



AdzZoo E-Compliance Bulletin

To: All AdzZoo Campaign Directors and Sales Representatives

From: AdzZoo Compliance

Date: 7/1/09

Subject: Advertising Guidelines

Number: 2009-01

It has recently been brought to the attention of AdzZoo Compliance the large amount of unapproved websites online. We have also found help wanted ads, on numerous sites, that are in violation of AdzZoo policies. Compliance does admire and respect the ambition of our agents, in their pursuit to build their business. But, some of the information we have seen is putting the company at great risk. Compliance does not wish to end this form of advertising, but needs to make sure everyone is on the same page.

Advertising is broadly defined. It is generally defined as any tangible or intangible item that would create an interest in or desire to purchase any product or service. Advertising encompasses many forms and many items. It includes, but is not limited to, the following:

- Anything using any Company name, logos, graphics or data from company sites.
- A simple one-page flyer discussing AdzZoo products or recruiting.
- Any newspaper, magazine, radio, internet, or TV ad.
- An internet site that discusses company products or uses the name or logo of any of these companies. This includes linking to any company website from a site you may already use for an existing business.
- Company signs on a door or window of an office, or on an outside marquee.
- A mass mailed postcard discussing products, recruiting, services or hiring.
- Third party material (radio interview, magazine or newspaper articles for instance) used to entice a client to participate in any of our services.
- Any other item that is used to attract or sell products.

Most of the violations are dealing with the regulations that are explained in the Policies and Procedures manual. In Section 3.2.5 - **Domain Names and E-Mail Addresses** AIR's may not use or attempt to register any of AdzZoo's trade names, trademarks, service names, service marks, product names, the Company's name, or any derivative thereof, for any Internet domain name. Nor may AIR's incorporate or attempt to incorporate any of AdzZoo's trade names, trademarks, service names, service marks, product names, the Company's name, or any derivative thereof, into any electronic mail address. Also, in Section 3.2.6 - **Trademarks and Copyrights** AdzZoo will not allow the use of its trade names, trademarks, designs, or symbols by any person, including an AdzZoo AIR, without its prior, written permission. AIR's may not produce for sale or distribution any recorded company events and speeches without written permission from AdzZoo nor may AIR's reproduce for sale or for personal use any recording of company produced audio or video tape presentations.

Based on these guidelines, if you personally do not have in your possession written authorization to use any graphics or logos off of company sites, links to company sites, a domain with AdzZoo in the address, videos posted, or an advertising piece, you are in violation of AdzZoo policy and procedure guidelines, if these items are used. Using unauthorized or denied advertising may result in disciplinary action up to and including termination.

Any and **All** advertising **MUST** be submitted to AdzZoo Compliance for review and approval. You will need to send the link/domain to be used, sample of ad or site, and where and when it will be posted. This can be emailed to compliance@adzzoomail.com or faxed to 770-305-0080. If it is approved, you will be given a registration number to put on your site or ad. You also will be provided with the company affiliate logo to use. Any changes made after an approval has been given, must be resubmitted for review. All existing advertising must be submitted to Compliance by

7/31/09 for review. Anything that is not, after that date, will be considered a violation of policy and may result in disciplinary action up to and including termination.

Please be aware that Compliance will not deny anything on face value. We will work directly with you to create a better ad that is within the set guidelines. If you have any questions, please email compliance@adzzoo.com.

PLEASE ENSURE THAT ALL MEMBERS OF YOUR DOWNLINE HAVE REVIEWED THIS BULLETIN. MAKE SURE THEY ARE AWARE OF ALL COMPLIANCE UPDATES TO THE FIELD.