

Model of Excellence Profile – Universal Business Listing

Company Name:	Name Dynamics Inc.	ICG#	11173
Address:	6701 Carmel Road, Suite 202, Charlotte, NC 28226		
Product Name:	Universal Business Listing		
URL:	www.ubl.org	President Name:	Doyal Bryant

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Organize – Root Dataset	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Original Compilation – Advertiser-Supplied	<i>Distribution Model:</i> Direct Response – Web-Based Third Party – Channel Sales	
Company Overview	UniversalBusinessListing.org is a service of Name Dynamics that allows businesses to post their business listing once and have it correctly reflected on all major online yellow pages, search engines, 411 directories and other vertical industry directories.		
Product/Service Description	<p>The UniversalBusinessListing.org premise is simple yet powerful: for an annual fee of \$30, businesses can provide their contact information to the UBL central database, which is then made available to all leading database providers to help them update their own databases with verified information. Since these data providers power the majority of online yellow pages, search engines and directory sites online, a business can easily manage how it is represented online for a single fee and with a single point of contact to hundreds of online locations.</p> <p>Data providers also benefit, by using the UBL database as a match file to keep their own databases current. UBL does not provide any kind of online directory of its own; it confines its role to that of information utility, connecting businesses with multiple online data providers. Businesses pay to include their information in the UBL database; data providers can access the UBL database without charge.</p> <p>Businesses can subscribe to the UBL service directly from the company's website. In addition, the company maintains an active agency and affiliate marketing program.</p> <p>Anyone who has ever attempted to correct their business contact information online will immediately appreciate the value and power of this service.</p>		
Year Founded:	2008	BizDev Contact:	Kelly Benish
Employees:	14	Main Telephone:	704-930-0302
Profile Date:	8/22/10	Primary Market Served:	99 – General Business
Ownership:	Public	Funding Source:	Self-Financed
MofE Class:	2010	MofE Status:	NOMINEE