

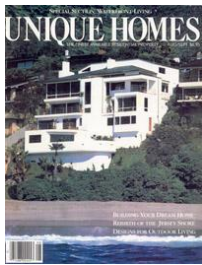
About Scott Farrell

Born and raised in Chicago, Scott started his college education at University of Miami and played center field on the baseball team. To pursue an early desire for business experience, Scott transferred to Indiana University to attend its business college.



Scott started his business experience while still in school when he was elected as the Concert Coordinator. Scott packaged the production capabilities of the school and aggressively competed against Market Square Arena in Indianapolis. Successfully producing a show for the Rolling Stones (the only college venue of that tour), quickly paved the way for other world class acts including The Who, Rod Stewart, Jethro Tull, Chicago, and others. Scott graduated Beta Gamma Sigma with a Bachelor of Science degree in Marketing.

After college Scott moved back to Chicago and was hired by the business consulting firm Associated Corporate Consultants. Scott soon headed west to Scottsdale Arizona where he formed Farrell Development and Investment Company.



Scott's company bought and sold land and invested in other real estate. Scott expanded into commercial development where he built the first Wal-Mart in Arizona and other stores including JC Penney. After several years, Scott sold his commercial property to a REIT on the NYSE. Scott has also been involved in various residential development projects.



Scott designed a medical screening protocol and software system (preventative medicine) with group of physicians and developers in Phoenix Arizona called MediScreen. After selling his rights to MediScreen, Scott became the CEO of Vortex Computer Laboratories of Phoenix Arizona, a motherboard and PC company, a prominent advertiser in the Computer Shopper Magazine. Scott left Vortex in 1995 and moved to California.



With the advent of the Internet, Scott founded PublicFigure.com in 1998. PublicFigure featured information and other content focusing on people in and behind the news. The site grew quickly, receiving national publicity. PublicFigure team members included a former Pulitzer Prize winner editor from the Los Angeles Times and the former CTO of Disney. Then came March of 2000 and growth capital became very difficult to obtain. Scott shuttered PublicFigure in 2001.



PublicFigure may have died, but not the idea. As Internet advertng and open source technologies evolved, Scott commenced work on a new business plan for a unique media platform to exploit untapped advertising, eCommerce and other monetization opportunities relating to consumer search activity.

After searching for several months, Scott recruited a talented young lead developer and compiled a small team of programmers to build what became the Kevo prototype. Kevo's prototype was designed to test natural search and the creation of user generated content for people information and media.



After completing the proof of concept stage, Scott has expanded the Kevo team and is now developing applications for a new media platform that will become Kevo.com, the Prominent People Network. A beta release is anticipated for later 2009.

Scott is married with three children and resides in Thousand Oaks, California. Scott is a member of the 10 to 1 club of the International Game Fish Association for marlin, is an avid hunter and golfer.