

EXHIBIT A

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

Overall	125.4	175.0	\$0.21	\$0.23	\$28.95	\$39.74	1.7	1.4	delete
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Make Additional Keyword and CPC Changes

Bidding, Pricing & Ranking Options