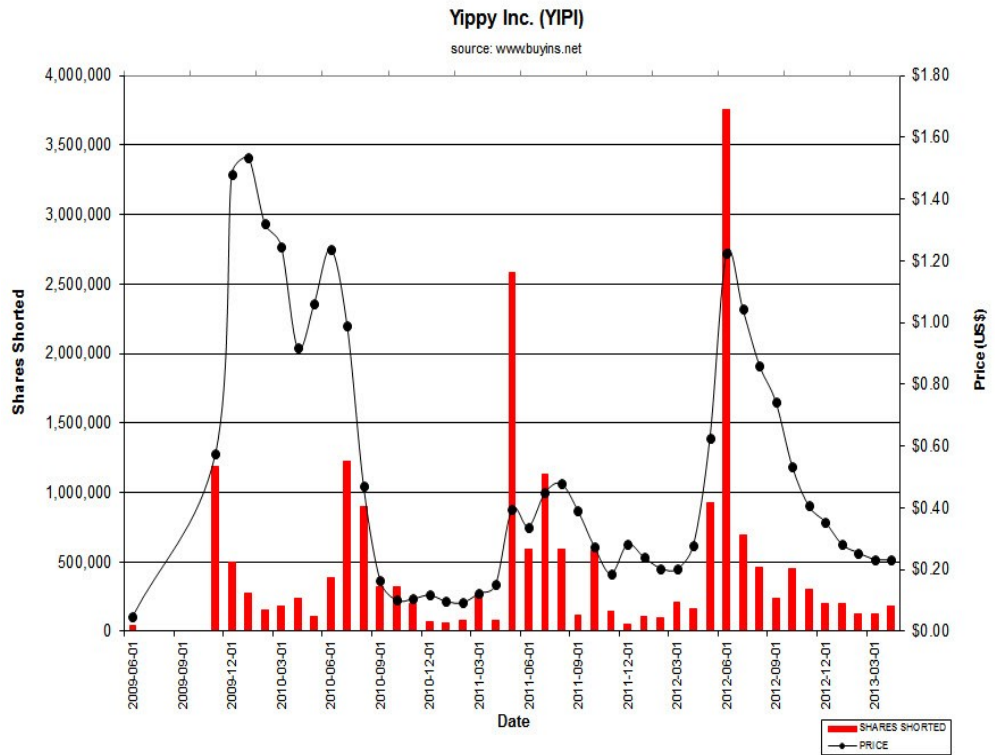KEY DATA POINTS INSIDE

*Daily Short Volume*

*Naked Short Volume*

*Market Maker Friction*

### RECENT YIPI NEWS

- Yippy, Inc. (YIPI) Reaches Preliminary Terms on Acquisition Financing PR Newswire (Thu, Apr 4)

- YIPPY, INC. Financials EDGAR Online Financials (Wed, Jan 30)

# YIPI SHORT SELLERS



Yippy Inc. (YIPI)
source: www.buyins.net

**Starting in late 2009 short sellers have aggressively shorted YIPI. Shorts have continued this activity which warrants close investigation. Buyins.net will report the results of its surveillance on a monthly basis.**

## OVERVIEW OF YIPI SHORT SALE DATA

After careful analysis of YIPI short sale, naked short sale and market maker friction factor data it is clear that YIPI has recently had issues with short sellers who have been aggressive over the last 3 years.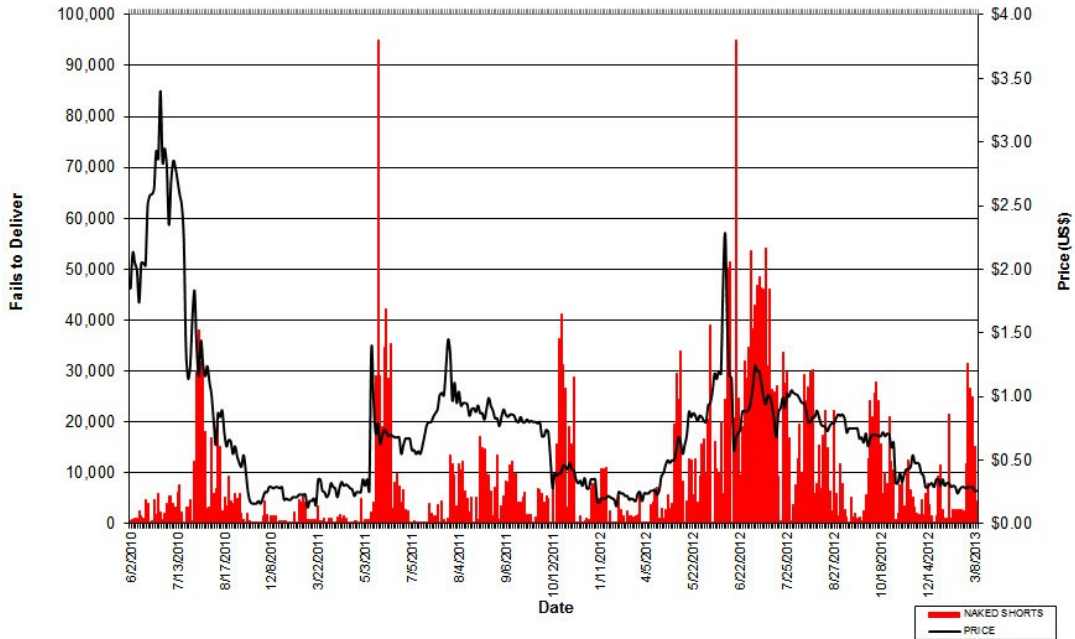 Short sellers have been building a sizable position in shares of YIPI and market makers have made a bearish market lately. New evidence of daily short sellers shorting shares of YIPI has now come to light as the SEC has finally given Buyins.net access to DAILY short sale data which is updated every night. Protecting YIPI from abusive shorting is a high priority.

BUYINS.NET offers a proprietary research and trading service uncovering illegal naked short selling in stocks on the NYSE, AMEX, NASDAQ, OTCBB and PINKSHEETS. For more information please visit www.buyins.net

**DAILY FAILURE TO DELIVER DATA (NAKED SHORTS) IN YIPI**
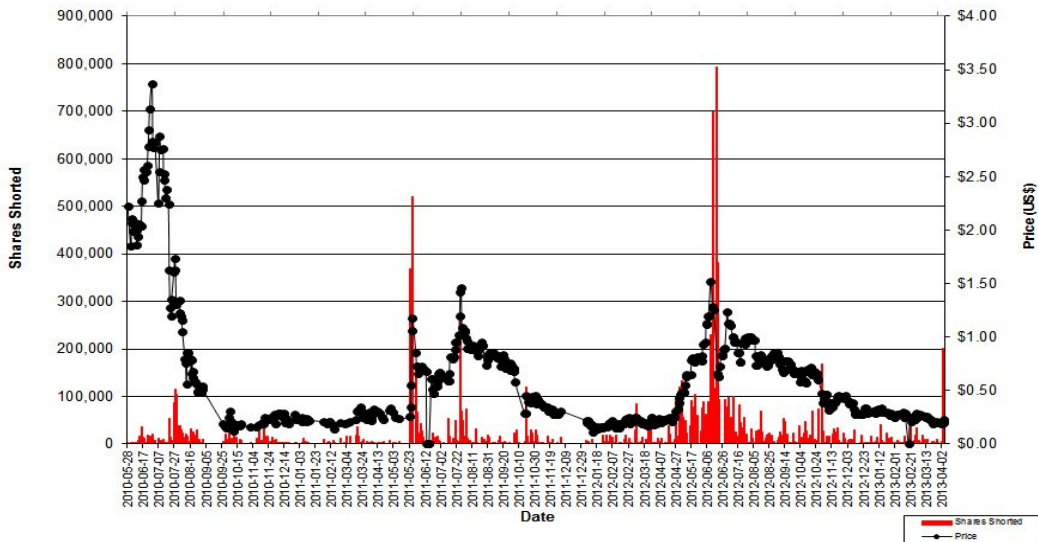
## Yippy Inc. (YIPI)

source: www.buyins.net



Failures to Deliver in YIPI have been an issue as short sellers have been lax at complying with Regulation SHO since mid 2010. Buyins.net will continue to monitor and report short sellers for non-compliance with Regulation SHO borrow requirements.

**NEW DAILY SHORT SALE TRADING VOLUME STARTING 5-28-10**

## Yippy Inc. (YIPI)

source: www.buyins.net



Shorts have been consistently shorting YIPI on a daily basis. An average of 31.11% of daily trading volume is short selling.

## MARKET MAKER SURVEILLANCE SYSTEM (FRICTION FACTOR)

| Date | Change | BuyVol | SellVol | NetVol | Friction |
|---|---|---|---|---|---|
| 4/5/2013 | -$0.009 | 57,332 | 12,925 | 44,407 | Bearish Bias |
| 4/4/2013 | $0.040 | 344,784 | 28,055 | 316,729 | 79,182 |
| 4/3/2013 | $0.010 | 47,000 | 33,850 | 13,150 | 13,150 |
| 4/1/2013 | -$0.030 | 0 | 45,000 | -45,000 | -15,000 |
| 3/28/2013 | $0.020 | 13,400 | 10,000 | 3,400 | 1,700 |
| 3/27/2013 | $0.002 | 21,350 | 5,000 | 16,350 | 81,750 |
| 3/26/2013 | $0.008 | 10,000 | 300 | 9,700 | 12,125 |
| 3/25/2013 | -$0.010 | 51,240 | 5,600 | 45,640 | Bearish Bias |
| 3/22/2013 | $0.010 | 12,597 | 0 | 12,597 | 12,597 |
| 3/21/2013 | $0.010 | 600 | 13,200 | -12,600 | Bullish Bias |
| 3/20/2013 | -$0.040 | 5,000 | 890 | 4,110 | Bearish Bias |
| 3/19/2013 | -$0.010 | 8,000 | 16,200 | -8,200 | -8,200 |
| 3/18/2013 | -$0.003 | 0 | 13,085 | -13,085 | -43,617 |
| 3/15/2013 | $0.003 | 126 | 19,100 | -18,974 | Bullish Bias |
| 3/14/2013 | -$0.030 | 10,750 | 19,600 | -8,850 | -2,950 |
| 3/13/2013 | $0.020 | 10,000 | 0 | 10,000 | 5,000 |
| 3/12/2013 | $0.020 | 1,900 | 2,200 | -300 | Bullish Bias |
| 3/11/2013 | -$0.035 | 1,600 | 52,170 | -50,570 | -14,490 |
| 3/8/2013 | -$0.001 | 10,200 | 22,500 | -12,300 | -123,000 |
| 3/7/2013 | -$0.030 | 4,987 | 7,800 | -2,813 | -938 |
| 3/6/2013 | -$0.001 | 12,750 | 11,336 | 1,414 | Bearish Bias |
| 3/5/2013 | -$0.002 | 500 | 7,725 | -7,225 | -36,125 |
| 3/4/2013 | $0.009 | 8,500 | 1,000 | 7,500 | 8,333 |
| 3/1/2013 | -$0.025 | 3,404 | 6,481 | -3,077 | -1,231 |
| 2/28/2013 | -$0.010 | 34,400 | 46,660 | -12,260 | -12,384 |
| 2/27/2013 | $0.005 | 19,000 | 25,500 | -6,500 | Bullish Bias |
| 2/26/2013 | -$0.005 | 3,400 | 8,100 | -4,700 | -9,400 |

The above data is used to calculate if a fair market is being made in the shares of YIPI. 44% of recent trading days are positive or bullishly biased and 56% of trading days are negative or bearishly biased. There is a bearish market being made in YIPI in the past 27 trading days.

Friction Factor determines if there is normal or abnormal behavior in the price action of the stock when compared to the buying vs. selling trading statistics. It calculates number of net shares of buying or selling to move price +/- one cent.

Here is how to understand Friction Factor:

1. If Friction Factor is positive, more buying than selling caused YIPI's price to rise
2. If Friction Factor is negative, more selling than buying caused YIPI's price to fall
3. If Friction Factor is 0, there was no discernable activity either way
4. If Friction Factor is abnormal, it means that there is either a bearish bias or a bullish bias to how market makers are making market in your stock.

## AG SqueezeTrigger Price is $18.41. There is $22,222,374 That Short Sellers Still Need To Cover.

[ Release Date: 08/21/2012 07:42 PDT ]

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August 21, 2012 / M2 PRESSWIRE / BUYINS.NET / www.squeezetrigger.com is monitoring FIRST MAJESTIC SILVER CORP (NYSE:AG) in real time and just received an alert that AG is crossing above its primary SqueezeTrigger Price, the price that a short squeeze can start in any stock. There are 1183300 shares that have been shorted at the volume weighted average SqueezeTrigger Price of $18.41. To access SqueezeTrigger Prices ahead of potential short squeezes beginning, visit http://www.squeezetrigger.com .

The above report was issued on August 21, 2012 when AG was trading at $18.41 per share. The report included data on short selling, naked short selling and market maker friction factor and alerted investors and regulators that an unfair market was being made in shares of AG and that a short squeeze would begin if shares were to go above $18.41 per share. The results were immediate and dramatic with AG going from $18.41 to $23.95 in only 4 weeks, a gain of 30%.

CLICK FOR REPORT: http://www.buyins.net/releases/index.php?sym=ag&id=302400

## RECV SqueezeTrigger Price is $2.70. There is $10,912 That Short Sellers Still Need To Cover.

[ Release Date: 08/07/2012 09:41 PDT ]

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August 7, 2012 / M2 PRESSWIRE / BUYINS.NET / www.squeezetrigger.com is monitoring Recovery Energy Inc (NASDAQ:RECV) in real time and just received an alert that RECV is crossing above its primary SqueezeTrigger Price, the price that a short squeeze can start in any stock. There are 4000 shares that have been shorted at the volume weighted average SqueezeTrigger Price of $2.70. To access SqueezeTrigger Prices ahead of potential short squeezes beginning, visit http://www.squeezetrigger.com .

CLICK FOR REPORT: http://www.buyins.net/releases/index.php?sym=recv&id=299022

BUYINS.NET WILL ISSUE A VARIETY OF REPORTS ON YIPI

## REGULATORY & COMPLIANCE NEWS

•     Friction Factor – market maker surveillance system tracking Level II market makers in all stocks to determine Price Friction and compliance with new "Fair Market Making Requirements"
•     RegSHO Naked Shorts – tracks EVERY failure to deliver in all US stocks and tracks all Threshold Security Lists daily for which stocks have naked shorts that are not in compliance with Regulation SHO

## INVESTMENTS & TRADING

•     SqueezeTrigger – 36 billion cell database tracks EVERY short sale (not just total short interest) in all US stocks and calculates volume weighted price that a short squeeze will begin in each stock
•     Earnings Edge – predicts probability, price move and length of move before and after all US stock earnings reports
•     Seasonality – predicts probability, price move and length of move based on exact time of year for all US stocks
•     Group Trader – tracks sector rotation and stock correlation to its sector and predicts future moves in ALL sectors and industry groups
•     Pattern Scan – automates tracking of every technical pattern and predicts time and size of move in all stocks
•     GATS (Global Automated Trading System) – tracks all known trading strategies and qualifies and quantifies which are working best in real time

WHY BUYINS.NET IS BEST CHOICE FOR YIPI MARKET INTEGRITY

The data we provide is extremely useful for YIPI for the following reasons:

1. Stop naked short selling in shares of YIPI
2. Break the market maker hold on Level II box causing so much price friction
3. Our SqueezeTrigger Reports that cross newswires and are sent to our 750,000 users help break the rest of the shorts
4. Discourage new short sellers from shorting your stock
5. Stop the negative perception that dropping stock price places on normal day to day business operations
6. Combined all of these facets help to stop the daily drain that the short attacks have on the company.

Here is a quick technology overview:

**http://www.buyins.com/centurypacificbrochure.pdf**

Background information on our CEO:

**http://www.buyins.com/images/tomronk.pdf**