

EMAIL MARKETING ACCOUNT SETUP AGREEMENT

This agreement consists of an understanding between EDGE3 Corporation, hereafter called "EDGE3" having its principal place of business in Hackettstown, NJ in Warren County and _____, hereafter called "The Client" of _____, on _____, 2010.

The purpose of this agreement

EDGE3 will setup an account on behalf of **The Client** with a third party, Vertical Response Inc. hereafter called "VR" that specializes in sending email using current server technologies associated with a broadcasting email application. EDGE3 requires that **The Client** fully understand current SPAM policy relating to sending automated email and agrees to comply with current anti-spamming definitions. The following is a compendium of the current policies in place to assist with FTC (Federal Trade Commission) spam understanding and compliance:

VR has no tolerance for the sending of spam and unsolicited mail, and will prohibit the use of third-party, purchased, rented, or harvested mailing lists. Any customer found using such mail lists will be banned from the use of the service. Every email complaint is investigated, and **The Client** will receive a response from the VR abuse team detailing the action they are taking to deal with the issue.

VR takes several steps to keep abuse to a minimum and reserves the right to:

1. Interview new clients about both the origins of their mailing lists and their marketing practices. Clients who do not meet their standards will not be allowed to use the service.
2. Check each uploaded mailing list for addresses that appear scraped (info@, sales@, etc.) or that otherwise indicate that the mailing list is potentially third party in nature. If anything appears suspicious, the account can be disabled and **The Client** will be contacted.
3. Read most emails before they are sent out by the servers. Email sent through the VR system goes to a staging area where it is looked over by VR staff. If any concerns are identified, the mailing is stopped and client is contacted.
4. Immediately open an investigation if a client receives an abuse complaint to our abuse address or through one of the feedback loops we maintain with many Internet and Email Service Providers.

FTC CAN-SPAM Compliance Act - outlined (Main Points of the CAN-SPAM ACT)

1. The ACT outlaws the use of false or misleading headers
2. The ACT outlaws the use of deceptive subject lines
3. The ACT requires a clear and conspicuous opt-out mechanism within every commercial email
4. The ACT requires the inclusion of a valid physical postal address within every commercial email

Violators may be subject to "cease and desist" orders or penalties from the FTC (Federal Trade Commission) of up to \$11,000 per violation. Criminal prosecution is also possible in the case of egregious offenders, which can result in penalties such as fines, forfeiture of proceeds and equipment. The worst offenders can also be subject to prison time.

The following technical descriptions should be understood:

False or Misleading Headers

VR does not allow the manipulation of any email header information and does not use relays to deploy email campaigns. This means that anyone reading a Client email can clearly see that the email was sent from VR's servers. In addition, they will use only approved and ethical channels when working with ISPs. These proactive measures are in place to ensure that all client email is sent and received successfully.

Deceptive Subject Lines

Any subject line attached to an outgoing campaign must clearly relate to the content of the email. Deceptive or misleading subject lines are prohibited both by VR and also by federal law.

Opt-out Mechanism in Every Email

VR automatically inserts unsubscribe details to the bottom of every email sent from the system to ensure that there is always a clear, easy to use, and fully functional unsubscribe method included with every email campaign.

Valid Physical Postal Address

The CAN-SPAM law also requires that the "sender of the email", (i.e. the person or company noted in the From Label), to display a physical postal address within the content of the message. VR provides a field in the email campaign creation tool requiring ALL users to enter a valid and accurate postal address for any new campaign. **This postal address appears in the footer of client email and may change from campaign to campaign in the event that the "sender" changes.**

VR monitors all outgoing email campaigns to ensure compliance with the CAN-SPAM Act and their own Anti-Spam policies. If a problem is found with a given campaign VR will contact you right away to discuss the issue. Obviously, it is in everyone's best interest to want your launch process to be as smooth and hassle-free as possible, but there is a strong desire to ensure that campaign adheres to the FTC Act. EDGE3 agrees to establish an email server account using VR on behalf of **The Client** and **The Client** agrees to comply with current anti-spam law to the best of its ability as outlined in this document. **The Client** understands that most of the language of this agreement centers around the actual email address list(s), the ownership and acquisition of such, since it will be presented to EDGE3 for processing within the VR servers.

I am authorized to enter into this agreement on behalf of **The Client**, and have read and understand and agree to comply with anti-spamming practices as presented in this document and hereby authorize EDGE3 Corporation to establish an account on our behalf to process our email addresses owned by us for the purposes outlined in the email campaigns that will be undertaken.

For **The Client**, by Name, Title

Date

Email address for purposes of communication with EDGE3 Corp and Vertical Response

For EDGE3 Corporation by John Lavin, Director

Date