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Enabling the Next Dimension of Digital Media

Scent Sciences Corporation was founded as a Delaware Corporation in April 2010 by a team of seasoned technology entrepreneurs. The Company's focus is to develop all types of digital media platforms and consumer products, enhancing the consumer experience for gaming, entertainment, and a broad array of consumer markets.

In addition to the gaming and entertainment markets, the broad commercial application of scent includes air care products for home, hospitality, retail, and medical applications, personal fragrance and the emerging category of scent-enabled branding and advertising.

Scent Sciences is initially partnering with a select group of gaming, media and consumer companies to sell its scent-enabled products and/or enter into joint development and licensing agreements for the Company's technologies.

Scent Sciences is leading the development of new markets with a unique category of consumer electronics: personal scent delivery devices for consumer use in digital applications including the Internet, games, movies and home consumer applications. The company successfully introduced its first generation product, ScentScape™ in March 2011. The Company's technology is backed by three issued patents and an additional eleven patents currently being filed.

Scent Sciences has a highly experienced executive team with deep expertise in building, operating and growing technology companies. Each member of the executive team has more than 25 years experience, with proven track records of starting and growing technology ventures into successful companies, building revenue streams and successfully executing liquidity events.

In addition to the Executive Team, Scent Sciences has an extremely talented technical team including the original inventor of the Company's early patents as well as engineering teams in manufacturing, chemistry and mechanical engineering.

Executive Team:

**Bill Wiles,
President & CEO**

- 25+ years executive and senior business management, operations and legal in US and Int'l, co-founded or helped turnaround a broad spectrum of tech start-ups
- Executive roles at Heitz Technologies, Sybersay, Veridicom and XETI and sales/management roles at Silicon Graphics, Apple Computer and 3M
- BS, Business, West Virginia Univ., JD, McGeorge School of Law, Univ. of the Pacific

**Ron Murphy, VP,
Finance & CFO**

- 25+ years experience M&A, IPOs, finance, international operations, HR, regulatory compliance, startups and fundraising
- Founding CFO Symantec & Xidex, senior roles at Canon, Ridgeview Financial and Heitz Technologies
- MBA and BS Economics, Santa Clara Univ.

**Stefan Braken-Guelke,
VP, Operations**

- 25+ years experience in Operations covering manufacturing, engineering, product development, sales, marketing and finance.
- Senior Executive at Philips Semiconductors, HIFN Inc., Zilog Inc., Santel Networks
- Dipl.-Ing, Applied Physics, Univ. of Wedel (Germany)

**Jerry Bertrand,
Chief Scent Officer**

- 25+ years experience in Innovation and Commercial Development in biologically-active chemistry businesses: pharmaceutical, flavor & fragrance, digitized scent delivery, synthetic biology, green chemistry, biomass energy
- Co-founder of privately-held: Lamas Laboratories, Inc; MicroScent LLC; Cheng Smith LLC (China/USA); CleanWax LLC; JCB Associates, Inc.
- BS Chemistry, Miami University (OH); MBA, Xavier University (OH)