

Exhibit B

http://services.google.com - Google AdWords Bidding, Pricing & Ranking - Microsoft Internet Explorer

Save Changes Cancel

Traffic

Google AdWords™ It's All About Results™

Daily Budget:

- Daily budget is based on the Keyword Traffic Estimator
- Daily charges can fluctuate depending on clicks you receive
- Ad system ensures you never pay more than your daily budget multiplied by the number of days in a month your campaign was active

trail										delete
Overall	125.4	175.0	\$0.21	\$0.23	\$28.95	\$39.74	1.7	1.4		

Make Additional Keyword and CPC Changes

Make changes to your AdWords account or maximum cost per click in the boxes below.

Bidding, Pricing & Ranking Section 6 of 11 Options ⏏ ⏪ ⏩ ⌂