

EXHIBIT B



AdSense_Hc

What's AdSense?

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What's AdSense?

Google AdSense is the program that can give you advertising revenue from each page website—with a minimal investment in time and no additional resources.

Earn more revenue

AdSense delivers relevant text and image ads that are precisely targeted to your site content. And when you add a Google search box to your site, AdSense delivers ads that are targeted to the Google search results pages generated by your visitors' request.

Get started in minutes

Access thousands of advertisers

Grasps the meaning of your content

Make money from a Google search box

Show only appropriate ads

Customize AdSense for your site

See what our customers say

Apply now



You get relevant and image ads precisely targeted to your site and content.

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Earn more revenue

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What's AdSense?

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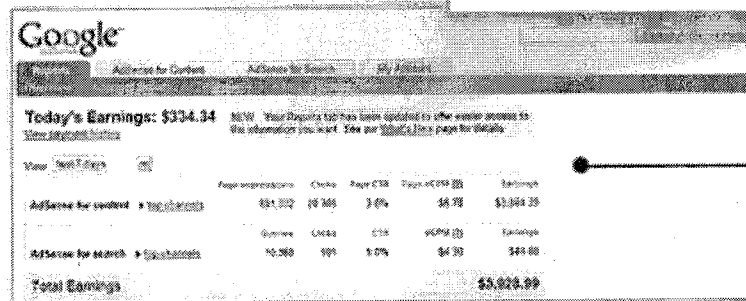
See what our
customers say

Apply now

You can maximize your revenue potential by displaying Google ads on your website. relevant CPC (cost-per-click) and CPM (cost per thousand impressions) ads through auction, and lets them compete against one another. The auction takes place instantly, and, when it's over, AdSense automatically displays the text or image ad(s) that will generate maximum revenue for a page -- and the maximum revenue for you.

Today's Earnings: \$334.34

[View payment history](#)



Your reporting page gives a quick snapshot of how ads are performing and how much money you're making.

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AdSense

AdSense Hc

Get started in minutes

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What's AdSense?

Becoming an AdSense publisher is simple. All it takes is a single online application. C approved, AdSense takes only minutes to set-up. Just copy and paste a block of HTML targeted ads start showing up on your website.

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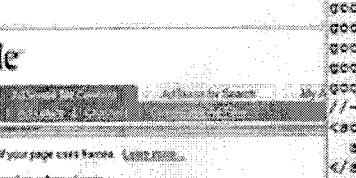
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```

<script type="text/javascript">{!-
google_ad_client = "pub-8484067626122842";
google_ad_width = 728;
google_ad_height = 90;
google_ad_format = "728x90_as";
google_ad_type = "text_image";
google_ad_channel = "";
//--></script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ad
</script>

```

Copy and paste a
HTML code into y
pages, and you're
serve ads.

Copy and paste a HTML code into 3 pages, and you're serve ads.

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AdSense Home

Access thousands of advertisers

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What's AdSense?

With Google's extensive advertiser base, we have ads for all categories of businesses: practically all types of content, no matter how broad or specialized. And since Google the ads, you have no advertiser relationships to maintain.

Earn more revenue.

Get started in minutes

The AdSense program represents advertisers ranging from large global brands to small companies. Ads are also targeted by geography, so global businesses can display local advertising with no additional effort. And you can use AdSense in many languages.

Access thousands of advertisers

Grasps the meaning of your content

Make money from a Google search box

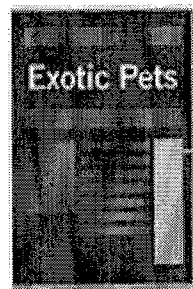
Show only appropriate ads

Customize AdSense for your site

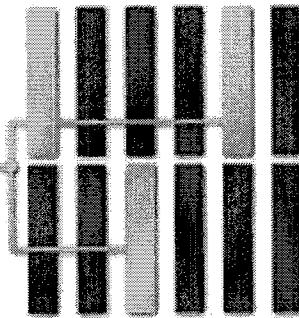
See what our customers say

Apply now

Your content page



Advertisers



Google's large advertiser base means we have relevant ads for you – no matter how specialized your content.

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Google AdSense

AdSense Home

Google grasps the meaning of your content

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What's AdSense?

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Grasps the meaning
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Make money from a
Google search box

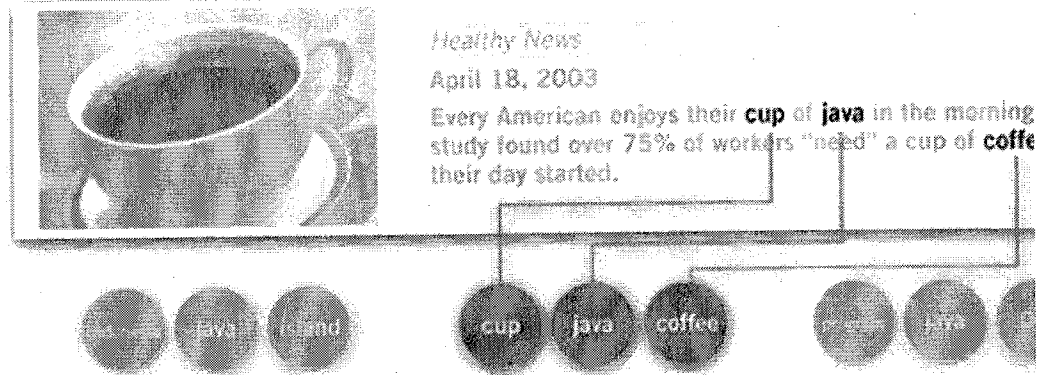
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AdSense can deliver relevant ads because Google understands the meaning of a web page. We've refined our technology, and it keeps getting smarter all the time. For example, the word "java" has several different meanings, depending on context. Google technology grasps these distinctions, so you get more targeted ads.



If you have a page about Java the coffee, our technology knows that it's not about Java the programming language. And you get ads about coffee.

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Google AdSense

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Make extra money with a Google search box

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What's AdSense?

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Place a Google search box on your site, and you can start monetizing the results from searches. Not only does this keep your users on your website longer—since they can from where they are—it takes just minutes to implement. And you pay nothing to part

The screenshot shows a Google search interface with the search term 'dvd'. The results page includes several advertisements from 'Columbia House' and 'DVD Empire', as well as a 'DVD FAQ' link. A callout box on the right side of the image points to the advertisements and contains the text: 'When people search from your site, the results pages show ads. And you get paid when people click on them.'

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Show only appropriate ads

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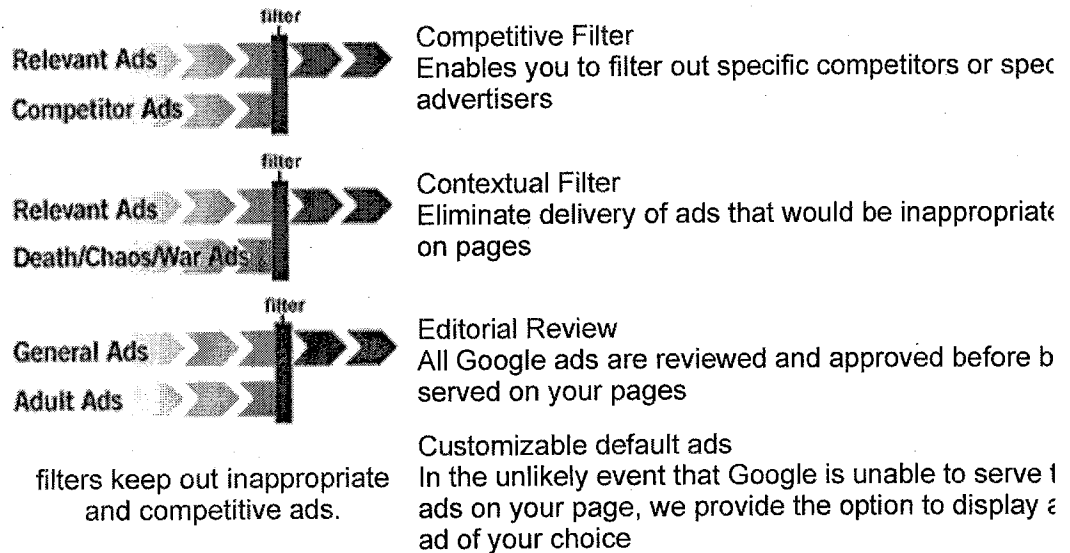
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Google's ad review process ensures that the ads you serve are not only family-friendly but also comply with our strict editorial guidelines. We combine sensitive language filters, your own team of linguists with good hard common sense to automatically filter out ads that are inappropriate for your content. What's more, you can block competitive ads and choose default ads. It's your show from start to finish.



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You can customize the appearance of ads, choosing from a wide range of colors and Ditto with your search results page. Your reports are customizable, too. Flexible reporting you group your pages in any way you want so you can view your results by URL, don't type, category and more to learn where your earnings are coming from.

The screenshot displays the Google AdSense customization interface. At the top, there are two example ads: "Shop for Goat Cheese" and "Pizza Cheese Market Store". Below these, a "Pick colors" section allows users to choose a palette as a starting point (e.g., "Google To Go") and then select colors for each ad element (e.g., "Border", "Background", "Text", "URL"). A color picker tool is shown with a slider and a color selection area. To the right, a text box says "Use the color picker to match the look of your site".

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What's AdSense?

"Instead of spending money to hire an additional sales rep to sell ad banners, Google ads have become a sales tool for us. Now we're able to reap thousands of dollars in additional advertising revenue each year we would very likely have missed without Google AdSense."

Earn more revenue

- Robert Hoskins, Editor and Group Publisher, Broadband Wireless Exchange

Get started in minutes

"Google shows targeted ads reflecting the sorts of information and services SeatGuru visitors want. For a business like mine, this is the best approach to advertising. You set it up easily, it automatically sends ads, and it takes very little of my time."

Access thousands of advertisers

- Matt Daimler, Founder, SeatGuru.com

Grasps the meaning of your content

"At the beginning I was very concerned that I might lose traffic to competitors. I only used AdSense on a small number of the site's pages, and I watched the stats very carefully. If the traffic, pages per visitor, or ad rates dropped I knew I could easily pull the ads...Since implementing AdSense, our ad revenue has increased more than tenfold, and 100 percent of my available inventory is now sold through AdSense."

Make money from a Google search box

- Vik Kachoria, Entrepreneur, Real Adventure.

Show only appropriate ads

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What's AdSense?

You can run Google ads on all or just some of your pages, using AdSense strategically complement your direct sales team. You'll pay nothing, spend little time on set-up, and no maintenance worries. You can use AdSense for a day, a month or for however long it you to make a profit-it's your choice.

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