

UNITED STATES DISTRICT COURT
MIDDLE DISTRICT OF FLORIDA
FT. MYERS DIVISION

IN RE MIVA, INC.) CIVIL ACTION FILE
SECURITIES LITIGATION) NO. 2:05-cv-00201-FtM-29DNF

NOTICE OF PROPOSED SETTLEMENT OF CLASS ACTION

If you purchased FindWhat.com, Inc. (“FindWhat”¹ or the “Company”)² common stock during the period of February 23, 2005 and May 4, 2005, inclusive, (the “Class Period”) and are not otherwise excluded from the Class (see Question 6 below), you could get a payment from a class action settlement.

A federal court authorized this Notice. This is not a solicitation from a lawyer.

Security and Time Period: FindWhat common stock (symbol “FWHT”) purchased between February 23, 2005 and May 4, 2005, inclusive.

Settlement Fund: \$2,400,000 in cash plus any interest earned. Your recovery will depend on the timing of your purchases and any sales of FindWhat common stock during the Class Period. Based on the information currently available to Lead Plaintiffs and the analysis performed by their damage consultants, it is estimated that if Class Members submit claims for 100% of the shares eligible for distribution under the Plan of Allocation (described below), the estimated average distribution per share will be approximately \$0.41 excluding interest and before deduction of Court-approved fees and expenses, including the cost of notifying members of the Class and settlement administration. Historically, actual claims rates are less than 100%, which result in higher distributions per share. A Class Member’s actual recovery will be a proportion of the Net Settlement Fund determined by that claimant’s recognized claim as compared to the total recognized claims of all Class Members who submit valid Proof of Claim and Release forms (“Proof of Claim”).

Reasons for Settlement: Avoids the costs and risks associated with continued litigation, including the danger of no recovery.

If the Case Had Not Settled: Continuing with the case could have resulted in loss at trial or on appeal. The two sides vigorously disagree on both liability and the amount of money that could have been won if Lead Plaintiffs prevailed at trial. The parties disagree about: (1) whether the statements made by Defendants were false, misleading, or otherwise actionable under the federal securities laws; (2) whether there was any wrongdoing on the part of Defendants; (3) the extent that various facts alleged by Lead Plaintiffs influenced (if at all) the trading price of FindWhat common stock during the Class Period; (4) whether any of Defendants’ statements can support a finding of loss causation under the federal securities laws.

Attorneys’ Fees and Expenses: Court-appointed Lead Plaintiffs’ counsel will ask the Court for attorneys’ fees of up to 33 ¹/₃% of the Settlement Fund and expenses not to exceed \$400,000.00 to be paid from the Settlement Fund plus interest. Lead Plaintiffs’ counsel has not received any payment for their work investigating the facts, prosecuting this Litigation, and negotiating this settlement on behalf of the Lead Plaintiffs and the Class. In addition, Lead Plaintiffs will ask the Court for a Representative Award not to exceed an aggregate of up to \$20,000 for their representation of the Class and reimbursement of their reasonable costs and expenses directly relating thereto. If the above amounts are requested and approved by the Court, the average cost per share will be approximately \$0.21, excluding interest.

Deadlines:

Submit Claim: September 5, 2014
Request Exclusion: August 25, 2014
File Objection: September 5, 2014
Court Hearing on Fairness of Settlement: September 15, 2014

More Information: 1-844-322-8213, www.mivasecuritieslitigationsettlement.com, or

Representative of Lead Plaintiffs’ counsel:

Lester R. Hooker
Saxena White P.A.
2424 N. Federal Highway, Suite 257
Boca Raton, FL 33431
1-561-394-3399

- Your legal rights are affected whether you act, or do not act. Read this Notice carefully.

¹ On June 13, 2005, FindWhat.com, Inc. changed its name to MIVA, Inc. and, as a result, FindWhat changed its ticker symbol to “MIVA.” On June 9, 2009, MIVA, Inc. changed its name to Vertro, Inc. and, as a result, MIVA changed its ticker symbol to “VTRO.” On March 1, 2012, Vertro, Inc. merged with another publicly-traded company, Inuvo, Inc., and pursuant to that transaction all of the outstanding stock of Vertro was exchanged for Inuvo common stock according to a pre-determined exchange ratio. Thus, as a result of this merger, Vertro stock ceased to trade publicly and Vertro became a wholly owned subsidiary of Inuvo.

² This Notice incorporates by reference the definitions in the Stipulation of Settlement (the “Stipulation”) dated May 14, 2014, and all capitalized terms used, but not defined herein, shall have the same meanings as in the Stipulation. The Stipulation is posted on the Claims Administrator’s website at www.mivasecuritieslitigationsettlement.com.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT:

SUBMIT A CLAIM FORM	The only way to get a payment.
EXCLUDE YOURSELF	Get no payment. This is the only option that allows you to participate in another lawsuit against the Defendants and Related Parties relating to the legal claims in this case.
OBJECT	You may write to the Court if you do not like this settlement, the request for attorneys' fees and expenses, or the Plan of Allocation.
GO TO A HEARING	You may ask to speak in Court about the fairness of the settlement.
DO NOTHING	Get no payment. Give up rights.

- These rights and options — **and the deadlines to exercise them** — are explained in this Notice.
- The Court in charge of this case must decide whether to approve the settlement. Payments will be made if the Court approves the settlement and, if there are any appeals, after appeals are resolved. Please be patient.

BASIC INFORMATION

1. Why did I get this notice package?

You or someone in your family may have purchased FindWhat common stock between February 23, 2005 and May 4, 2005, inclusive.

The Court directed that you be sent this Notice because you have a right to know about a proposed settlement of a class action lawsuit, and about all of your options, before the Court decides whether to approve the settlement. If the Court approves it and after any objections or appeals (if there are any) are resolved, the Claims Administrator appointed by the Court will make the payments that the settlement allows.

This package explains the lawsuit, the settlement, your legal rights, what benefits are available, who is eligible for them, and how to get them.

The Court in charge of the case is the United States District Court for the Middle District of Florida, and the case is known as *In re MIVA, Inc. Securities Litigation*, Civil Action No. 2:05-CV-00201-FtM-29DNF. The people that lead the Litigation, Y.P. and Sampurna Jain, are called the Lead Plaintiffs and the company and the individuals they sued are called Defendants.

2. What is this lawsuit about?

This Litigation alleges that FindWhat and its Chief Executive Officer and President violated the federal securities laws by making false and misleading statements in certain press releases and public filings issued during the Class Period or controlling the persons who made those statements.

Defendants deny all of the Lead Plaintiffs' allegations and further deny that they did anything wrong. Defendants also deny that the Lead Plaintiffs or the Class suffered damages or that the price of FindWhat common stock was allegedly artificially inflated by reasons of alleged misrepresentations, non-disclosures or otherwise.

3. Why is this a class action?

In a class action, one or more people called class representatives (in this case, the Court-appointed Lead Plaintiffs, Y.P. and Sampurna Jain) sue on behalf of people who have similar claims. All of these people and/or entities are called a class or class members. One court resolves the issues for all Class Members, except for those who exclude themselves from the Class. United States District Court Judge John E. Steele is in charge of this case.

4. Why is there a settlement?

The Court did not decide in favor of the Lead Plaintiffs or Defendants. Instead, the lawyers for both sides of the lawsuit have negotiated a settlement, which they believe is in the best interests of their respective clients. The settlement allows both sides to avoid the risks and cost of lengthy and uncertain litigation and the uncertainty of a trial and appeals, and permits Class Members to be compensated without further delay. Lead Plaintiffs and their attorneys think the settlement is best for all Class Members.

WHO GETS MONEY FROM THE SETTLEMENT

To see if you will get money from this settlement, you first have to determine if you are a Class Member.

5. How do I know if I am part of the settlement?

The Class includes all Persons who purchased the common stock of FindWhat between February 23, 2005 and May 4, 2005, inclusive.

6. Are there exceptions to being included in the Class?

Yes. Excluded from the Class are Defendants, directors and officers of FindWhat and its successors, and their families and affiliates. Also excluded from the Class are those Persons who timely and validly request exclusion from the Class pursuant to this Notice.

7. I'm still not sure if I am included.

If you still are not sure whether you are included, you can ask for free help. You can call 1-844-322-8213 or visit www.mivasecuritieslitigationsettlement.com for more information; or you can fill out and return the claim form described in Question 10 to see if you qualify.

THE SETTLEMENT BENEFITS – WHAT YOU GET

8. What does the settlement provide?

Defendants have agreed to cause to be paid \$2,400,000 in cash (the “Settlement Fund”). The Settlement Fund, plus interest earned from the date it is established, less costs, fees and expenses (the “Net Settlement Fund”), will be divided among all eligible Class Members whose claim for recovery has been allowed pursuant to the terms of the Stipulation and who send in valid claim forms (“Authorized Claimants”). Costs, fees, and expenses include Court-approved attorneys’ fees and expenses, the costs of notifying Class Members, including the costs of printing and mailing this Notice and the cost of publishing newspaper notice, and the costs of claims administration.

9. How much will my payment be and what is the Plan of Allocation?

The Plan of Allocation is a matter separate and apart from the proposed Settlement, and any decision by the Court concerning the Plan of Allocation shall not affect the validity or finality of the proposed Settlement. The Court may approve the Plan of Allocation with or without modifications agreed to among the Parties, or another plan of allocation, without further notice to Class Members. Any orders regarding a modification of the Plan of Allocation will be posted to the Claims Administrator’s website, www.mivasecuritieslitigationsettlement.com.

The Claims Administrator shall determine each Authorized Claimant’s *pro rata* share of the Net Settlement Fund based upon each Authorized Claimant’s Recognized Claim. **Please Note:** The Recognized Claim formula, set forth below, is not intended to be an estimate of the amount of what a Class Member might have been able to recover after a trial, nor is it an estimate of the amount that will be paid to Authorized Claimants pursuant to the Settlement. The Recognized Claim formula is the basis upon which the Net Settlement Fund will be proportionately allocated to the Authorized Claimants. To the extent there are sufficient funds in the Net Settlement Fund, each Authorized Claimant will receive an amount equal to the Authorized Claimant’s Recognized Claim. If, however, the amount in the Net Settlement Fund is not sufficient to permit payment of the total Recognized Claim of each Authorized Claimant, then each Authorized Claimant shall be paid the percentage of the Net Settlement Fund that each Authorized Claimant’s Recognized Claim bears to the total Recognized Claims of all Authorized Claimants (*i.e.*, “*pro rata* share”). Payment in this manner shall be deemed conclusive against all Authorized Claimants. No distribution will be made on a Claim where the potential distribution amount is less than ten dollars (\$10.00) in cash.

If any funds remain in the Net Settlement Fund by reason of uncashed checks, or otherwise, after the Claims Administrator has made reasonable and diligent efforts to have Authorized Claimants who are entitled to participate in the distribution of the Net Settlement Fund cash their distribution checks, then any balance remaining in the Net Settlement Fund six (6) months after the initial distribution of such funds shall be used: (i) first, to pay any amounts mistakenly omitted from the initial distribution to Authorized Claimants or to pay any late, but otherwise valid and fully documented Claims received after the cut-off date used to make the initial distribution, which were not previously authorized by the Court to be paid, provided that such distributions to any late post-distribution Claimants meet all of the other criteria for inclusion in the initial distribution, including the \$10.00 minimum check amount set forth in the Notice; (ii) second, to pay any additional Notice and Administration Costs incurred in administering the Settlement; and (iii) finally, to make a second distribution to Authorized Claimants who cashed their checks from the initial distribution and who would receive at least \$10.00 from such second distribution, after payment of the estimated costs or fees to be incurred in administering the Net Settlement Fund and in making this second distribution, if such second distribution is economically feasible. If six (6) months after such second distribution, if undertaken, or if such second distribution is not undertaken, any funds shall remain in the Net Settlement Fund after the Claims Administrator has made reasonable and diligent efforts to have Authorized Claimants who are entitled to participate in this Settlement cash their checks, any funds remaining in the Net Settlement Fund shall be donated to a non-profit charitable organization(s) designated by Lead Counsel, and approved by Defendants.

THE BASIS FOR CALCULATING YOUR RECOGNIZED CLAIM

The objective of the Plan of Allocation is to equitably distribute the Net Settlement Fund among Authorized Claimants based on their respective alleged economic losses as a result of the alleged fraud, as opposed to losses caused by market- or industry-wide factors, or company-specific factors unrelated to the alleged fraud. The calculations made pursuant to the Plan of Allocation are generally based upon the measure of damages set forth in section 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 promulgated thereunder by the Securities and Exchange Commission.

A “Recognized Loss Amount” will be calculated as set forth below for each share of FindWhat common stock purchased or otherwise acquired during the Class Period (*i.e.*, from February 23, 2005 through May 4, 2005, inclusive), and for which adequate documentation is provided. The calculation of Recognized Loss Amount will depend upon several factors, including when the shares of FindWhat common stock were purchased or otherwise acquired during the Class Period, and in what amounts, and whether those shares were sold, and if sold, when they were sold, and for what amounts. An Authorized Claimant’s “Recognized Claim” shall be calculated by totaling all of the Authorized Claimant’s Recognized Loss Amounts.

Artificial Inflation in FindWhat Common Stock

The estimated alleged artificial inflation in the price of FindWhat common stock during the Class Period is reflected in Table 1 below. The computation of the estimated alleged artificial inflation in the price of FindWhat common stock during the Class Period is based on certain misrepresentations alleged by Lead Plaintiff in the Complaint and the price change of FindWhat common stock, net of market- and industry-wide factors, in reaction to the public announcements that allegedly corrected the misrepresentations alleged by Lead Plaintiff in the Complaint.³

³ While the Class Period starts on February 23, 2005, the inflation in FindWhat common stock begins with the statements made by the Company after market close on February 23, 2005. *Business Wire*, “FindWhat.com, Inc. Announces Record Fourth Quarter and Full Year Results,” 4:15 PM, February 23, 2005. Thus, there is no inflation in the price of FindWhat common stock on February 23, 2005.

Table 1 Artificial Inflation in FindWhat Common Stock		
From	To	Per-Share Price Inflation
February 23, 2005	February 23, 2005	\$0.00
February 24, 2005	May 4, 2005	\$1.60
May 5, 2005	May 5, 2005	\$0.40
May 6, 2005	May 6, 2005 ⁴	\$0.30
May 9, 2005	and thereafter	\$0.00

90-Day Look Back Provision

The “90-day look back” provision of the Private Securities Litigation Reform Act of 1995 (“PSLRA”) is incorporated into the calculation of the Recognized Loss Amount. The limitations on the calculation of the Recognized Loss Amount imposed by the PSLRA are applied such that losses on shares purchased/acquired during the Class Period and held as of the close of the 90-day period subsequent to the Class Period (the “90-day look back period”) cannot exceed the difference between the purchase price paid for the FindWhat common stock and the average price of FindWhat common stock during the 90-day look back period. Losses on FindWhat common stock purchased/acquired during the Class Period and sold *during* the 90-day look back period cannot exceed the difference between the purchase price paid for the FindWhat common stock and the rolling average price of FindWhat common stock during the portion of the 90-day look back period elapsed as of the date of sale.

CALCULATION OF RECOGNIZED LOSS AMOUNTS

An Authorized Claimant’s Recognized Loss Amount per share will be calculated as follows:

- i. For each share of FindWhat common stock purchased/acquired on February 23, 2005, the Recognized Loss Amount shall be \$0.
- ii. For each share of FindWhat common stock purchased/acquired during the period February 24, 2005 through May 4, 2005, inclusive, and subsequently sold during the Class Period, the Recognized Loss Amount shall be \$0.
- iii. For each share of FindWhat common stock purchased/acquired during the period February 24, 2005 through May 4, 2005, inclusive, and subsequently sold on May 5, 2005 or on May 6, 2005, the Recognized Loss Amount shall be calculated as the lesser of:
 - a. the amount of per-share price inflation on the date of purchase or acquisition as appears in Table 1 above *minus* the amount of per-share price inflation on the date of sale/disposition as appears in Table 1 above; and
 - b. the purchase/acquisition price (excluding all fees, taxes and commissions) *minus* the “Rolling Average Price during 90-day Lookback Period” on the date of sale/disposition provided in Table 2 below. If this calculation results in a negative number, then the Recognized Loss Amount shall be \$0.
- iv. For each share of FindWhat common stock purchased/acquired during the period February 24, 2005 through May 4, 2005, inclusive, and subsequently sold during the period May 9, 2005 through August 2, 2005, inclusive, the Recognized Loss Amount shall be calculated as the lesser of:
 - a. the amount of per-share price inflation on the date of purchase or acquisition as appears in Table 1 above; and
 - b. the purchase/acquisition price (excluding all fees, taxes and commissions) *minus* the “Rolling Average Price during 90-day Lookback Period” on the date of sale/disposition provided in Table 2 below. If this calculation results in a negative number, then the Recognized Loss Amount shall be \$0.
- v. For each share of FindWhat common stock purchased/acquired during the period February 24, 2005 through May 4, 2005, inclusive, and still held as of the close of trading on August 2, 2005, the Recognized Loss Amount shall be calculated as the lesser of:
 - a. the amount of per-share price inflation on the date of purchase or acquisition as appears in Table 1 above; and
 - b. the purchase/acquisition price (excluding all fees, taxes and commissions) *minus* the average closing price for FindWhat common stock during the 90-day period following the Class Period, which is \$5.19. If this calculation results in a negative number, then the Recognized Loss Amount shall be \$0.

⁴ May 7 and May 8, 2005 are non-trading days (a Saturday and Sunday).

**Table 2
PSLRA Loss Limitation for 90-day Lookback Period**

Sale / Disposition Date	Rolling Average Price during 90-day Lookback Period as of the Date of Sale/Disposition
5/5/2005	\$4.83
5/6/2005	\$4.79
5/9/2005	\$4.68
5/10/2005	\$4.58
5/11/2005	\$4.51
5/12/2005	\$4.52
5/13/2005	\$4.51
5/16/2005	\$4.51
5/17/2005	\$4.50
5/18/2005	\$4.51
5/19/2005	\$4.55
5/20/2005	\$4.57
5/23/2005	\$4.58
5/24/2005	\$4.58
5/25/2005	\$4.58
5/26/2005	\$4.60
5/27/2005	\$4.65
5/31/2005	\$4.69
6/1/2005	\$4.74
6/2/2005	\$4.79
6/3/2005	\$4.84
6/6/2005	\$4.87
6/7/2005	\$4.89
6/8/2005	\$4.90
6/9/2005	\$4.91
6/10/2005	\$4.93
6/13/2005	\$4.95
6/14/2005	\$4.97
6/15/2005	\$4.98
6/16/2005	\$4.99
6/17/2005	\$4.99
6/20/2005	\$5.00
6/21/2005	\$5.00
6/22/2005	\$5.00
6/23/2005	\$5.00
6/24/2005	\$4.99
6/27/2005	\$4.98
6/28/2005	\$4.97
6/29/2005	\$4.96
6/30/2005	\$4.95
7/1/2005	\$4.94
7/5/2005	\$4.93
7/6/2005	\$4.92
7/7/2005	\$4.92
7/8/2005	\$4.91
7/11/2005	\$4.91
7/12/2005	\$4.91
7/13/2005	\$4.91
7/14/2005	\$4.91
7/15/2005	\$4.91
7/18/2005	\$4.93
7/19/2005	\$4.97
7/20/2005	\$5.01
7/21/2005	\$5.04
7/22/2005	\$5.06
7/25/2005	\$5.09
7/26/2005	\$5.12
7/27/2005	\$5.13
7/28/2005	\$5.15
7/29/2005	\$5.16
8/1/2005	\$5.17
8/2/2005	\$5.19

ADDITIONAL PLAN OF ALLOCATION PROVISIONS

For purposes of calculating your Recognized Loss Amount, the date of purchase, acquisition or sale is the “contract” or “trade” date and not the “settlement” or “payment” date. The receipt or grant by gift, inheritance or operation of law of shares of FindWhat common stock during the Class Period shall not be deemed a purchase, acquisition or sale of those shares of FindWhat common stock for the calculation of an Authorized Claimant’s Recognized Loss Amount, nor shall such receipt or grant be deemed an assignment of any claim relating to the purchase/acquisition of such shares of FindWhat common stock during the Class Period unless (a) the donor or decedent purchased or otherwise acquired such FindWhat common stock during the Class Period; (b) no Claim Form was submitted by or on behalf of the donor, on behalf of the decedent, or by anyone else with respect to such FindWhat common stock; and (c) it is specifically so provided in the instrument of gift or assignment.

All purchases, acquisitions and sales of FindWhat common stock shall be accounted for and matched using the First In, First Out (“FIFO”) method of accounting. In the event that a claimant has more than one purchase/acquisition or sale of FindWhat common stock during the Class Period, all purchases/acquisitions and sales shall be matched on a FIFO basis, such that sales will be matched first against the claimant’s opening holdings of FindWhat common stock on the first day of the Class Period, if any, and then will be matched against purchases/acquisitions in chronological order, beginning with the earliest purchase/acquisition made during the Class Period.

The date of covering a “short sale” is deemed to be the date of purchase or acquisition of FindWhat common stock. The date of a “short sale” is deemed to be the date of sale of FindWhat common stock. In accordance with the Plan of Allocation, however, the Recognized Loss Amount on “short sales” is zero. In the event that an Authorized Claimant has an opening short position in FindWhat common stock, the earliest Class Period purchases or acquisitions shall be matched against such opening short position, and not be entitled to a recovery, until that short position is fully covered.

FindWhat common stock is the only security eligible for recovery under the Plan of Allocation. Option contracts with FindWhat common stock as the underlying security are not securities eligible to participate in the Settlement. With respect to FindWhat common stock purchased or sold through the exercise of an option, the purchase/sale date of the FindWhat common stock is the exercise date of the option and the purchase/sale price is the exercise price of the option.

Payment pursuant to the Plan of Allocation approved by the Court shall be conclusive against all Authorized Claimants. No person shall have any claim against Lead Plaintiffs, Lead Counsel, Defendants, Defendants’ Counsel, the Claims Administrator or any other agent designated by Lead Counsel based on the distributions made substantially in accordance with the Stipulation and the Settlement contained therein, the Plan of Allocation, or further orders of the Court. Each Claimant shall be deemed to have submitted to the jurisdiction of the Court with respect to the Claimant’s Claim Form. All persons involved in the review, verification, calculation, tabulation, or any other aspect of the processing of the claims submitted in connection with the Settlement, or otherwise involved in the administration or taxation of the Settlement Fund or the Net Settlement Fund shall be released and discharged from any and all claims arising out of such involvement, and all Class Members, whether or not they are to receive payment from the Net Settlement Fund, will be barred from making any further claim against the Net Settlement Fund beyond the amount allocated to them as provided in any distribution orders entered by the Court.

HOW YOU GET A PAYMENT – SUBMITTING A CLAIM FORM

10. How will I get a payment?

To qualify for a payment, you must send in a claim form. A claim form is enclosed with this Notice. Read the instructions carefully, fill out the form, include all the documents the form asks for, sign it, and mail it to the Claim Administrator at In re Miva, Inc. Securities Litigation, c/o GCG, PO Box 10070, Dublin OH 43017-6670, postmarked no later than September 5, 2014.

11. When would I get my payment?

The Court will hold a hearing on September 15, 2014, at 10:00 a.m., to decide whether to approve the settlement. If Judge Steele approves the settlement, there may be appeals. It is always uncertain whether these appeals can be resolved favorably, and resolving them can take time, perhaps more than a year. It also takes time for all the claim forms to be processed. If there are no appeals and depending on the number of claims submitted, the Claims Administrator could distribute the Net Settlement Fund as early as nine months after the fairness hearing. Please be patient.

12. What am I giving up to get a payment or stay in the Class?

Unless you exclude yourself, you are staying in the Class, and that means that you cannot sue, continue to sue, or be part of any other lawsuit against the Defendants or the Related Parties about the same issues in this case or about issues that could have been asserted in this case. It also means that all of the Court’s orders will apply to you and legally bind you and you will release your Released Claims in this case against the Defendants and Related Parties. “Released Claims” means any and all rights, theories of recovery, demands, claims (including “Unknown Claims” as defined on pages 8-9 of the Stipulation), liabilities, suits, debts, obligations, damages, losses, judgments, matters, issues, and causes of action of every nature and description, in law or equity, whether accrued or unaccrued, fixed or contingent, liquidated or un-liquidated, matured or un-matured, known or unknown, discoverable or undiscoverable, concealed or hidden, disclosed or undisclosed, whether arising under federal, state, local, statutory, common law, foreign law, or any other law, rule, or regulation, and whether class and/or individual in nature, that Lead Plaintiffs or any Member of the Class asserted, could have asserted, or in the future could or might have asserted in this Litigation, related litigation, or any other action, court, tribunal, proceeding, or forum against any of the Released Persons arising out of, in connection with, or in any way relating to, directly or indirectly, the purchase, acquisition, holding, or sale of FindWhat common stock during the Class Period or the acts, facts, matters, allegations, representations, transactions, events, disclosures, statements, or omissions that were or could have been alleged or asserted in the Litigation.

EXCLUDING YOURSELF FROM THE SETTLEMENT

If you do not want a payment from this settlement, but you want to keep the right to sue or continue to sue the Defendants or Related Parties on your own about the same issues in this case, then you must take steps to get out of the Class. This is called excluding yourself or is sometimes referred to as opting out of the Class.

13. How do I get out of the Class?

To exclude yourself from the Class, you must send a letter by mail stating that you want to be excluded from *In re MIVA, Inc. Securities Litigation*, Civil Action No. 2:05-CV-00201-FtM-29DNF. You must include your name, address, telephone number, your signature, and the number of shares of FindWhat common stock you purchased between February 23, 2005 and May 4, 2005, inclusive, and the dates and prices of such purchases. You must mail your exclusion request postmarked no later than August 25, 2014 to:

In re Miva, Inc. Securities Litigation
ATTN: EXCLUSIONS
c/o GCG
PO Box 10070
Dublin, OH 43017-6670

You cannot exclude yourself on the phone or by e-mail. If you ask to be excluded, you are not eligible to get any settlement payment, and you cannot object to the settlement. You will not be legally bound by anything that happens in this lawsuit.

14. If I do not exclude myself, can I sue Defendants for the same thing later?

No. Unless you exclude yourself, you give up any right to sue Defendants or the Related Parties for the claims that this settlement resolves. Remember, the exclusion deadline is August 25, 2014.

15. If I exclude myself, can I get money from this settlement?

No. If you exclude yourself, do not send in a claim form to ask for any money. Once you exclude yourself, you will receive no cash payment even if you also submit a claim form.

THE LAWYERS REPRESENTING YOU

16. Do I have a lawyer in this case?

The Court appointed the law firm of Saxena White P.A. to represent you and other Class Members. These lawyers are called Lead Counsel. These lawyers will apply to the Court for payment from the Settlement Fund; you will not otherwise be charged for their work. If you want to be represented by your own lawyer, you may hire one at your own expense.

17. How will the lawyers be paid?

At the fairness hearing, Lead Plaintiffs' counsel will request the Court to award attorneys' fees of up to 33 ¹/₃% of the Settlement Fund and for expenses up to \$400,000.00, which were incurred in connection with the Litigation. In addition, Lead Plaintiffs will ask the Court for a Representative Award not to exceed an aggregate of up to \$20,000 for their representation of the Class and reimbursement of their reasonable costs and expenses directly relating thereto. This compensation will be paid from the Settlement Fund. Class Members are not personally liable for any such fees or expenses. To date, Lead Plaintiffs' counsel have not received any payment for their services in conducting this Litigation on behalf of the Lead Plaintiffs and the Class, nor have counsel been paid for their expenses. The fee requested will compensate Lead Plaintiffs' counsel for their work in achieving the Settlement Fund and is well within the range of fees awarded to class counsel under similar circumstances in other cases of this type. The Court may award less than this amount.

OBJECTING TO THE SETTLEMENT

You can tell the Court that you do not agree with the settlement or some part of it.

18. How do I tell the Court that I do not like the settlement?

If you are a Class Member (and you have not excluded yourself), you can object to the settlement, the request for attorneys' fees and expenses, or the Plan of Allocation if you do not like any part of them. You can give reasons why you think the Court should not approve the settlement, the request for attorneys' fees and expenses, or the Plan of Allocation. The Court will consider your views. To object, you must send a signed letter saying that you object to the proposed settlement in *In re MIVA, Inc. Securities Litigation*, Civil Action No. 2:05-CV-00201-FtM-29DNF. Be sure to include your name, address, telephone number, your signature, the number of shares of FindWhat common stock purchased between February 23, 2005 and May 4, 2005, inclusive, and the reasons you object to the settlement, the requested attorneys' fees and expenses, or the Plan of Allocation. Any such objection must be mailed or delivered such that it is received by each of the following no later than September 5, 2014:

<i>Court:</i>	<i>Lead Counsel for Lead Plaintiffs:</i>	<i>Counsel for Defendants:</i>
Clerk of the Court United States District Court Middle District of Florida Ft. Myers Division 2110 First Street Suite #6-109 Fort Myers, Florida 33901	LESTER R. HOOKER SAXENA WHITE P.A. 2424 N. Federal Highway, Suite 257 Boca Raton, FL 33431	SUSAN E. HURD ALSTON & BIRD LLP 1201 West Peachtree Street Atlanta, Georgia 30309

19. What is the difference between objecting and excluding myself from the settlement?

Objecting is telling the Court that you do not like something about the proposed settlement. You can object **only** if you stay in the Class. Excluding yourself is telling the Court that you do not want to be part of the Class. If you exclude yourself, you have no basis to object because the case no longer applies to you.

THE COURT'S FAIRNESS HEARING

The Court will hold a hearing to decide whether to approve the proposed settlement. You may attend, but you do not have to.

20. When and where will the Court decide whether to approve the settlement?

The Court will hold a hearing at 10:00 a.m., on September 15, 2014, at the United States District Court for the Middle District of Florida, Ft. Myers Division, Courtroom 6A, 2110 First Street, Fort Myers, Florida 33901. At this hearing, the Court will consider whether the settlement is fair, reasonable, and adequate. If there are objections, the Court will consider them. The Court may listen to people who have asked to speak at the hearing. The Court will also decide whether to approve the payment of fees and expenses to Lead Plaintiffs' counsel, including the Plan of Allocation. We do not know how long the hearing will take or whether the Court will make its decision on the day of the hearing or sometime later.

21. Do I have to come to the hearing?

No. Lead Plaintiffs' counsel will answer questions Judge Steele may have. But, you are welcome to come at your own expense. If you send an objection, you do not have to come to Court to talk about it. As long as you mailed your written objection on time, the Court will consider it. You may also pay your own lawyer to attend, but you are not required to do so.

22. May I speak at the hearing?

You may ask the Court for permission to speak at the hearing. To do so, you must send a letter saying that it is your intention to appear in *In re MIVA, Inc. Securities Litigation*, Civil Action No. 2:05-CV-00201-FtM-29DNF. Be sure to include your name, address, telephone number, your signature, and the number of shares of FindWhat common stock purchased between February 23, 2005 and May 4, 2005, inclusive. Your notice of intention to appear must be received no later than September 5, 2014 by the Clerk of the Court, Lead Plaintiffs' counsel, and Defendants' counsel, at the addresses listed in Question 18. You cannot speak at the hearing if you exclude yourself from the Class.

IF YOU DO NOTHING

23. What happens if I do nothing at all?

If you do nothing, you will get no money from this settlement. But, unless you exclude yourself, you will not be able to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against the Defendants or Related Parties about the same issues in this case.

GETTING MORE INFORMATION

24. Are there more details about the settlement?

This Notice summarizes the proposed settlement. More details are in the Stipulation, which has been filed with the Court. You can get a copy of the Stipulation from the Clerk's office at the United States District Court for the Middle District of Florida, Ft. Myers Division, 2110 First Street, Fort Myers, Florida 33901, during regular business hours, or at www.mivasecuritieslitigationsettlement.com, or you may contact Lead Counsel at the number and address below.

25. How do I get more information?

You can call 1-844-322-8213 or write to a representative of Lead Plaintiffs' counsel, Lester R. Hooker, Saxena White P.A., 2424 N. Federal Highway, Suite 257, Boca Raton, Florida 33431, or visit the Claims Administrator's website at www.mivasecuritieslitigationsettlement.com. **Please do not call the Court or the Clerk of the Court for additional information about the settlement.**

26. Special notice to nominees

If you hold any FindWhat common stock purchased between February 23, 2005 and May 4, 2005, inclusive, as a nominee for a beneficial owner, then, within ten (10) days after you receive this Notice, you must either: (1) send a copy of this Notice by first class mail to all such Persons; or (2) provide a list of the names and addresses of such Persons to the Claims Administrator:

In re Miva, Inc. Securities Litigation
c/o GCG
PO Box 10070
Dublin, OH 43017-6670

If you choose to mail the Notice and Proof of Claim yourself, you may obtain from the Claims Administrator (without cost to you) as many additional copies of these documents as you will need to complete the mailing.

Regardless of whether you choose to complete the mailing yourself or elect to have the mailing performed for you, you may obtain reimbursement for reasonable administrative costs actually incurred or expected to be incurred in connection with forwarding the Notice and which would not have been incurred but for the obligation to forward the Notice, upon submission of appropriate documentation to the Claims Administrator.

DATED: May 22, 2014

BY ORDER OF THE COURT
UNITED STATES DISTRICT COURT
MIDDLE DISTRICT OF FLORIDA