



AdzZoo E-Compliance Bulletin

To: All AdzZoo Campaign Directors and Sales Representatives

From: AdzZoo Compliance

Date: 10/30/09

Subject: Misrepresentation of AdzZoo Product

Number: 2009-05

AdzZoo was recently contacted by a prospective Ad Client. The Client wanted some clarification on what they had been told about the AdzZoo product and our search marketing campaigns. The main question they had was about, *“the special deal AdzZoo has with Google on Google AdWords PPC pricing.”*

This is a false statement. Not only is this a false statement, but negatively reflects the way AdzZoo does business and the service that we provide our advertisers. It also could lead to legal and financial problems for AdzZoo in the future. In an effort to “clear the air” of false statements and misleading information about AdzZoo products we are issuing this notice.

Please be advised that AdzZoo does **NOT** have any: special deal, agency pricing, bulk rate, or side cut deal with Google. AdzZoo does **NOT** offer: discounts on multiple campaigns, discounts to higher members, offer “headhunting” deals or bonuses, quicker results for more money, or any special cut rates for certain clients. All of AdzZoo pricing and promises are listed on all Client Applications and in the Guarantee.

AdzZoo prides itself on the way we offer our products at a high quality and at an affordable price. We work with Google and monitor our ads 24/7 to ensure the first page. This is done through research, high quality, and adhering to [Google’s best practices](#), not side deals.

AdzZoo Compliance is now advising all Campaign Directors and Sales Associates that using misinformation and misleading your clients to get a sale will not be tolerated. If reported and proven that such material is being used, a representative risks his standing with AdzZoo, up to and including termination. If you have any questions, please email compliance@adzoomail.com.

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