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With Every Vital Communication and Entertainment Device Going Digital and Wireless, from your Phone to your Internet and TV, Elevate, Inc. is Providing Access to a Certifiable Genius to Help the Consumer Navigate Through the Complications of our Brave New World

**Technology
Digital Services Provider
(ELEV.OB)**

**Elevate, Inc.
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**Wright Wesley Thurston
Chairman, President and CEO**

BIO:

Wright Wesley Thurston, has served as our Chief Executive Officer, President, Treasurer and a Chairman of the Board since February 22, 2011. Mr. Thurston is a successful, serial entrepreneur who began his career in 1996 with the formation of Future Phones, an independent direct sales company in the emerging cellular phone industry. Future Phones achieved acclaim as one of the fastest growing and largest independent direct sales organization in the cellular phone industry. Beginning in 1997 through 2001 the company recruited, trained and deployed more than 2000 independent sales representatives throughout the United States. The company was one of the first to offer an e-commerce Web site focused on direct sales of wireless phones during the transformational period from analog to digital phones. Mr. Thurston sold Future Phones in 2001 to OmniServe Wireless when he was just 24 years of age. In just a few short years Future Phones transformed the industry by introducing a direct to consumer business model and selling more than 20,000 subscriber accounts. Mr. Thurston has developed a proprietary recruiting and training

methodology, which made a lasting impact on the entire mobile industry.

In 2002 Mr. Thurston recognized an emerging opportunity the subscription-based monitored home security industry. A technology transformation was beginning to happen, as security systems connected to a central station through a traditional land line would be replaced by cellular communications. Mr. Thurston seized the opportunity to make monitored home security available to a previously underserved market by devising a new go-to-market strategy combined with innovative pricing and provisioning options which would make monitored home security accessible for middle-income and low-income families. As CEO of Firstline Security, Inc., Mr. Thurston directed its expansion to more than 200,000 subscribers and more than \$100MM in revenue. The company was recognized as the fifth largest homes security company by SDM magazine and was listed on the Inc. 500 in 2006. In the fall of that year, Mr. Thurston was recognized as a finalist for the Ernst & Young Entrepreneur of the Year award.

During his tenure at Firstline, Mr. Thurston began to perceive a shift in technology, which would have impact on virtually every digital service, from voice and data to security and automation.

In 2007 he stepped aside as CEO at Firstline to form Elevate. Mr. Thurston has recruited, trained and deployed more than 20,000 independent reps over the past decade. His visionary approach to sales training and keen

insights into market behavior has led to more than 300,000 subscriber activations for digital services. Mr. Thurston is the author of the proprietary compensation plan at Elevate, which compensates sales representatives for both new customer acquisitions as well as long-term loyalty, a concept that is revolutionizing the customer experience with digital service providers. Mr. Thurston has consistently established, organized and deployed loyal sales teams who have set new standards for customer loyalty and satisfaction. His pioneering spirit and attitude is a source for inspiration and motivation throughout the enterprise. Mr. Thurston is a hands on leader who often is found in the field and on the streets as he engages with Elevate sales representatives, vendors and partners and Elevate subscribers.

Company Profile:

Elevate, Inc. operates as a digital services provider offering voice, video, data, security, automation, and energy services for residential, small and medium business, and enterprise applications. The company offers wireless residential Internet service with up to 10 mbps service. It also provides an integrated suite of home security products and services that include Elevate Interactive, a home security management system operated online or through a wireless mobile application; and Elevate Entertainment, an Internet protocol based television (TV) and satellite TV service offered in cooperation with DirecTV and DISH Network. In addition, the company supplies cloud-based, network services for broad-

band Internet, digital phone, entertainment, security, and surveillance subscription services; and provides on-site technical support and services. Further, it engages in developing a line of integrated hardware design to operate on Android operating systems. The company was formerly known as Highland Business Services, Inc. and changed its name to Elevate, Inc. in October 2011. Elevate, Inc. is based in San Clemente, California.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Thurston, what is the concept and vision for Elevate?

Mr. Thurston: There is a big change happening with the new technology of the internet, especially the wireless internet, which is being built out across our nation right now, as well as across the world. A lot of things that we use digitally are changing. The home phone has changed drastically over the last three years, the security monitoring network and home security systems are changing. TV is going from mobile TV to internet television. People have more devices in their homes, and the way we connect and interact is more and more dependant on social networks. So many things are changing that it is almost as if everyone is starting to have sort of a digital life as well as normal life. We are at the start of this digital revolution and this change that is occurring. This time is similar to when the Ford Model-T first came out. All the parts were the same, the engine was the same and everybody had one of those cars. So it was simple and easy to work on them. A lot of people worked on their own cars to fix them. However, after a few years of technological advancement, and computers being introduced into cars, you literally have to be a rocket scientist and know a lot about cars to be able to work on your own car. That is why we have auto mechanics -everybody has that guy, an auto mechanic that they go to, to fix their car. Similarly, we all have an insurance broker for our insurance needs, an accountant to help us to navigate through the IRS code. We believe that today, with all the

changes happening in the digital space, everybody needs a technology guy. They need a guy to help them navigate through all the different devices and plans and all the technology that is now in the home, and that a lot of people are confused about it. They want their stuff to work, and a lot of times they do not have it working while they are over paying for it. Elevate believes that every home should have an Elevate Certifiable Genius that is assigned to their home, similar to an insurance agent, but for their technology needs. We will help them with all those technology questions or services questions that they may have, relating to the individual services in their home.

CEOCFO: Do most people understand the need for a personal tech?

Mr. Thurston: Everyone has that one technology glitch in their life that is bugging them, whether it is a speaker not working in their living room or a plasma TV they have never hung. They may still be paying \$60 a month for their home phone bill and they just have not managed to change to a cheaper VoIP plan. There are so many that are moving between iPad, devices, tablets, phones in their house and set-top boxes that are connecting to the internet, I think a lot of people are confused. For example, my own mother called me when she got an iPad and she asked, "How do I hook this up"? What do I do? I have to walk her through everything. You take it out of the box, plug it in and you do all these different things. A lot of people are just scared of technology and they need somebody to help them navigate through that. With my own family I have been that guy. My relatives will call me and ask me different technology questions and I am not the most technologically adept, but I am always there to help. However, I think all of us need somebody and it would simplify our lives if somebody were there to take care of that whole space for us.

CEOCFO: What is market research showing about the need for a Certified Genius?

Mr. Thurston: Our market research shows that many people are unhappy with their service providers right now,

very unhappy with the customer care that has been outsourced to different countries, and common issues like long hold times. We have just come to expect crappy service. Especially for the older generation, all of the social websites and the blogs are confusing. A lot of people do not even use online banking because it is confusing. There is no one to show them how to use it. We may be going about our daily lives and all of a sudden the printer in our house goes on the fritz. Then we need to spend a whole day just to try to fix that. The only market segment that might be a less receptive to the may be the college age kids, or those that are not on their own yet, who only use a cell phone and that is it. However, over time, you have a family, you have kids, or you are working – then you need a Certifiable Genius. All of our research points to a need that people recognize is not being filled - that it is something they need right now.

CEOCFO: Would you explain the various services that Elevate offers and who is using your services today?

Mr. Thurston: Elevate offers digital telephone service. We are a full replacement for your local phone provider. We can provide local and long distance calls across the United States, Canada, Puerto Rico, and pretty much anywhere else in the world. We can port your normal local home telephone number that you have had for years, onto our service. It is very good service. In addition, a lot of times the average American is still paying about \$64 a month with taxes, fees and long distance. However, with Elevate you would be paying less than 50% of that, so you can really save on your monthly phone bill. We also have a home security product. It is a traditional home security product that is connected through a landline telephone line. Our security product is backed up by a cellular module, so it is connected wirelessly. Cellular backup makes ensure that your system will continue to protect you even if your phone line gets cut by an intruder. Our system comes integrated with an iPhone and iPad app that can help you adjust the temperature in your home and lock your doors. There are a lot of other home

automation features as well as video surveillance, and it is at a very affordable price. We offer wireless 4G internet in different markets across the United States, in addition to land-line internet. We have television services that we offer through Dish Network and Direct TV and in the 1st Quarter of this year we will be adding our own cellular service. We also have a product called Nerd Alert, which goes along with our Genius product, where we believe that every home needs a certified genius, but they also need a nerd. The nerds are sort of the guys on the ground who get it done, whether you need a plasma TV hung, your home theater system installed or some of your services tweaked or fixed. If your internet is off in your house, these nerds can come in your house and they know exactly what needs to be done. We also have a very good phone support system to help you with virus protection on your computers and there are other basic questions that someone may have about Facebook or some of the other technology questions that people might have.

CEOCFO: What is your geographic footprint for services like Nerd Alert?

Mr. Thurston: We can service the entire country over the phone. Through strategic acquisitions and partnerships we have technicians in about twenty markets right now that we can deploy out to the home. We hope to expand coverage to include the entire country by the end of 2012.

CEOCFO: Will the expansion be through acquisition?

Mr. Thurston: No. The rest of our expansion will be through organic growth. From our companies in the past, we have many relationships with technicians. We will probably continue to train them and place them in different markets and grow through organic hiring. With the economy right now, we put out a job ad and we find it very easy to hire people to be a part of our team and expand out.

CEOCFO: How can you ensure that everybody is onboard with the Elevate culture concept of a people company and not a technology company?

Mr. Thurston: People miss that one-on-one contact and relationships that they used to have. I do not know who made the decision to outsource a lot of our customer care overseas, but a lot of people are very unsatisfied. They do not like waiting on hold for a long time and they do not like dealing with people who do not know who they are. At Elevate, not only do we know the services that you have in your home, but we know your name and we know what you need. Every home is different. My needs from my

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- Wriah Wessley Thurston

four children and my wife are different than my grandmother's and her internet usage. Therefore, everybody needs a customized plan and it has come to that. For many people, with all the devices, the internet and the changes, it is just overwhelming. They are afraid to buy technology because they are worried that it is going to be outdated. It is not something you can avoid now. You have to be able to digitally navigate yourself through the internet and do a lot of different things. It has almost come to the point where it is hard to live without knowing how to do some of those things.

CEOCFO: Who is your typical customer?

Mr. Thurston: Every American - anyone that currently is paying for phone, TV, internet, security, or uses the web

or the internet; we can help anybody, young or old.

CEOCFO: Is your customer base mostly businesses or individuals?

Mr. Thurston: Right now, we're seeing a lot of activity in the California and Florida residential markets. We see a lot of younger families that use our service, and a lot of elderly people that really like our service, too. We are offering products and services that someone is already paying for today. So we are not even selling them something new. We are just saving them money on products and services that they are already using and making the whole user experience more simple for them. With Elevate, they now have a point of contact or someone that they can actually call. Our representative is someone that knows their name and understands their situation a little bit better.

CEOCFO: How do people find out about Elevate?

Mr. Thurston: We have a couple of different marketing methods right now, we have feet on the street, we go door to door, we like to call it living room to living room marketing, and that is very effective for us. We go and talk face to face in

someone's living room, with our consumers. We also have a telesales campaign, where people will call us and inquire about our products and services and some of our help and we generate leads through the internet and other sources for that.

CEOCFO: Are many people taking advantage of the Elevate security product?

Mr. Thurston: Our security product is actually a huge part of our product offering right now. A lot of people have the traditional security system, and it costs a lot of money. You have to pay \$1,000, maybe all the way up to \$10,000 (if you want cameras in your home) for a security system. Now with our technology, you can get a security system that also controls the energy consumption of your home

– even when you're gone. You can unlock and lock your door or open your garage from your iPhone. You can view video feeds from cameras and turn them on or off. You can do all of this and literally you are paying between \$40 and \$50 a month for our service with less than \$200 down. It has really brought this to where everyone can enjoy these features. That is why not a lot of people have it, because it has been more of a high-end product, but we have seen a really high adoption of that. A lot of times we can go into a home where they are paying for their phone, TV, and internet and we can add security to that product mix. We take the other services over and they are still paying less than they would with just their phone, TV and internet through their other provider.

CEOCFO: Elevate's customer service is in the United States, do you find most customers appreciate this?

Mr. Thurston: Most of the time our customer service, such as your Genius, will be located pretty close to where you live. A lot of time it is sort of that one to one relationship and all of our agents are here locally in the US. Our headquarters are in San Clemente, California and that is our whole model. You will have a personal relationship; they will know your name and your kids' names. They know what you need and what you like. Most of the time, they can help you save 20% to 40% off what you are currently paying right now, and a lot of times put you in a product set that is easier to use for you and your family.

CEOCFO: What is your revenue model?

Mr. Thurston: It depends on what services customers choose. Because we are investing in the home, giving them some different equipment, and doing some professional installations, we do have different contracts with some of our services. There are also some month-to-month programs as well.

CEOCFO: Unlike many other companies, Elevate's phone number is

prominent on all pages of your website.

Mr. Thurston: If you call our customer service number, we pride ourselves on trying to get a live operator within 10 or 20 seconds when you call. We want to make sure that everyone quickly reaches a live operator; we keep that one to one personal relationship with all of our customers.

CEOCFO: Elevate is really positioning itself for a world that is dominated by technology.

Mr. Thurston: I believe our kids will be shocked that their dad was alive when there was not internet, and when it was not everywhere. Pretty soon there is not going to be a place on earth where you are not going to be connected and connected at fast speeds. Everybody is going to have a digital life, besides their normal life, whether it is Facebook and a complete digital social life or just online banking. We believe it is time that people have somebody that they trust that can help guide them through this time and I think it is a basic thing and something that everybody can use right now today.

CEOCFO: What is the financial picture like for Elevate today?

Mr. Thurston: We are excited. The company has almost been in business for four years. We have invested a lot of time and money in our software and our platforms. We are at the point now where we are ready to load on a lot of customers across the United States. We have an All Star team with a lot of experience. We have been growing very quickly. Last quarter, over the quarter before, our sales grew about 400%. We just had a press release on it and we are really excited with how quick we are growing and we think 2012 will be a banner year for us. We have a very strong board of directors, including a former president of Discover Bank, Kathy Roberts, and Calvin Fox, a Wall Street veteran whose life was the inspiration for the Oliver Stone movie, Wall Street. We also have Bryan Ferre, the founder of Zipadi, a company that we acquired. I have worked with Bryan for a long time. We have a

great management team, a strong board and we are really excited about our financial picture for the next five years.

CEOCFO: What challenges are you ready to face?

Mr. Thurston: Our biggest challenge so far has just been network availability. We see the wireless boom and what is happening and we believe that the wireless internet is going to really cover the entire United States; eventually the entire earth. However, the build-out has been a little bit slow, so we have been really patient. We also need to control our growth. We also need to make sure that we maintain the highest level of customer care in our interaction with customers. We want to grow in a really controlled environment so that every customer that we bring is very happy.

CEOCFO: In closing, why should investors they pay attention to Elevate today?

Mr. Thurston: I believe it is time to pay attention because we have just gone public. Our goal is to be on a bigger exchange in the next two quarters. In addition, we know how to sell. This is not something that we have not done before. We loaded hundreds of thousands of customers in different companies. One of the reasons why we went public is because we know what we can sell. We have a large network of sales reps and technicians that have worked with us in the past. We have the platforms assembled and ready to go. We have an All Star sales team, and we are going to hit it out of the park. I believe that as my kids grow older every single one of them, just like I have an insurance guy, will have a technology guy, will have a Genius that is going to be there to help them manage their digital lives. It is something that everyone is going to have to have, and we are one of the pioneers in this area. That is why somebody should get involved in 2012. This is really going to be a big year for us.