the world’s economy—secular 3–5 year 20%+ cumulative annual growth rate vertical markets—a portfolio can greatly outperform the overall indexes.

The math is simple: with just ONE 10-20X winner and a handful of late-stage emerging growth disappointments your ENTIRE portfolio gets a 5–10% ANNUAL BOOST. With average retirement savings per 50+ household at less than \$75,000 (2010 study Cerruli Associates) EVERY portfolio needs that kind of boost.

We have proven this concept and philosophy for hundreds of thousands of investors since 1995 (when our founder Tobin Smith started his initial emerging growth research outfit ChangeWave Research LLC). “Next Big Thing Investing 2012–2015” will be published end of 2012 to expand and expound on his proven strategy.

Our Next Big Things investment strategy has helped both retail and professional investors own at least ONE 10–20X winning company that accelerates their ENTIRE portfolio to major index outperformance/Alpha. In NBT land, in order to get this market out-performance/Alpha, you have to be in the emerging growth and markets game. Period. Ditto for ETF investors: one of two significant winning niche ETFs turns average ETF portfolios into 20–40% outperformers vs. owning just the major indexes.

NBT was started by respected emerging growth investor and financial media personality, Tobin Smith (Fox News/Fox Business Network Guest Anchor and Contributor since 2000, NY Times bestselling author, and Founder of ChangeWave Research and ChangeWave investing newsletters).



From The Desk of Tobin Smith  
**How To Invest Like A VC**

In 1996 VC Kleiner-Perkins Invested in  
**amazon.com**

A **\$10,000** Investment Turned Into:

**\$75,000 in 1997**

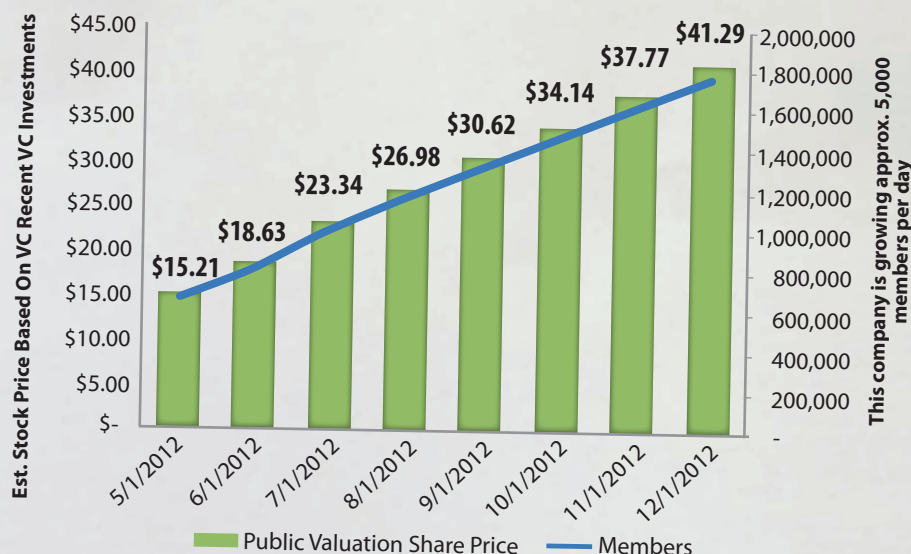
**\$525,000 in 1999**

**\$1,225,000 in 2011**

It took Twitter **24 months** to reach 1 million members

It took FaceBook **10 months** to reach 1 million members

Meet the  
Company  
That Is On  
Pace To  
Do It In  
**7 Months**



**Buy LUXR while you can still get it around \$1.00  
& you could turn \$10,000 into \$233,400  
by December!**