



BUSINESS SUMMARY

BigString Corporation (OTCBB: BSGC), owner and operator of BigString.com, is an emerging provider of social networking messaging applications and user-controllable email and Instant Messaging (IM) services. Leveraging its patent-pending technology, BigString has created a revolutionary new communications platform that allows users to send self-destructing, erasable, recallable and changeable IMs, email and video messages, regardless of what email service provider is used and whether or not the email has been sent or read. With one click of the “Edit Sent Message” button, the user gains control over all functions of his/her electronic communication, including rendering pictures, videos, conversations and emails non-forwardable, non-printable and non-savable.

In today’s global cyber-economy, BigString’s technology offers individuals and businesses unprecedented control, privacy, security and peace-of-mind over all their digital communications.

TIMING THE MARKET

Storage and retrieval of personal data and proprietary corporate information, e-commerce, user-group interactions and other transactions take place on the Internet 24/7/365. As Web usage increases our efficiencies and communication worldwide, it brings with it a host of new challenges to privacy and threats to individual security. With almost unlimited storage available from email companies, the messages you send today could easily be stored for the next 30 years or longer. With messages lingering in cyberspace indefinitely, what was written today can be cast in stone for the rest of your life. Personal data and confidential business can be indiscriminately tampered with or distributed virally within seconds.



Email usage is on the rise, leading to intensifying competition for subscribers.

BigString is a breakthrough communications platform that allows the originator of an email to decide how long his/her message or video exists on other computers – even providing a type of “Mission Impossible” self-destruction mechanism. BigString’s recallable, erasable and self-destructing email service operates as easily as a phone call.

Web portals and/or email service providers such as AOL, Google, Yahoo!, MSN and Hotmail are using email to compete against each other. Content, search and social network providers are weaving offerings around email. BigString has an early opportunity to establish relationships with global ISPs by providing them with a competitively priced and differentiated email and video messaging

Stock Information



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| Business: | Electronic Message Security |
| OTC BB Symbol: | BSGC |
| Market Price: | \$0.13 (5/20/08) |
| 52 Week Range: | \$0.06 - 0.33 |
| Avg. Daily Volume: | 113,784 |
| Shares Outstanding: | 51.1 Million |
| Estimated Public Float: | 25.6 Million |
| Market Cap: | \$6.64 Million |
| Fiscal Year End: | December 31 |

platform. BigString’s ability to offer a “shredder for your email,” is the first viable solution that shifts the power, privacy and control from an anonymous “Big Brother” to individuals.

REVOLUTIONARY EMAIL PLATFORM

Using the BigString.com web interface is the same as using any other traditional email account. Users can even use their own domain and/or any major email client on the market today. The Company’s latest version BigString 3.0 includes traditional email features such as: Sticky Notes, Automatic Message Highlighting, Calendar, Advanced Message Sorting and Advanced Spam and Virus Filtering.

BigString’s free email service includes all the traditional and more robust, advanced email functionality, along with several industry-first features as follows:

Non-Forwardable/IP Locking – Senders have the option of specifying that their email is not to be forwarded to anyone other than the intended recipients.

Storage – Two GB of storage on Free Email and Two GB file center storage.

Video Emails – The ability to send free embedded video emails up to 10 minutes in length, a feature not available with most other free email services.

Non-Printable/savable emails – Allows a user to send emails that will be non-printable and/or non-savable, thereby eliminating concerns that the email will be used without the sender’s knowledge.

Advanced Email Tracking – Tracking software that will tell the sender when an email has been opened, how many times it has been opened and if it has been forwarded.

Recallable/erasable email – Eliminate sender regret with the ability to “pull an email out” of a recipient’s inbox, even after it has been sent into cyberspace. Avoid damaging mistakes or sending confidential information to the wrong recipient- better yet, no one knows you ever sent it.

Self-Destructing/“Mission Impossible” Style Email – Just like in “Mission Impossible,” a sent email can be pre-determined by its user to self-destruct after a set number of seconds or minutes, or after a preset number of openings. This feature is especially useful for messages containing time-sensitive price quotes, business offers, dated legal documents, copyrighted proofs and other intellectual property.

Edit Sent Mail – Correct typos and errors or add forgotten attachments after an email has left a user’s outbox. This also allows the sender to update an email that already has been opened in the recipient’s inbox.

Masquerading – A user can make BigString emails appear as if they are coming from one of the user’s other email accounts.

BigString offers two upgrades for a nominal fee. BigString Premium includes all the features of the free account plus use of your own domain name (i.e. john@ABCCompany.com), POP3 access using any email client and 2 GB of storage. BigString Business includes all the features of the premium account plus 20 GB of storage, 10 email accounts or more, advanced email management and advanced contact management, and optional video email marketing tools.

Keeping pace with the evolution of Web 2.0, BigString recently launched a Beta version of a mobile email service that permits Apple’s iPhone and other next-generation wireless device users to send self-destructing emails and pictures using BigString’s technology.

INSTANT MESSAGING (IM) APPLICATIONS

In April 2008, BigString launched its first Web-based Instant Messaging (IM) application on the advertiser-supported BigString.com and as a free plug-in available for America Online users. Using the service, IMs can be set to self-destruct even after they have been sent. Additionally, IMs cannot be copied, logged or screen-printed. BigString’s patent-pending technology leaves no trail or copy of the IM on any server once the message self-destructs. The time for self-destruction is set by the sender, and can be set to disappear in as little as a few seconds to more than an hour. The sender can also choose a number of visual effects for the self-destruction. A message will disappear in real time simultaneously from both the sending and receiving IM screens.

Recent surveys indicate that over 70% of Internet users use some form of IM’ing with over 25% using a form of IM at work. Private

pictures and online chats can be spread around the Internet against anyone’s will within minutes. ‘Going BigString’ enables private and secure online conversations with the peace of mind that it will disappear at the exact time you chose.

SOCIAL NETWORKING APPLICATIONS

Building on the vast popularity of the social networking sites such as Facebook, MySpace and Friendster, BigString’s social networking applications allow users to easily send and receive messages, notifications, email and videos that self-destruct on command. BigString’s scalable, flexible architecture is ideally suited to serve the millions of active user groups on the Internet today.

BigString Interactive, a wholly owned subsidiary of BigString, recently launched its first technology application on Facebook. According to InsideFacebook.com, Facebook now has more than 6 million active user groups, 42 million active members and is growing at more than 200,000 new users per day (since January 2007). More than 80% of Facebook members have used at least one application built on the Facebook Platform. These statistics bode well for BigString’s recent beta release that allows Facebook members to set up their own channel at BigStringTV. Original content for videos can be broadcast live on individual channels controlled using BigString technology. The distribution of original content through BigString TV also provides an important viral marketing tool to increase product awareness of the Company’s core technology.

KEY TARGET MARKETS

With BigString’s free messaging platform, the Company has secured advertising relationships with Tribal Fusion, Blue Lithium, Burst Media, Google and Yahoo! New technology applications are designed to deepen these relationships as well as broaden BigString’s target audience on a global basis. Target markets include:

- ✓ *Entrepreneurs/Small Business Owners with a staff of 1 to 99* who typically don’t have the technical resources, capital or time to implement company-wide email and related security programs. BigString.com enables executives to protect their reputation and improve business communication using a simple, Web interface (no software downloads or maintenance). Employers gain new levels of control such as pulling back an email out of a recipient’s inbox to fix mistakes, update information or erase a wrongful email completely.
- ✓ *On-Line Daters & Social Networkers* can interact with confidence by keeping their photos, personal details and conversations from going viral.

Corporate Highlights

First Mover Advantage - BigString.com is the first email service provider that enables “Edit Sent Mail” functionality, allowing the user to recall, change or self-destruct any message, attachment or video, regardless of what software program is being used or whether or not the message was sent or read.

Widespread Applications - BigString’s revolutionary communications platform provides unprecedented control, security and privacy over electronic messages and videos, and has widespread applications in the B2B and B2C sectors.

Multiple Revenue Streams - BigString derives revenue from online services, electronic commerce, advertising on its free services and data networking services. The Company is focused on launching new products based on its proprietary technology that offer additional revenue upside potential.

Scalable, High-Margin Business - BigString.com is an early-stage company that operates an easily scalable, high margin business similar to Yahoo!, Gmail or Hotmail.

Entry into Social Networking - The Company is capitalizing on millions of users cropping up on social networking sites, recently launching unique video and messaging applications on Facebook, the number one Web site for sharing photos.

Timing the Market - The Radicati Group, Inc. projects that email users will grow 11% annually and email accounts will grow 18% annually, resulting in 2.9 billion accounts and 1.8 million email users by 2011.

Partnership Opportunities - Since its turnkey products are not reliant on any particular software program, BigString has inked its first private label deal, and is positioned to reach critical mass through additional partnerships with ISPs, email providers and other user-driven content sites.

✓ *Artists & Photographers* can email proofs and samples without the fear that they will be printed, forwarded or saved for later use without their authorization. BigString protects anyone's intellectual property rights.

✓ *Copywriters* can catch spelling or punctuation errors that can cost them time, money and even their reputation. BigString lets writers copy and correct errors even after an email has left their outbox. Only the user will know that the switch has occurred.

RECENT DEVELOPMENTS

In May 2008, the Company entered into an exclusive, worldwide private label agreement with VIP Connectz, a multi-level marketer who will distribute BigString's self-destructing email and IM services to their existing VoIP (Voice-over-Internet Protocol) customers, primarily in South America and Asia. VIP Connectz offers premium pay-for-service products as well as free accounts with advertiser support, and has over 50,000 subscribers. BigString and VIP Connectz will share in the advertising revenues generated through their relationship. In addition, BigString will receive a payment for each email and IM account originated by VIP Connectz. In order to remain the exclusive worldwide multi-level marketing distributor of BigString's email and IM services, VIP Connectz is required to originate a minimum of 10,000 in paid email accounts and 10,000 paid IM accounts, each year. As a result, BigString expects to generate fees of at least \$250,000 for each year of the agreement.

In other news, BigString launched a video email platform for the Chinese market through its BigString.cn and BigString.com.cn websites. BigString also launched a private label email solution with WoozyFly.com (www.WoozyFly.com). Members of WoozyFly.com, the online music media company devoted to independent artists, get a free email account with all the functionalities of

BigString's technology. The private label solution allows existing websites to add value to their members, their strategic partners and advertisers.

In March 2008, BigString closed on a financing in the amount of \$700,000 from institutional investors. The proceeds of the financing will be used, in part, to launch an aggressive marketing and advertising campaign. The Company completed a cross-country satellite media tour, including interviews on national TV and radio programs featuring CEO Darin Myman and independent national security expert Bill "Wild Bill" Stanton, who has publicly endorsed the use of BigString.com.

GROUNDFLOOR OPPORTUNITY

BigString is leading the industry standard in Web 2.0 security protocols in digital communication of a variety of forms by distributing its unprecedented email, video email and IM services. The Company's patent-pending technology provides the basis to attract private label agreements and strategic alliances, such as its recently launched Facebook widget, designed to capitalize on millions of persons within a social networking community.

Like Yahoo!, Gmail and Hotmail before it, BigString operates a very scalable, high margin business with tremendous growth potential. Currently, BigString derives revenue from online services, electronic commerce, advertising, data network services and marketing affiliates. Combined with B2B and B2C email/video email subscriber revenues, and new products including its IM service, BigString is laying the foundation to ramp-up revenues throughout 2008. As a development-stage company transitioning into a multi-faceted technology company with several commercially viable product lines, BigString represents a groundfloor opportunity for investors to maximize returns.

Experienced Leadership

Darin M. Myman co-founded BigString Corporation in October 2003 and has since served as the President, Chief Executive Officer and Chairman of the Board. From November 2001 until October 2003, Mr. Myman was a self-employed Internet marketing and business consultant and, from March 2001 until November 2001, he served as Executive Vice President of InsuranceGenie.com. Prior to his employment by InsuranceGenie.com, Mr. Myman was a co-founder and Chief Executive Officer of LiveInsurance.com, the first online insurance brokerage agency, from March 1999 until December 2000. Prior to co-founding LiveInsurance.com, he served as a Vice President of the online brokerage services unit of Westminster Securities Corporation from January 1995 until March 1999.

Robert S. DeMeulemeester, Chief Financial Officer, Treasurer & Director, previously served as managing director and treasurer of the Securities Industry Automation Corporation ("SIAC"), a New York based provider of automated information and communication systems that supports the NYSE Group, the American Stock Exchange and related affiliates, from 1998 to 2006. He also served as managing director, CFO and controller of Sector, Inc. From 1993 to 1997, he served as an executive in marketing, business development and finance at Honeywell International Inc. (formerly AlliedSignal, Inc.) and from 1989 to 1991 as a management consultant at Accenture (formerly Andersen Consulting). Mr. DeMeulemeester earned his MBA at Columbia Business School, Columbia University and his BA, magna cum laude, in Industrial Engineering at Lehigh University.

Adam M. Kotkin, co-founded BigString Corporation along with Darin Myman in 2003, and remained its Chief Operating Officer, Secretary & Director. Mr. Kotkin previously served as business developer and sales manager at LiveInsurance.com, the first online insurance brokerage agency. Kotkin brings to the company over six years of e-commerce operational experience. He graduated with distinction from New York University with a BA in economics.

Marc Dutton, Director, currently serves as President of FJA-US and FJA-AU, Australia (formerly known as Finansys), an industry leader in insurance technology solutions. Mr. Dutton joined FJA-US in 1996 and prior to serving as President, he served as Managing Director, Vice President of Sales and other sales management positions. He received a Bachelor of Science Degree from the University of Albany in May of 1991. Mr. Dutton has served on the board of directors of BigString since June 29, 2005.

Lee Rosenberg, Director, is a Certified Financial Planner (CFP) with more than 32 years of experience. In 1984, he co-founded and is currently a financial planner for ARS Financial Services, Inc., an independent, professional financial planning organization, with offices located in Jericho, New York and Boca Raton. In 1988, he joined Cadaret, Grant & Co., Inc., as a Registered Representative. Mr. Rosenberg has previously served as the Chairman of the Long Island Society of the Institute of Certified Financial Planners™ from 1989 to 1996. Mr. Rosenberg has authored several books on financial and retirement planning and is a recognized speaker and lecturer. He holds a BA from Brooklyn College and a degree as a CFP from the Denver College of Financial Planning.

Todd M. Ross, Director, currently serves as President and CEO of TM Ross Insurance Brokerage, LLC and served as President and CEO of H.K. Ross Corp. from November 2002 to September 2005. Prior to his formation of H.K. Ross Corp., Mr. Ross served as in-house Counsel and CFO for LiveInsurance.com. Earlier, he served at the NIA Group, one of the largest privately held insurance brokerage firms in the United States. Mr. Ross graduated from the University of Wisconsin-Madison with a BA and earned his JD at Hofstra University School of Law.

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