



DIGAL!FE

BUSINESS PROSPECTUS

DigaL!FE, Inc.

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Confidentiality Statement

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Plans and projections are subject to change. All stated amounts are approximate and estimated.

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Testimonials

“What People are Saying about DigaL!FE”

...was just what we needed.

On DigaL!FE Family History Program:

Creating and documenting our family history is something that we have thought about for several years but just could never get it started. Our meeting you and our discovery of DigaL!FE was just what we needed. Great concept! One-stop shopping for doing a family history with all kinds of options!

Carrol Pruett, Co-Founder and former CEO,
Mid-State Bank & Trust

You and your team did a great job in our first orientation meeting. You folks made us feel very comfortable, relaxed, and at ease.

On DigaL!FE Customer Service:

You and your team did a great job in our first orientation meeting. You folks made us feel very comfortable, relaxed, and at ease. And now with this comfort level and the detailed orientation we received, we are most confident about the future success of the project. Any hesitations or concerns that we might have had are now behind us

Carrol Pruett, Co-Founder and former CEO,
Mid-State Bank & Trust

DigaL!FE's model for encouraging the sharing of life stories is innovative and positive.

On DigaL!FE Senior Residence Program:

Thank you for sharing your thoughts and ideas for the DigaL!FE program you are developing. I have been in the senior living business for twenty years and I am very attuned to the values and memories of the residents I serve. We are always looking for fresh ways of engaging our residents. DigaL!FE's model for encouraging the sharing of life stories is innovative and positive. Our residents are very excited to share their stories within your easy format. What a great way for residents to share and preserve their life's story.

Daniel Goldstein, Executive Director,
Summit at Brighton, New York

... will allow our residents the opportunity to share their life experiences

...

On DigaLIFE Senior Residence Program:

In DigaLIFE, we at Casa de Flores see a program that will allow our residents the opportunity to share their life experiences with those around them. We look forward to using such a great product!

Jay Salas, Administrator,
Casa De Flores, Morro Bay, CA

... DigaLIFE is filling a strong need in the growing senior living industry.

On DigaLIFE Senior Residence Program:

As an Activity Director for a Senior Community I have found that it is often hard to capture memories and life stories. DigaLIFE has made it possible with a professional innovative and simple format that will make an individual's story continue on for many years to come. Our residents here at Casa De Flores are looking forward to sharing their stories with the new technology. Not only is DigaLIFE helping the seniors but their families. I believe that DigaLIFE is filling a strong need in the growing senior living industry. Thanks DigaLIFE for offering such a great experience for our seniors.

Melissa McFarland, Activities Director,
Casa De Flores, Morro Bay, CA

This is a company that needs to exist...

From prospective Franchisee:

*Like a lot of baby boomers, I am at the stage where I've come to clearly see the cycles of life and the ongoing importance of family. I'm at the point where whatever I do, I'd like it to be positive and meaningful. I love family history and, if I could have my own successful business in that field, it would be a dream come true. When I found DigaLIFE, I was more than intrigued -- that a DigaLIFE business (franchise, hopefully) is able to help families preserve histories, capture memories, and do so in a complete and quality way, represents an exciting opportunity for me. This is a company that **needs to exist** to help all of us preserve and celebrate our unique histories... our lives.*

Marilyn Beasely, early retiree,
Atascadero, CA

Let's get it started!

From prospective franchisee:

I attended a DigaLIFE oral history seminar with my mother and we left incredibly excited about this work. We have a deep appreciation of the generations of our family and know so many families like ours. I keep asking Zazz when we can get started with a DigaLIFE business. To have a business built around family history would be fantastic. Let's get it started!

Kelly Conners, entrepreneur,
Pismo Beach, CA