

PopMail.Com, Inc.

NASDAQ-POPM - \$0.28

www.popmail.com

www.fanasylum.com

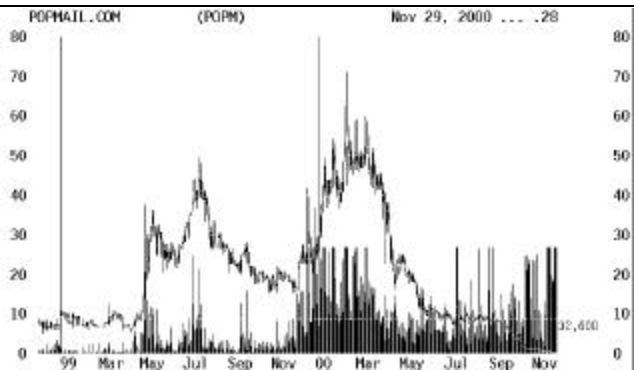
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Increased Investment Risk – Earnings Forecast Under Review

Current Data		EPS		P/E
Fiscal Year End:	Dec	1999	\$ (2.05)	-0.1
Current Price	\$ 0.28	2000E	U/R	na
52-Week Range	72-0	2001E	U/R	na
Shares Out (Mill)	4.0	Valuation		Current
Ave Volume LTM	54,762	P/E (Next FY)	#VALUE!	NM-NM
Market Capitalization	\$ 1.1	P/B	0.10	8-0
LTD/Tot Cap	0.6%	Price/Sales	0.33	28.21-0.09
Institutional Holdings	0.8%	Operating Data		This Qtr
Insiders Holdings	20.0%	Sales Growth	-11.1%	14.3%
Book Value	\$ 8.99	EBITDA Margin	-330.8%	-180.3%
10Yr Bond	5.52%	Net Inc. Growth	-1095%	-4535%

Source: Baseline, except for Insider Hldgs and EPS estimates.



Restated for 10-for-1 reverse split

Source: Baseline

Key Points

- Continued losses and need for immediate cash raise “going concern” questions.
- Recently acquired Iz.com, unexpectedly, up for sale.
- We withdraw our 2001 EPS forecast
- During 3Q, Company reorganized management ranks, took another step in divesting restaurants, and discussed the top line metrics of Fan Asylum.

Company Description

Based in Dallas, Texas, PopMail.com (POPM) is an Internet marketing firm that specializes in email-based permission and affinity marketing services in Broadcast, Media, Sports, Technology, and Entertainment sectors. POPM's technologies allow businesses to more effectively and efficiently communicate with their constituents via targeted messaging that are created by affinity and permission opt-in email lists. The Company's three email divisions consist of; PopMail Network (opt-in email); IZ.com (digital publishing); and Fan Asylum, Inc. (fan club sites for musicians). The Company also runs Café Odyssey, a two-unit chain of themed restaurants.

Earnings Forecast Under Review

We are withdrawing our previous earnings forecast because disclosures in the 3Q00 10-Q have caused us to materially change our assumptions. Investors should read the 10-Q in order to evaluate POPM's investment risk. We hope to issue a new report and revised EPS model shortly.

INVESTMENT RISKS

There are several risks that investors must consider when evaluating a potential investment in these shares:

Operations have not been profitable to date and we expect operating losses to continue at least until 2001 ("going concern" issue). We estimate that POPM will continue to need to raise money to fund operations for at least the next year to 18 months. Without this financing, we do not think POPM will remain a going concern.

Significant dilution potential from future acquisitions and the need to fund operations. The Company has issued a significant number of shares, options and warrants to fund acquisitions and operations. While we do not assume any acquisitions in our forecast, it is reasonable to expect that the Company may make additional acquisitions in the future. In addition, our model indicates that the Company will need to fund operating losses or risk becoming overly leveraged. In both cases, the issuance of additional equity would dilute existing shareholders.

Internet stocks are subject to extreme market volatility. Despite the decline in dotcom stocks since April, valuations remain high by traditional measures and are thus still vulnerable to significant fluctuations in share price.

The Company may not be able to access the market for future funding needs. The market appears to be increasingly concerned about cash-burn rates and real earnings potential. As a result, many Internet shares have not been able to go back to the market to get needed funding. The same may occur to POPM.

The Company may be forced to reprice options in the future. Because POPM relies heavily on options to both raise funds and reward employees, the risk of future repricings will increase if the stock price remains at current levels. POPM repriced options in 1999 and 2Q00 that resulted in charges of \$3.5 million and \$750,000 (our estimate), respectively.

One individual controls a substantial amount of the common stock and may influence the future direction of the Company. James L. Anderson, who resigned from the Board, has effective control of 31.6% of the outstanding common stock.

The common shares could be delisted from the Nasdaq Smallcap market, which would adversely impact share liquidity and the ability to get price quotes. The following are the events that could cause POPM to be delisted:

1. Bid below \$1.00.
2. Net tangible assets below \$2 million.
3. Reduction to one market maker.
4. Reduction in the market value of the public float to less than \$ 1 million.
5. At the discretion of the NASDAQ SmallCap Market.

The Company is not followed by many analysts. We think the market is largely unaware of POPM because the company was not widely followed to begin with and is still classified as a restaurant stock in several databases.

This report contains "forward looking" statements within the meaning of U.S. federal securities laws. Forward-looking statements regarding the Company's performance inherently involve risks and uncertainties that could cause actual results to differ from such forward-looking statements. Factors that would cause or contribute to such differences include, but are not limited to, continued acceptance of the Company's products/services in the marketplace; acceptance in the marketplace of the Company's new product lines/services; competitive factors; new product/service introductions by others; technological changes; dependence upon third party vendors; year 2000 issues; and other risks discussed in the Company's periodic report filings, including interim reports, with the Securities and Exchange Commission. By making these forward looking statements, researchstock.com, Inc. undertakes no obligation to update these statements for revisions or changes after the date of this report.

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