



Technology today  
for your family's future

 **Nitar**



## What is NITAR?

NITAR Tech. Corp. a publicly trading company on the OTC PK NY (NCHP:PK). NITAR's focus is on acquiring new and advanced technologies developed by small- to mid-sized companies with strong potential and bringing them to the world market – especially if they are products or applications that benefit the family and its environment. NITAR analyzes these new technologies, establishes a viable marketing strategy, acquires funds through private and public offerings and actively presents the technology to the market through an aggressive and directed campaign.

### NITAR Acquires Labtech Systems Inc.

Labtech Systems Inc. is a privately held corporation based in Toronto, Canada. For the past six years Labtech has developed state-of-the-art Internet technology solutions. After a two-year study of Labtech's comprehensive suite of web-based applications and modules, combined with having the last three years of their financial statements audited by Rotenberg & Co. of Rochester, New York, NITAR acquired all shares of Labtech and all its copyrights and patents. The principal reason for this acquisition is the large and growing potential market for Labtech's **choozmail**.

**choozmail** is the only complete and comprehensive secure Internet communications solution (email, chat, voice) that was designed from the ground up and focuses on the family and children's safety and security.

Marketing Solutions Ltd. of Toronto, Canada conducted an extensive analysis of potential sales and market size and, together with George Parselias, C.G.A., prepared projected Five-Year Pro-Forma Financial Statements – which may be viewed online at [www.nitartech.com](http://www.nitartech.com).

## So, what exactly is choozmail?

- **choozmail** is a service and a brand that stands for the security and safety of our kids;
- **choozmail** is an insurance policy against the dangers that email and chat communications pose to children of all ages;
- **choozmail** is a rules-based family communications solution offering email, chat and VoIP; and,
- **choozmail** is an advocate for family values.



**choozmail** can clearly demonstrate that today, parents can do little to combat insidious threats from bottom-line driven corporations and shady characters with criminal tendencies. Regrettably, parents lack the control and even, in some cases, the knowledge to

police with whom their children are communicating. They are practically powerless and even worse, virtually helpless.

In the ever-changing world of technology, children today must



master the skills of using computers and the Internet. For future professional and even social development, the Internet and email and chat are fast becoming required skills that will soon be as basic as the three "R's" were to past generations. Without this ability, they may be left behind as they attempt to pursue their goals and dreams in later life.

## How can choozmail help?

**choozmail** provides families – parents and children alike, with the web-based tools and safeguards to alleviate doubts and fears and will allow families to navigate the Internet, through technology, in a safe and assured environment using rules-based parental controls and positive response technology to eliminate shameful and inappropriate messages from unscrupulous Internet marketers and possible criminal elements.

**choozmail** provides such fundamental tools as email and chat, and gives today's child the opportunity to embrace the future and explore while their parents can observe – seemingly from afar, but in truth, as close as the nearest web-based computer, secure in the knowledge that they have provided the best and most secure environment for their children, away from prying and immoral organizations and individuals that are looking only to satisfy themselves.

**choozmail** allows kids and parents to experience the Internet without worry or shame.

**choozmail** can explain and show in great detail the steps that need to be taken by parents to protect their loved ones. Setting up **choozmail** is remarkably simple and intuitive and a helpful wizard, Marlin, will guide you through the complete process. **choozmail** can effectively inform parents that there is a means to control and administer every Internet communication exchanged by their children via email or chat – regardless of where their children are or whom they are with. Parents can take control and eliminate the terror from their kids' online experiences.

**choozmail** is not about blocking web sites; it's not just web sites that parents and our kids need to be afraid of. Today, kids communicate effortlessly and often endlessly using email and chat. Does your provider allow you to personally take control of that? Now, quickly, easily and for pennies a day, as long as children use **choozmail** from any computer – in the house, down the block at a friend's or even at the lake during summer camp, you can



protect them! Do not leave your kids at the mercy of a faceless corporation to determine parental controls. Who knows your kids better? These companies cannot know the cultural backgrounds of all their subscribers so they “settle” for the lowest common denominator – and in doing so can often alienate and expose children to elements of the Internet that no parent would want their child to see.

## Let's set up a scenario...

It's a beautiful summer evening... in a typical neighborhood, a family is sitting down to dinner – Mom, Dad, a young boy of about 8 and his sister who looks to be 10 years old. The dinner-time chatter is interrupted by the doorbell. The doorbell rings again and Dad opens the door. Standing before him is a sinister and creepy looking couple, a man and a woman. Dad has never seen either one of these people before. “Do you have a daughter, Sir?” they inquire, smiling. “Is she home this evening?” “Do you think that we could talk with her – alone – for a few

minutes, if that's OK with you?” “Of course.”

Suzie walks to the door to meet with the strangers while Dad returns to the kitchen.

Sound far fetched? Of course it does! You would never, ever do anything



remotely like that – deliberately and knowingly putting your child in harm's way. Would you?

But, if you and your family are not using **choozmail**, that situation is much more common than any one of us really wants to believe. Without our rules-based parental control, you will never really know with whom your kids are communicating and



what they are talking about. An innocent conversation with a new, online best friend who amazingly has a common interest in dolls and plush toys just might be a recently released from prison pedophile, killing time while lurking in the shadows of some half-way house two blocks over...

To young, naive children, the Internet can truly be a dangerous and unforgiving place. Can parents be with them 24/7 – no matter where they are? Of course not – that is completely unrealistic! Perhaps you can stop your kids from going to suspicious or inappropriate web sites. But how do you handle email and online chat? Kids today use chat applications to conduct multiple functions: just to talk with friends; check homework assignments; talk about the cool kids; discuss going to the mall – most have several conversations going on at one time.

And now, here's the kicker... when a new conversation is initiated by a new contact, what do you or your kids know about these people. Is it really Simon, the new kid in Grade 5?

At NITAR, our goal is to promote the benefits and safety features of **choozmail** to families – we believe that **choozmail** will become the ubiquitous secure family communications application initially in North America and ultimately, around the world. There are no competitive products on the market today which offer the protection, security and features of **choozmail**.

## Education solution

Labtech Systems Inc. has the exclusive rights in North America and is in the final stages of due diligence for the acquisition of **Connect Technology Inc.** from Las Vegas with all patents and systems including **EducationOnTime**.

**EducationOnTime** is proven educational software with more than 300,000 subscribers. It's an efficient and secure way to put individual curriculum online. Schools, teachers and students can take full advantage of Internet technology with a simple, interactive and dynamic solution. In the past 12 months, we have merged the **choozmail** and **EducationOnTime** web-based applications into one solution that will satisfy important areas of academic life. Teachers now have the ability to plan classes from any location and students and parents can access them from school, a public library or even home. Students can now participate in group projects communicating in a secure manner utilizing **choozmail**. In fact, today, students in a remote school in the north east of Brazil are working with a similar sized school in Central Australia, sharing projects, assignments and contributing to “blogs” on an ongoing basis. The educational,

cultural and life-affirming benefit to students is phenomenal. NITAR is currently in discussions with several private schools in North America who have demonstrated a willingness to embrace technology to benefit their students and teachers alike.

We also believe that the ability to offer personalized tutoring services to individuals will be another market for the software. And, further, there are fantastic benefits to utilizing this software in the corporate world – updating policies and procedures, etc.



## Marketing strategy

We envision three major routes to expose **choozmail** to the public and let parents decide that now is the time to take action and protect our children.

### 1. Advertising and Public Relations

In late February 2005, NITAR signed a contract with TVA Productions and CVI (Clearvision Inc.) dba as businessnewswire.com. This arrangement will provide the creation of corporate video news releases, a documercial, PR opportunities in numerous major newspapers, radio stations and network and cable television stations. This media blitz will occur over a six month period. The first example may be seen on the NITAR web site, [www.nitartech.com](http://www.nitartech.com) on MoneyTV.

- **TV News Spotlight:** A 2-8 minute segment featured on 1/2-hour TV newsmagazines airing nationwide. A 30-minute documercial, TV News Spotlight and/or Video News Release will air on national and local cable, satellite and broadcast affiliates throughout the U.S. and Canada. Programs will air as regular (non-paid) programming and as sponsored (paid) programming. Nationwide distribution of the TV Spotlight and/or VNR on one or more national networks such as CNN, MSNBC, FOX News Channel, CNBC, Dish Network and AMC.
- **VNR:** a broadcast-quality 90-second narrated Video News Release distributed via Satellite and Beta Broadcast Masters for inclusion on national and local news programs and talk shows.
- **Newspaper Feature:** 1-3 column news article with photo and contact info distributed to over 10,000 newspapers (mainly major market dailies and weeklies), reaching an estimated 20 million readers.
- **RNR:** 60-second Radio News Release professionally recorded and distributed in script form and on CD to 6,600 radio stations for use on regular news and talk shows.



### 2. choozmail Infomercial

**choozmail** is an ideal product and service for an infomercial campaign. It will address the dangers that email and chat communications pose to children of all ages and will clearly demonstrate that today, parents can do little to combat insidious threats from bottom-line driven corporations and shady characters.

- Infomercials (DRTV – Direct Response Television) are a US\$ 125 billion industry;
- In 2003, nearly two thirds of Americans 16 years of age and older will have seen a direct response television advertisement – that represents 136.2 million viewers;
- One in four American television viewers have purchased an infomercial product, most often by calling a 1-800 number to order;
- According to research by Leisure Trends Group, viewers are more likely to trust infomercials than Congress, used car salesmen or even corporate executives;

- Americans are buying from infomercials more and more. Sales have more than doubled in the last five years alone; and,



- A successful infomercial product can generate more than US\$ 40 million in sales in just three months. Retail sales generally come soon after, and on average, are 4 to 8 times greater than television sales.

### 3. choozmail Direct Sales

- Large Corporations can offer a 12-month **choozmail** subscription to their employees and clients. Companies clearly want to be seen as compassionate and concerned about children's safety. After the first year, subscription renewals would be charged directly to the subscriber.
- Associations such as sports leagues and clubs can include a yearly subscription of **choozmail** in their fees and/or tuition. To members, this will create the appearance that it's at no charge. Further, these associations are demonstrating their willingness to offer "protection" in a safe and secure environment to their associates' children and families.
- Third world countries with large populations and specific cultural issues and backgrounds regarding children's access to the Internet can purchase pre-paid subscriptions with default parental control rules built-in that will address their worries and concerns. The percentage of families that can afford a subscription is considerably smaller than in developed countries. We estimate that 0.5 % of families have the financial ability to subscribe to **choozmail**. That is still a very significant number. We are actively and aggressively pursuing such opportunities. Contracts have already been signed with representatives in such diverse countries as India and Brazil. Further negotiations in other parts of the world are currently under way.



**There you have it; NITAR today.  
The future? Unlimited.**



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