

Media Profile

A unique format that is a cross between the traditional broker/dealer tear sheet and an analyst research report created by the **GLX** to highlight a companies **Social Equity**.

GTX Corp
OTCQB: GTXO



With You®

A GPS Tracking Company



AUGUST 2011



With You®

OTCQB: GTXO
A GPS Tracking Company

(OTCBB: GTXO)



Converging Satellite Tracking Technology With Consumer Products

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GTX Corp is committed to pioneering, creating and delivering GPS Tracking Personal Location based Services ("PLS") empowering the global community... Keeping you connected to whom and what matters most!

OVERVIEW: GTX Corp (OTCQB: GTXO) www.gtxcorp.com a leader in embedded real-time miniaturized GPS Tracking Personal Location based Services ("PLS") was founded in 2002 and is based in Los Angeles, California. Known for its game changing patented GPS Shoe - the patented smart shoe and its block buster smartphone GPS Tracking App which hit number 2 on the iTunes top grossing chart, the Company continues to pave the way with innovative geo specific and proximity alerting GPS tracking applications that help you know where someone or something is at the touch of a button. GTX Corp and its subsidiaries; **LOCiMOBILE, Inc.** which develops location based social networking (LBSN) applications for smartphones, Code Amber News Service, and Code Amber Alertag have an aggressive intellectual property strategy, own an extensive portfolio of patents, patents pending, registered trademarks, copyrights and website properties. eMarketer estimates there will be over 63 million location-based service users worldwide this year, and 486 million by 2012.

GTX Corp is well positioned to capture the growing GPS tracking PLS market through its diverse product platform, licensing model, brand recognition, traction in the market, strategic partnerships and focus on customization, optimization and localization.

- 3 business units generating revenues
- Large IP portfolio (20 patents and patents pending, 5 registered trademarks, 45 URL's)
- Award winning technology
- \$100 million in contracts
- Over 1 million users in 117 countries
- Global partners & channels of distribution
- Strong media and brand recognition
- Less than 55 million shares outstanding
- Low burn
- Clean balance sheet

GTX Corp Family of Products and Services

GTXCorp.com



LociMobile.com



CodeAmberAlertTag.com

CodeAmber.com



GPSShoe.com

YouTube.com



[RSS News Feed](#)



THE OPPORTUNITY: Patrick Bertagna, **GTX Corp** CEO, states "Today, throughout the entire global community, there is a recognizable widespread dependence on being "connected" to instantaneous, real-time information. Examples of this are seen daily through the ever expanding numbers and usage of smartphones, PDA's, the internet, e-mail, WiFi and social networks. Directly knowing the whereabouts of loved ones or colleagues affords a sense of control and peace of mind in today's increasingly hectic society. GPS tracking technology provides timely knowledge which significantly reduces the levels of stress that go with the responsibility of watching out for loved ones or co-workers and the uncertainty of not knowing their whereabouts. **GTX Corp's** innovative products, services and licensing approach, not only provide the solutions consumers are demanding but they are also creating opportunities in the market place for today and well into tomorrow. This can be evidenced when you consider our growing number of partners, customers, app downloads and countries in which we operate in."

The rising need for **GTX Corp's** GPS tracking apps and solutions is influenced by several factors:

- Ubiquitous awareness and expanding penetration of GPS and Mobile devices. *(Estimated 5.5 Billion by 2013)*
- Personal and asset security concerns affecting a greater portion of the population.
- Increasing numbers of elderly or memory impaired. *(Alzheimer's, Autism, etc. 6 million in U.S. and growing to 115 million worldwide)*
- Corporations needing to manage worker productivity and logistics.
- Government agencies, law enforcement and military personnel monitoring.
- Massive life style adoption of Location Based Social Networking.
- Proximity Advertising - The new paradigm.

The **GTX** corporate objective is to provide its shareholders with value by being a market leader in an estimated and growing \$13 billion dollar industry. The Company employs a two prong approach which provides embedded licensed 2 way GPS solutions to consumer brands (the "Intel inside" model) and a direct to consumer model through its subsidiaries. The Company is focused on developing leading products, innovative technology, strong brand recognition and an ongoing intellectual property portfolio. The benefits of its product and service offerings are wide and ubiquitous because when it comes to the "where?" question; where is my child?; where is my elderly parent?; where is my pet?; where is my athlete?; where is my high value asset?; the answer is miniaturized 2 way GPS/PLS technology. Herein lies the Company's opportunity where prospects for rapid growth are very real as practically all industries and products can benefit from **GTX Corp's** technology and multi-prong approach to the market.

Increased awareness and understanding of the PLS space, facilitated by the Company's embrace of social media, will assuredly contribute to the Company's long term growth. Additionally, as a result of a confluence of events throughout the global landscape, the rapid proliferation and engagement of location based social networking suggests that **GTX Corp** could be the "right" company with the "right product and service" at the "right" time with an added potential of generating revenues from applications and service offerings yet to be discovered.



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GTX Corp- Answers the "where is" Question
and delivers "GPS Tracking" and "Peace of Mind" solutions

- GRANDPA
Elderly, Alzheimer's
- DAUGHTER
Teens & Tweens
- MOTOR BIKE
High Value Assets
- CONTAINERS
Packages, Freight
- ATHLETES
Training, Competition

COMPANY PURPOSE: GTX Corp (OTCBB: GTXO) a market leader in embedded real-time GPS Tracking Personal Location based Services ("PLS") was founded in 2002 and is based in Los Angeles, CA. The Company is known for its game changing, award winning, patented GPS Smart Shoe™ and its block buster Smartphone GPS tracking app, recently featured in the Los Angeles Business Journal and recently hit number 2 on the iTunes top grossing chart where it has been a top grossing and top download App since its launch in December 2009.

GTX continues to pave the way with innovative geo-specific and proximity alerting applications that help you know where someone or something is at the touch of a button. The Company has pursued an aggressive intellectual property strategy and owns an extensive portfolio of 20 patents / patents pending, and multiple registered trademarks, copyrights and web properties. GTX Corp is well positioned to capture the growing GPS tracking PLS market through its diverse product platform, licensing model, brand recognition, traction in the market, strategic partnerships and focus on customization, optimization and localization.

Management of GTX is actually defining a category as evident by the Company's social and traditional media reach and presence and differentiating themselves from the competition by focusing on customization, optimization and localization.



OPERATIONAL OVERVIEW

GTX Corp provides various interrelated and complementary products and services in the Personal Location based Services ("PLS") marketplace. The Company develops and integrates two-way global positioning system (GPS) technologies that seamlessly integrate with consumer products and enterprise applications. GTX is currently providing these personal location solutions through hardware devices, platform licensing and smart phone applications throughout the world. As of July 2011, the Company's smart phone mobile applications (Apps) have been downloaded in excess of 1 million times in 117 countries. The Company's Personal Location based Services ("PLS") also include the largest online distributor of missing persons alerts through its Code Amber Alerts and location and identification products that it commenced marketing as part of the Amber Alert platform.

GTX Corp differentiates itself from other providers of personal location solutions primarily as a result of its ability to integrate customizable form factors with dedicated functionality and personalized interfaces to offer consumers and businesses localized applications that harness the full spectrum of GPS enabled Personal Location based Services ("PLS"). The Company is currently conducting its operations through three wholly-owned subsidiaries that operate in related sectors of the personal location-based market.

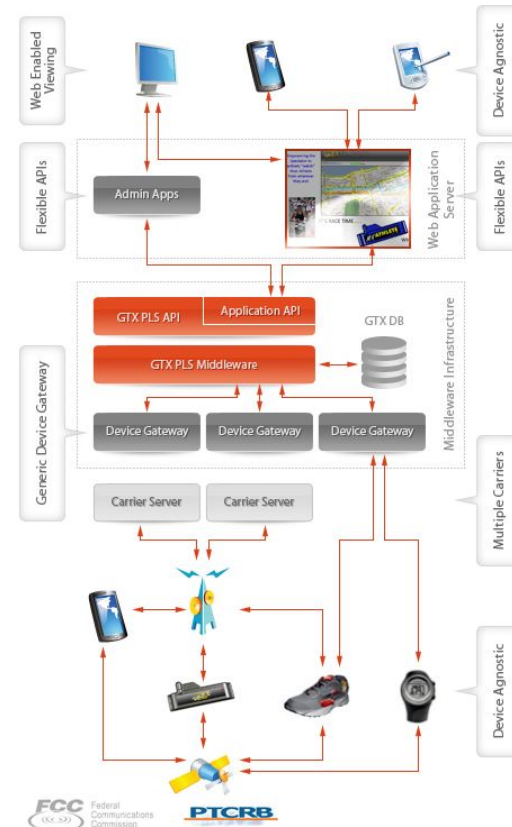
The **GTX California** subsidiary offers a GPS and cellular location platform that enables subscribers to track in real time the whereabouts of people, pets or high valued assets through a miniaturized transceiver module, wireless connectivity gateway, middleware and viewing portal. On March 18, 2010, GTX California entered into a four-year agreement with Aetrex Worldwide, Inc. ("Aetrex") granting Aetrex the right to embed the Company's GPS tracking device into certain footwear products manufactured and sold by Aetrex. Aetrex Worldwide, Inc. is a global provider in pedorthic footwear and foot orthotics. Aetrex has certain exclusive and non-exclusive rights under this agreement. In order to retain its exclusive rights, Aetrex must purchase 156,000 devices from GTX over the four-year term of the license agreement commencing with 6,000 GPS tracking devices in the first year, 25,000 devices during the second year, 50,000 during the third year, and 75,000 devices during the fourth year. The end-users of the GPS enabled Aetrex shoes, predominately the estimated 5.3 million seniors afflicted with Alzheimer's and dementia, will pay GTX a monthly service fee, a portion of which will be shared with Aetrex.

The Company has also signed a three-year exclusive agreement with Midnite Air Corp ("MNX"), a global transportation and logistics service provider, to provide its miniaturized two-way GPS Tracking devices for the monitoring of bio-pharmaceutical and life science shipments. MNX committed to purchasing 15,000 devices over the term of the agreement. Currently the Company has two international distributors in Nepal and Australia and is actively in high level negotiations with several additional licensing partners and international distributors.

As of July 2011, **LOCiMOBILE's** 17 Apps, that run on six different platforms (iPhone, Blackberry and Google Android, iPad, web and Samsung bada), have been downloaded over 1 million times in 117 countries. There are currently five new Apps in development all expected to launch before the end of the year contributing to an overall increase in user base, revenues and valuation.

The Company's Code Amber News Service, Inc. subsidiary is a U.S. and Canadian syndicator and content provider of all state Amber Alerts (public notifications of child abductions) and missing person alerts. Focused on the recovery of missing persons, the online Amber Alerts reach an estimated audience of 1.8 billion through its website ticker and point of display feeds presented by retail merchants, internet service providers, corporate sponsors, affiliate partners, and federal, state and local agencies. The business unit recently signed a licensing agreement and is launching its services in Latin America. A localized Spanish and Portuguese version of the site is in beta test and expected to go live shortly.

CORE CONCEPT



REVENUE STREAMS: GTX Corp has identified the following main revenue streams and currently has over \$100 million of signed contracts to deliver over the next 4 years.

- License fees derived from exclusive and non exclusive grants for territories and specific vertical markets;
- Product sales. For example, Aetrex Worldwide, Inc. is required to purchase a minimum of 156,000 of the Company's GPS devices pursuant to the License Agreement;
- Non-recurring engineering fees;
- Professional services and data hosting;
- Monthly subscription. For example, users of the GTX viewing portal have to purchase a monthly subscription, ranging from \$3 to \$40 per-month, to use the platform;
- App sales of the LOCiMOBILE® applications to individual consumers;
- Advertising revenues to the growing Apps user base; and
- Sponsorships and news feed fees.

SUBSIDIARIES:



GTX California (www.gtxcorp.com), the principal operating subsidiary, has developed and patented a personal location services platform consisting of miniaturized, assisted two-way GPS tracking and cellular location-transmitting technologies used in consumer products and commercial applications to locate and track persons or assets. The Company's gpVector™ module, which consists of a miniature transceiver, antenna, circuitry and battery, can be customized and integrated into numerous products whose location and movement can be monitored in real time over the Internet through a 24x7 location data center ("Location Data Center"), tracking portal, or on a web enabled cellular telephone. The GTX California business model is to license its technology platforms to branded partners who desire to deliver their own innovative tracking solutions to consumers or their customers in a wide variety of wearable and portable location devices. The GTX California value proposition is its customizable and embedded approach to the market. GTX California believes that its ability to customize its gpVector™ module to different form factors for the specific needs of its branded partners sets it apart from its competitors.

LOCiMOBILE, Inc. (www.locimobile.com) has developed and owns **LOCiMOBILE®**, a suite of mobile tracking applications that turn the latest iPhone®, Blackberry and Google Android and other GPS enabled smartphones and tablets into a tracking device which can be viewed through the GPS Tracking Apps consumer tracking portal. The Company currently has 17 Apps, that run on six different platforms (iPhone, Blackberry, Google Android, iPad, web and Samsung bada), which have been downloaded over 1 million times in 117 countries, and is developing new Apps expected to launch quarterly, contributing to an overall increase in user base, revenues and valuation. Several of the LOCi Apps have been featured on national television, including the Good Morning

America and The Early Show, on the iTunes Top Grossing and Top Downloaded list for over 1 year and on Androids Top 15 2010 App list.

ABI Research predicts that more than 550 million GPS-enabled handsets will be shipped by 2012 in what is estimated to be a \$29 billion dollar market by end of 2013. Approaching a million users and growing, **LOCiMOBILE** is generating cash flow positive revenues as well as gaining traction and market share in a very hot market sector. Gartner forecasts, 2013 worldwide downloads in mobile application stores to surpass 21.6 billion and reports consumers will spend \$6.2 billion in mobile application stores this year. Steve Kanaval, of World Market Media says: "This is a unique space with wind at its back and certainly the app's market is a niche to watch."

Code Amber News Service, Inc. ("CANS") (www.codeamber.com) was formed in February 2009 after the Company acquired the assets of Code Amber, LLC, a U.S. and Canadian syndicator of all state Amber Alerts (public notifications of child abductions), and the provider of website tickers and news feeds to merchants, internet service providers, affiliate partners, corporate sponsors and local, state and federal agencies. CANS is using the high visibility of Amber Alerts and missing person alerts to raise category awareness of the Company's personal location products and services. Additionally, the Company generates revenues from the sale of its content, sponsorships and alert tags.

- 290 Affiliates in 61 Countries
- 25 Active Fund Raisers

- Endorsed by Mark Klaas
- Daily reach exceeding 450,000 web site and desktop tickers
- Supported by over 500 Federal, State and Local agencies

GROWTH

The Company's objective is to offer location based hardware and/or its data monitoring platform to third parties for the sale and distribution of location based products and services in various targeted markets worldwide. Establishing and building United States and international partnerships, licensing agreements, OEM, and carrier relationships with major market players, utilizing GTX California's technologies will facilitate efficient entry into new markets. Forging strategic partnerships including co-branding, distribution and marketing with telecommunication companies, wireless carriers, national retailers, major consumer brand companies and mass media aligns the sales and marketing efforts with licensed sales channels:

- Providing its personal locator embedded module to licensees to empower their products with GPS tracking capabilities;
- A monthly service fee structure variable as to the needs of the end user and having multiple convenient access points (mobile phone, land line, or via the Internet);
- Ease of use at the location interface point as well as with the device; and
- Rugged design that meets the rigors of use; products that are waterproof and can handle weather extremes of heat and cold.

BUSINESS DEVELOPMENT BRIEF

Promoting the **GTX Corp** core competencies in Two-way GPS, Location Based Services and eHealth initiatives are central to the company's business development roadmap. The heightened awareness of its flagship products, the award winning multi patent GPS Smart Shoe and highly popular GPS Tracking Apps has provided an opportunity to leverage the company's core platform into international partnerships as well as address new vertical markets.

ON-GOING ACTIVITIES:

- **Existing Contracts:** MNX and Aetrex have signed contracts fully realized valued at over \$100 MM
- **Distribution:** Building on the success of existing partnerships currently in Australia, Mexico and Nepal we're signing new platform license agreements to promote GTX Corp tracking devices and enterprise portal. This is a global activity with several groups currently under consideration from APAC, EMEA and Latin America. In North America, GTX manages the direct sales channel with an expanding dealer base of small to mid-size resellers.
- **Vertical Markets:** More affordable hardware and software have made two-way tracking a realistic solution for companies needing to solve the 'where-is' question. We have targeted industry leaders in several business segments to expand the sales base of our devices and services (enterprise portal). These include:
 - Seniors afflicted with dementia and Alzheimer's
 - Monitoring of children (from truancy to field trips)
 - Life Science and Medical Device Transportation Services
 - Entertainment and Film Industry Rental Agencies
 - Auto Transportation Services
 - Bicycle Companies and Bicycle Rental Services
 - Personal training and competitive event/athlete tracking
 - Insurance and medical companies for our digital ID Alertag

The strategy is to maintain a constant, but small group of active, targeted industries. In doing so, we quickly obtain quality feedback to evaluate the market potential and revenue opportunity. A decision is then made to proceed with channel development or replace this target with another industry.

- **Enterprise Licensing:** The Company has been working with partners in Australia and Europe to provide private labeling of its LOCi Mobile Products. The partnerships being developed are with tracking service companies (i.e. fleet management) looking to augment their product and services line-up. The branded LOCi APPS will fulfill the growing demand for human resource tracking being requested throughout their client network.
- **New Technology Initiatives:** With the rapid expansion of connected home devices, the company has initiated conversations with several leading Consumer Electronic companies. We are currently exploring opportunities to prepackage our APPS and Tracking Portal on Google Android-powered Televisions and tablets.



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- **Product Line Extension:** The Company is reviewing new product opportunities to expand its footprint in the personal safety, criminal justice and enterprise tracking markets. We are also negotiating partnerships with US based GPS companies to develop and manage their international business development through our strategic distribution partnership network.
- **New Business Outreach:** The Company manages 6 websites, 5 blogs and has an active data base of close to 1 million. Via the company's websites, blogs and e-mail campaigns, general inquires (6-8 per week) are received and categorized as either new business leads or information only request. The new business leads are divided into sub-categories then processed and qualified within the week received. We have also begun a process of recycling cold leads on a regular basis to reengage with previous qualified candidates.

MILESTONES

- On October 6th 2010, at the 4th annual Locations & Beyond Summit, the Company won the prestigious 2010 People's Choice Award in the Most Innovative Location Device category.



- **LOCiMOBILE, Inc.** launched 3 new "apps" this month with one of them hitting the number 30 spot on the charts five days after the launch, making it the 2nd paid app in the company's product line to hit block-buster status. The Company has an aggressive development roadmap and plans to launch several more personal location-based and E-Health applications and web services by the end of the year, solidifying its leadership position in the mobile LBS market, which mobile operators are calling "Pure Gold".
- The Company is in high level discussions with Cell Phone operators and tablet manufacturers to "private label" some of their apps.
- In April 2011 the Company launched LOCi Deals entering the multi-billion dollar proximity marketing arena.
- In May 2011 the Company began rolling out devices to MNX and integrated its backend monitoring platform into the MNX customer support platform.
- In June of 2011 MNX soft launched and began to roll out devices on select shipments
- In June of 2011 LOCiMOBILE crossed over the 1 Million user mark
- In July of 2011 LOCi Deals ran a 1 week proximity marketing campaign for Pizza Hut
- In August of 2011 the Company closed a small round of financing and cleaned up all outstanding debt
- In August of 2011 the Company began the roll-out of the GPS Smart Shoe with initial shipments to Aetrex Worldwide



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INDUSTRY OVERVIEW

After several years of fitful industry interest, location-based services are once again central to the wireless industry. Technological challenges have been resolved with 2.5G and 3G network speeds now consistent with higher-speed coverage that is widely available. In our ever-mobile society, it helps to know where we are and where we are going. Many parents desire to have the ability to know where their children are and where they are going. Having such information is now possible with access to real-time information delivered on-demand through locator systems and technologies such as that of **GTX Corp.**

Since 2002, IDC research has consistently shown very high levels of consumer interest in other location based services, especially in family/friend locator devices. Access, controlled by the parent and permission-based among other adults, gives the parents the means to stay connected to their children as well as the opportunity to use the geo-fencing technology to control access to particular areas. Management believes that the results of this study indicate that there is significant opportunity for GPS manufacturers and marketers throughout multiple industries.



GTX believes that the primary target market for GTX California's products and systems consists of prospective licensees who currently sell related products or technology services to numerous markets including home security, child safety, medical and elder care providers, campers, hikers, backpackers, adventure seekers, extreme sports enthusiasts, freight and cargo carriers, delivery services, pet owners, vehicle finance companies, auto dealerships, law enforcement agencies, military organizations and individuals wishing to track valuable items. In order to address these target markets, the Company's marketing initiatives include:

- Establishing licensing relationships with key industry partners;
- Utilizing public relations outreach in special interest magazines and newsletters;
- Affinity group marketing and outreach;
- "White label" affiliates which will target niche markets such as court controlled parolees; and
- Establishing licensing relationships with large partners who sell every-day consumer goods like shoes, helmets, bicycles, etc.

COMPETITION

In related markets, GPS devices have become widely used for automotive and marine applications where line-of-sight to GPS satellites is not a significant issue. Manufacturers such as Garmin, Navman, Magellan, TomTom, Pharos, NovAtel and DeLorne are finding a market interested in using these products for both business and leisure purposes. Location devices are gaining significant market acceptance and commercialization in part due to the use of GPS technology in devices such as chart plotters, fitness and training devices, fish finders, laptop computers, PDAs, etc. Prices range from less than \$100 to over a thousand dollars for such items. The Company expects that increasing consumer demand in these markets will drive additional applications and lower price points.



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The business in which **GTX Corp** operates in is not yet highly competitive. Continued evolution in the industry, as well as technological migration, is opening up the market to increased competition. There is a high level of value attached to tracking devices; the consumer market will be attracted in large numbers when this becomes “the norm.” As outlined in a case study conducted by Google, the report states **GTX Corp** brings personal location-based services to the masses with Google Maps API Premier. This statement, along with the Company’s early entrance into the market and strong ongoing intellectual property portfolio is a clear indicator that **GTX Corp** is well positioned in the competitive landscape.

Competitors for **gpVector™** and **LOCIMOBILE®**:

- Location Based Technologies, Inc.
- Zoombak, Inc.
- Google Latitude
- Foursquare
- Loopt
- Trimble Navigation, Inc.
- SOS Gps, Inc.

Personal location and property tracking devices are just beginning to significantly penetrate the marketplace. The Company believes this condition represents a tremendous opportunity as customers will be attracted in large numbers once the intrinsic value of the device is recognized and mass market adoption begins.

Competitors for its **gpVector™** product, and often also for its **LOCIMOBILE®** system, include Location Based Technologies, Inc., Zoombak, Inc., Google Latitude, Foursquare, Loopt, Trimble Navigation, Inc. and SOS Gps, Inc. **GTX’s** competitors may be better financed, or have greater marketing and scientific resources than it can provide. Management is also aware of a number of foreign competitors that offer personal location tracking products similar to theirs, which may impact its ability to expand its products abroad.



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RECENT FINANCIAL DATA

GTX CORP (OTC BB: GTXO.OB)

Last Trade:	0.08	Day's Range:	0.0720 - 0.08
Trade Time:	Aug 5	52wk Range:	0.04 - 0.17
Change:	↑ 0.0010 (1.27%)	Volume:	209,745
Prev Close:	0.08	Avg Vol (3m):	98,422
Open:	0.08	Market Cap:	4.38M
Bid:	0.0550 x 5000	P/E (ttm):	N/A
Ask:	0.10 x 5000	EPS (ttm):	-0.03
1y Target Est:	N/A	Div & Yield:	N/A (N/A)





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PRODUCTS



Download your favorite app (or try them all) by clicking the icon that matches your phone above or visit our website and see how you can stay connected with friends and family: www.gpstrackingapps.com



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MAJOR MEDIA COVERAGE

Below are some select **GTX Corp** media features (click each to read the full article):



MANAGEMENT

Listed below are the names and profiles of key leaders within **GTX Corp**:

Patrick E. Bertagna – Director, Chief Executive Officer, President and Chairman of the Board: Mr. Bertagna was the founder of GTX California in September 2002 and has since served as its Chief Executive Officer, President and Chairman of the Board of Directors of GTX. He is co-inventor of the company's patented GPS footwear technology. His career spans over 29 years in building companies in both technology and consumer branded products.

Mr. Bertagna began his career in consumer products importing apparel from Europe and later went on to import and manufacture apparel, accessories and footwear in over 20 countries. In 1993, Mr. Bertagna transitioned into technology and founded Barcode World, Inc. a supply chain software company, enabling accurate tracking of consumer products from design to retail. In June 2002 after selling this company, Mr. Bertagna combined his two past careers in consumer products and tracking technology and founded GTX.

Mr. Bertagna was born in the South of France and is fluent in French and Spanish, has formed alliances with Fortune 500 companies such as IBM, AT&T, Sports Authority, Federated Stores, Netscape and GE. He has been a keynote speaker and has been awarded several patents.

Mr. Bertagna has extensive knowledge of: the manufacturing industry, internet software development, building intellectual property and overall experience in growing early stage high-tech companies.

Murray Williams - Chief Financial Officer, Treasurer and Secretary: Mr. Williams became the Company's Chief Financial Officer, Treasurer and Secretary on March 14, 2008. Mr. Williams' finance career spans over 18 years. From February 15, 2007 until he became our Chief Financial Officer, Mr. Williams was an independent business and financial consultant to individuals and development stage companies. From June 2005 to February 15, 2007, Mr. Williams was the Chief Financial Officer of Interactive Television Networks, Inc. ("ITVN"), a public company and a leading provider of Internet Protocol Television hardware, programming software and interactive networks. Prior to joining ITVN, from September 2001, Mr. Williams was a consultant and investor in numerous companies, including ITVN. In January 1998, Mr. Williams was one of the founding members of Buy.com, Inc. Mr. Williams developed the finance, legal, business development and human resource departments of Buy.com and served as its chief/ principal financial officer when buy.com went public in 2000. Mr. Williams last served as buy.com's Senior Vice President of Global Business Development until August 2001. Prior to joining Buy.com, from January 1993 to January 1998, Mr. Williams was employed with KPMG Peat Marwick, LLP and last served as a manager in their assurance practice. Mr. Williams managed a team of over 20 professionals specializing in financial services with an emphasis on public offerings, private financings and mergers/acquisitions.

Mr. Williams is a CPA and received degrees in both Accounting and Real Estate from the University of Wisconsin-Madison.

Christopher M. Walsh - Chief Operating Officer: Mr. Walsh joined this company as its Chief Operating Officer in March 2008. Mr. Walsh began his career with Nike in 1974 and subsequently established and implemented Nike's first manufacturing operation in the Far East. In 1989, Mr. Walsh joined Reebok International as Vice President of Production. In that role he established the Company's inaugural Asian organization headquartered in Hong Kong with satellite organizations across Asia, and also played a critical role on the Reebok Pump Task Force directing the manufacturing initiatives associated with the unique components of the Pump system. After Reebok, Mr. Walsh moved to LA Gear in 1992 and, as Chief Operating Officer, became a critical figure in the turnaround team assembled by LA Gear and was responsible for all research and development, design, manufacturing, sourcing, quality control, distribution and logistics.

Upon leaving LA Gear in 1995, Mr. Walsh founded CW Resources, a Los Angeles based firm providing design, development, manufacturing and licensing consulting services to an extensive client base, both domestic and international, within the footwear, apparel, textile, sporting goods and action sports industries. Since January 2005, he has served as an advisor to GTX California spearheading their footwear research and development and marketing practices.

Mr. Walsh received a B.S. in Marketing from Boston College in 1973 and previously served on numerous organizational boards within the footwear and textile industries including The Two Ten International Footwear Foundation and The Footwear Distributors and Retail Association.

Patrick Aroff - Director: Mr. Aroff was an initial investor in GTX California and has been an advisor to GTX California since September 2002. He served as a member of GTX California's Board of Directors from October 2007 until March 14, 2008, at which time he became a director of GTX Corp. Mr. Aroff has worked and held positions in most every facet of marketing and advertising, including producing and

directing commercials for television and radio. Mr. Aroff has won numerous awards nationally and internationally for marketing, design, advertising and art direction.

After leaving a successful advertising career of 18 years in June 2003, Mr. Aroff started a residential and commercial real estate development company. In June 2004, Mr. Aroff cofounded Encore Brands, LLC, a beverage company, where he served as its Chief Executive Officer and a Managing Member until October 2008. Since 2008 Mr. Aroff has been providing brand consulting and development services to the beverage industry including formula concepts, brand names, packaging and marketing.

Mr. Aroff received his education at the Art Center College of Design in Pasadena and has garnered numerous awards during his career, including: Clio, Belding, New York Ad Club, Best in the West, Cannes International Ad Festival, and an OBIE.

Mr. Aroff has experience in both small entrepreneurial start-up companies and large corporations. He has founded several companies and has over 18 years of marketing and advertising experience in large companies, which assists the board as the company commercialized its current and future products.

Louis Rosenbaum - Director: Mr. Rosenbaum served as a member of GTX California's Board of Directors from September 2002 until June 2005 and then again from October 2007 until March 2008, at which time he became a director of GTX Corp. Mr. Rosenbaum was a founder of GTX California and an early investor in GTX California.

Mr. Rosenbaum has been the President of Advanced Environmental Services since July 1997. His responsibilities at Advanced Environmental Services encompass supervising all administrative and financial activities, including all contractual aspects of the business. Mr. Rosenbaum has been working in the environmental and waste disposal industry for the past eighteen years. He started with Allied Waste Services, a division of Eastern Environmental (purchased by Waste Management Inc. in 1998) in 1990.

Mr. Rosenbaum founded and was President of Elements, a successful clothing manufacturer that produced a line of upscale women's clothing in Hong Kong, China, Korea and Italy, from 1978 to 1987.

Mr. Rosenbaum has a long history in the consumer products industry, electronics and software sales and development. Mr. Rosenbaum is a co-founder of GTX Corp, was the first large investor and has assisted in the overall vision and development of the Company since inception. Mr. Rosenbaum has served on numerous private and community public boards and this unique blend of experience and history, combined with his strategic and tactical insight, makes Mr. Rosenbaum an asset to the GTX Corp Board.

Greg Provenzano – Director, Member of Audit Committee: Mr. Provenzano has spent over 25 years in the electronic components and design solutions business. He currently is the Vice President, Sales and Engineering Solutions at WPG Americas, the North American division of WPG Holdings. Prior to his current position, from July 2002 until July 2005, Mr. Provenzano served as Senior Vice President and Regional President of Memec Americas (now AVNET Electronics Company). From 1997 until 2002, he was President and Chief Executive Officer of Memec Insight, Inc.

Mr. Provenzano is currently working in the hardware, computer and electronics industry and brings to the board a long career and deep knowledge of the electronics hardware business, sourcing, manufacturing and finance. Mr. Provenzano is a valuable and strategic member of the GTX Board and brings direct expertise in operations, contract negotiations, human resource recruiting and management.

Mr. Provenzano holds a B.A. from the University of California, Santa Barbara and an M.B.A. from Pepperdine University.

Andrew Duncan – Director, Member of Audit Committee: Mr. Duncan has been working in the consumer electronics and technology licensing business for over 20 years. Since 2006 he has been the CEO of ClearPlay International, a software licensing company. Prior thereto, he founded Global TechLink Consultants Inc., a technology consultancy company, specializing in technology licensing, multimedia, communication and application technology on a global basis, including Interactive TV, Digital downloads/streaming and Consumer Electronics. From 1994 to 2001, Mr. Duncan worked as Vice President Consumer Electronics for Gemstar TV Guide International (Los Angeles USA).

Mr. Duncan earned his honors degree in Chemistry from Nottingham University and postgraduate qualifications in Marketing and Direct Marketing from London University (Kings College). He also has a Certificate of Business Management from the Anderson School of Business UCLA.

Mr. Duncan's experience in global intellectual property, branding and licensing, uniquely qualifies him to serve on our Board. Mr. Duncan's long involvement in global business development, with an extensive background working in both Europe and Asia as a business strategist for major corporations, directly assists the Board in its international strategic planning objectives and activities.



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THE MEDIA PROFILE

GLX has created a unique format that is a cross between the traditional broker/dealer tear sheet and an analyst research report to highlight a company's **Social Equity**. A client's Media Profile is available in PDF form for download from our websites and by e-mail. We distribute Media Profile's to our database as well as current and potential shareholders.

LEADING AUTHOR: This report was prepared by Ronald P. Russo, Jr. Ronald is the founder of **World Market Media** and **GLX - The Global Listing Exchange**. He has been an entrepreneur and an active member of the small cap, private equity and investment banking communities for more than 18-years with key roles in brokerage operations and management, as well as strategic consulting and investment banking for emerging growth companies.

Ronald graduated from St. John's University, Queens, NY, with a Bachelor of Science, Business Administration in 1993. Prior to founding the GLX he held various FINRA licenses including the Series 7, 63, 24 and 27.

For further details please visit: www.glxinc.com.

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