

# Exhibit A

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# 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

Traffic

mou  
mou  
mou  
mou  
mou  
mou  
mou  
mou  
mou  
mtn

-race

-rent

-trail

[delete](#)

[delete](#)

[delete](#)

**Overall**

125.4

175.0

\$0.21

\$0.23

\$28.95

\$39.74

1.7

1.4

