



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

ASD

1 message

Linda Vasilaki <lvasilaki@hotmail.com>

Mon, Aug 11, 2008 at 9:49 AM

To: william.cowden@usdoj.gov

Cc: gchelette@tallahassee.com

August 11, 2008

To whom it may concern,

I have been a member of Ad Surf Daily since June, 2008. I have had nothing but positive results with the company and it's staff at the office. The people who brought me into the business and the friends I have made during this venture have been nothing but honest, generously giving of their time and talent to help me get started.

I did my surfing daily and posted my own web sites. As I surfed I frequently found web sites that were selling items that was interested in and in fact, by folks from my own hometown. I learned about valuable businesses that I intend to patronize at some point. My web site was viewed several times and I was happy to have the exposure.

ASD was meeting all of my goals and I was happy to introduce the business to others who needed income and were searching for an online business. I was completely satisfied with their business conduct. I have no complaints about ASD and have been looking forward to meeting more people who are involved in the business, for the potential is great.

Thank You,

Dr. Linda Vasilaki

sent to:

william.cowden@usdoj.gov --- US Attorney General

gchelette@tallahassee.com ---Tallahassee Democrat

isupportadsurfdaily@gmail.com ---ASD Attorneys

EXHIBIT D



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

ASD has proved to be the most cost effective advertising I have ever done.

1 message

Thomas Ray ~ RS Marketing <rsm@teamrsm.com>**Thu, Aug 7, 2008 at 11:31 PM**

Reply-To: Thomas Ray ~ RS Marketing <rsm@teamrsm.com>

To: isupportadsurfdaily@gmail.com

This is Thomas Ray, RS Marketing LLC, ASD ID#11201. I joined ASD December 16, 2007, and began advertising three different businesses that very day. I did nothing but surf the full 72 sites per day that was allowed, on both the ASD and the Lafuente sites, and traded those credits for views of my own websites. I did this for two solid months, never missing a day, and received numerous enrollments in both Vooka Technologies Privacy and Security software and in MyWorldPlus, a discount savings membership program. I also have received sales to new customers, many of which have become repeat customers, of our SOLTRON® Enzyme Fuel Treatment product. In addition, we have even brought on new dealers and additional affiliates for our SOLTRON® product, which are also advertising our products on ASD as well.

It wasn't until mid-February of this year, 2008, that I even realized how the ASD rebate program worked, and up until then, I didn't care. I was getting better results from advertising to ASD members than I had received through multiple other sources, and I was doing so at no cost. The only problem was, not having enough ad credits to get the additional exposure I wanted. It was then that I began to understand the value of purchasing ad packages, which gave our company additional credits to have our pages viewed by even more potential customers. We went ahead and purchased ad packs, and began converting our daily rebates into additional ad packs, thereby receiving an even greater number of advertising credits to increase our ad exposure.

Since that time, we have been able to build a substantial and growing ad pack account, so that we can now take advantage of purchasing the PTC (pay to click) ads, and in our very first attempt, offering 6 credits each for just 6,000 clicks (obviously 15 second or more page views each), we actually signed 5 new customers in just thirty hours. Yes, the advertising works, and works very well. ASD is not only helping to provide more immediate sales for our companies, it is also helping greatly to increase our market awareness and branding of our products, at the best value available on the internet.

I only wish I could have my ads back in the rotator right this minute, and get back to work. ASD is by far the most cost effective means of internet advertising we have done, and we hope to be back up and running very soon. Just before this investigation started, we had three more businesses ready to join us and get their products and services advertised on ASD as well. Ironically, because of the results we and others have had, they are also anxious to get this behind us so they too can join us.

Thomas Ray
RS Marketing LLC

ASD #11201 - Lafuente #2661
231-972-2065

ASD – CLEARED FOR TAKEOFF, LLC

Thursday, August 7th, 2008

To: Jeffrey A. Taylor, USA
Judiciary Center Building
555 Fourth Street, NW
Washington, DC 20530

From: Ray K. Taylor
ASD Affiliate #26020
66 Deer Hill Road
Redding, Connecticut 06896

Re: AdSurfDaily, Inc. and Thomas A. Bowdoin

Dear Mr. Taylor:

Below please find the details on how online advertising with ASD has helped my businesses, as well the businesses of my family members.

I have been promoting four (4) businesses online:

1. **ISAGENIX**, a multi-level marketing online business, which is one of the largest health and wellness company in the world. Cleanse, Replenish and Revitalize is the founding principle behind our cutting-edge products. Cleansing helps keep the body healthy and is the missing link to supporting health and successful, long-term weight loss. Replenishing the body with nutrients helps to revitalize the body's systems, leading to vibrant good health.
2. **BUTLER GATES, LLC**, a privately-held company in Brattleboro, Vermont that manufactures, markets & sells the highest standards in their performance gate systems. Each is custom designed & hand built one at a time by leading master craftsmen.
3. **KANGEN4LIFE.INFO**, a multi-level marketing online business, that markets & sells the LeveLuK, the Ionized Alkaline Water Generators Water Machine, made by Enagic, the industry leader over the course of its 17 years in the business.
4. **THE TAYLOR CAMP**, a log cabin with 4 bedrooms and sleeps 10, on Tunk Lake in Sullivan, Maine. Heavily protected by conservation easements, there are only 12 cabins on the lower 2/3 of Tunk Lake making The Taylor Camp very quiet, private and secluded that we rent during the months of June, July & September.

Except for BUTLER GATES, LLC, all are strictly online businesses. These businesses are all promoted via word of mouth, as well as utilizing other methods to promote their websites online. All have experienced dramatic increased traffic to their websites since my involvement with ASD, but because it has only been a few months it is too soon to know exactly how much new business has been generated as a result. In the end, more

66 DEER HILL ROAD · REDDING · CONNECTICUT · 06896
203.664.1174/HOME OFFICE OR 203.731.7555/MOBILE OR 765.319.2698/FAX
RKTAYLOR@OPTONLINE.NET

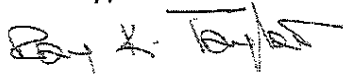
ASD - CLEARED FOR TAKEOFF, LLC

traffic equates into more business, so I have been very pleased in my investment in ASD Ad Packages in an effort to promote each of these businesses online.

As the result of my daily surfing on my ASD Website, I have bookmarked many of the other advertisers on ASD for future reference and yes, I have contacted a few of these directly.

Thank you for the opportunity to help Andy Bowdoin and ASD in this investigation. I sincerely hope that this will be completed expeditiously and that ASD will be back in business very soon.

Sincerely,



Ray K. Taylor
President
ASD #26020



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

FW: My experience with ASD

1 message

Penni Rentz <penni_rentz@yahoo.com>**Mon, Aug 11, 2008 at 9:27 AM**

Reply-To: penni_rentz@yahoo.com

To: isupportadsurfdaily@gmail.com

I just want to share my experience with ASD. Our business is a kitchen and bath design company with a large showroom. Our business is the type of business where we have to keep our name in front of people, so that when they decide to remodel their kitchen or bath, we are going to be the first one to come to mind to help them with their project.

Our website is hosted by a company I probably am not allowed to name. They guarantee me 240 clicks per year on my website. That is 20 clicks per month. I have been with them a year and they fulfilled their promise. That was all I got. In just my first **two weeks** with ASD, my website had been viewed over 200 times. That was in early June. It has increased since then. I can't imagine that a business would not benefit from having a targeted audience of over 100,000 and growing at 5000+ per day. I would much rather have my business online with ASD, and know that I have targeted traffic to my site from a large, diverse mature audience of other business owners who are all trying to achieve the same goal, and that is to have an interested audience that will eventually buy from them. ASD is a network of business owners truly interested in doing business with other business owners and this is the perfect medium for that.

The old way of advertising is that the advertiser aired to the audience, ie tv, radio, etc. ASD brought the audience to advertising. ASD brought an eager audience to advertising

My husband and I have made inquiries, and ordered product from businesses regarding goods and services offered on the ASD rotation and I have saved websites in my favorites to go back and review. My husband has never been an internet person and he got completely hooked on ASD and became very interested in seeing the new and various web pages being shown on the rotation and what products were being offered.

Also, even though a person cannot order items from my website, I have heard a lot of good feedback on the forums from other business owners about how their online sales have been boosted from ASD.

I love this business model and wish to see it back up and running quickly.

Thank You. Have a Great Day!

Penni M. Rentz

Account Manager

SHOWCASE

515-233-6262 ext 2005

515-233-6565 fax

pennir@showcasedesign.us

www.showcasekitchendesign.com



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Ad Surf Daily

1 message

thescovels@netzero.net <thescovels@netzero.net>

Sat, Aug 9, 2008 at 12:16 PM

To: william.cowden@usdoj.gov, gchelette@tallahassee.com, news@wctv.tv, isupportadsurfdaily@gmail.com

My name is Tiffany Scovel. My husband and I have a Taxidermy business. We were introduced to ASD in May 2008 by another small business owner. We have always advertised locally with average success. We built a website to help create external business. But to get your website viewed you have to pay a lot of extra money to the search engines so they will push our website to the front page. We didn't have that kind of money, so the traffic flow to our website was minimal. Since advertising on ASD our website went from 60 visits per month to 3,000 visits for the month of July (per our website host tracking system). Our peek season begins in the fall we were excited to see how our business would grow this upcoming season. Name branding is everything. The more times hunters saw our website, the better our chances are of having them call Scovel Taxidermy when they get their trophy deer in the fall.

Tiffany Scovel
www.scoveltaxidermy.com

Visits per Month	
Aug 2008	94
Jul 2008	3,029
Jun 2008	692
May 2008	131
Apr 2008	44
Mar 2008	42
Feb 2008	63
Jan 2008	95
Dec 2007	71
Nov 2007	69
Oct 2007	54
Sep 2007	51

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Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Testimony

1 message

Ann August <auggie23@charter.net>
 To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 2:49 PM

To Whom It May Concern:

ASD has been a wonderful way for me to promote my business website worldwide. My newest site which I've been promoting, www.showmegoji.com/goji2freedom, has received thousands of hits since it became live in June. (see below from my back office) I would not have had this kind of traffic to my site without an advertising program like ASD. There are still glitches with the showmegoji site which is preventing the autoresponder from sending out letter sets that convert prospects into members, but I'm confident once that gets straightened out, I will have new members in my business thanks to the exposure on ASD. ASD has allowed me to advertise in an inexpensive way, as I could not afford to advertise on Google, Overture, or any other company that charges pay-per-click. I feel fortunate that I found a way for the average person to advertise their site to the world.

Sincerely,

Ann August
 Member #5681
 815-623-7287

Traffic Stats:

Aug 2008	8
Jul 2008	1709
Jun 2008	2598

Unique Visitors Since 7/3/2008

Location	Unique Visitors
Other	80 5%
Austria	1 0%
Australia	15 1%
Belgium	5 0%
Belarus	1 0%
Canada	84 5%
Switzerland	1 0%
China	1 0%

<u>Colombia</u>	10	0%
<u>Germany</u>	8	0%
<u>Denmark</u>	1	0%
<u>Spain</u>	3	0%
<u>France</u>	1	0%
<u>Guam</u>	2	0%
<u>Croatia</u>	1	0%
<u>Ireland</u>	2	0%
<u>Israel</u>	1	0%
<u>India</u>	6	0%
<u>Italy</u>	1	0%
<u>Jamaica</u>	1	0%
<u>Japan</u>	3	0%
<u>Mexico</u>	2	0%
<u>Netherlands</u>	3	0%
<u>New Zealand</u>	1	0%
<u>Oman</u>	1	0%
<u>Philippines</u>	2	0%
<u>Puerto Rico</u>	1	0%
<u>Romania</u>	1	0%
<u>Singapore</u>	2	0%
<u>Trinidad And Tobago</u>	1	0%
<hr/>		
<u>Ukraine</u>	1	0%
<u>United Kingdom</u>	12	0%
<u>United States</u>	1185	81%
<u>South Africa</u>	7	0%
Total	1447	

Ann



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Aloha From Hawaii: Ad Surf Daily2 messages

Carvel Harward: Aloha! <getpaidtopromoteyourbusiness@yahoo.com>

Sat, Aug 9, 2008 at
3:21 PMTo: gchelette@tallahassee.com
Cc: isupportadsurfdaily@gmail.com

Greetings:

My name is Carvel R. Harward. I am a retired attorney. During my career as a lawyer I prosecuted criminal cases.

However, I do not write this as an attorney. I write it as a concerned US citizen and member of Ad Surf Daily Cash Generator.

Yes, I am a US citizen living in Hawaii. I joined Ad Surf Daily Cash Generator early June, 2008.

I studied ASD the best I could before I joined. After I joined I sent my W-9 form to the company and then worked ASD as a business.

Before I joined, I concluded that Ad Surf Daily is a legitimate business with a product and service with value.

The product and service is advertising. What did I get for my money when I purchased ad packages on the ASD system?

For each dollar I spent, I received 1 ad package, which enabled me to expose a website to a loyal group.

I am not an expert in advertising, but I know enough about it to realize that people who seriously advertise products and services want to get their ads exposed to loyal groups.

When I joined ASD there were about 50,000 members. When the government caused it to stop operating, there were over 100,000 members.

I had loaded up 5 very nice websites on the ASD system. Each day, until the government took it away, my websites were being viewed by members of the loyal group.

Did everyone who viewed a site convert to a customer? Of course not. But that is the nature of advertising. Not everyone who sees an ad in a newspaper or hears a commercial on the radio makes a purchase.

For advertising to be effective, it requires exposure to

many people over time. Some advertising works, and some doesn't.

As a member of ASD I was associated with some other people promoting nice websites on the ASD system. We wanted leads and customers from our marketing efforts from our websites which were in rotation on the Ad Surf Daily system.

Were we getting leads and customers? Yes.

Several people liked our websites. Some people merely wanted to know more. Others signed up with us without first contacting us. Some signed up after they had requested more information and had contact with us.

Creating customers is a process. The process includes a compelling website, exposure for the website, and effective followup.

What did I, and what do I now, think about the the Ad Surf Daily system? I liked it when I joined. I like the concept now.

I want the government to let it live. Can it be improved? Of course.

Now about the big P word – Ponzi. As a retired person I receive a Social Security benefit. For many years I have viewed SS as a form Ponzi scheme. As I understand it, I don't get paid each month out of my own account created with my own contributions, but from money being contributed by younger people still working. I read in the AARP magazine that the Social Security system is destined to collapse.

Do I consider Ad Surf Daily to be a Ponzi scheme? No. Why?

Well, Ad Surf Daily is a business. I don't claim to know about all types of business models, but every business model I know of must have fresh sales to remain healthy.

Being an advertising business, Ad Surf Daily must sell advertising to remain healthy.

The advertising offered by Ad Surf Daily is online exposure for websites. That is a huge market. Online purchases are increasing. Studies show that not only are online purchases increasing, but that most online purchases are preceded by a search.

Even though surfing on the Ad Surf Daily system is not exactly a search for particular products or services, many people who do surf on the Ad Surf Daily system

see compelling websites and either take immediate action or save the site to work with later.

Have I made purchases from sites I saw while I was surfing on the Ad Surf Daily system? Yes.

I purchased a high quality email and contact managing system from a website someone had up on the Ad Surf Daily rotator. I use that product every day now. Also, I have saved other sites in my favorites which I will make purchases from later.

For example, while surfing on the Ad Surf Daily system, I saw a website featuring metal yard decorations. I saved that site. I have looked at it many times. Next month I am moving from Hawaii to Texas. I am buying a small home in San Antonio. I intend to buy some of the metal yard decorations from the site I picked up on the Ad Surf Daily system.

Why do I consider this to be a legitimate business and not a Ponzi scheme? I can answer my own question.

First of all The Ad Surf Daily system is real and tangible. It exists (Or at least did until the government came forward to kill it) The purpose of it was to get exposure for websites.

Yes, I could get effective exposure for websites, and I

could get paid to do it.

For many years I have liked the idea of rebates. Earlier this year I bought a Magnavox TV from Office Depot. I sent in a little voucher and Office Depot sent me a rebate.

My understanding of the rebate system is that the Ad Surf Daily company would use 50% of the company revenues today to pay rebates to qualified members tomorrow. That is financially healthy.

To be qualified a member had to have an appropriate website on the rotator and surf a minimum number of websites each day. So, there was a requirement to do something meaningful.

Also I was pleased that Andy was doing some other things to generate additional income for Ad Surf Daily. For example, he had a wonderful co-branding partnership with www.greenbackstreet.com. Green Back street is a 10 year old company with one of the largest online malls in the world, with over 1000 stores.

An Ad Surf Daily member could join Green Back Street, make purchases from such stores as Wal Mart and get cash rebates. Also it was an additional income stream for Ad Surf Daily.

Why the government did not enter the picture with an attitude to help, I will never know. The action of the government so far in this situation is destructive. The government is being a detriment.

The so called regulators, including the government attorneys do not understand the Ad Surf Daily business model. I guess it is something like the concept of franchising many years ago. There was a day when franchising was not perceived as being a legitimate business model.

In my opinion, through negotiation, the real and perceived weaknesses in the contemporary Ad Surf Daily system could be corrected.

Everyday Andy is not allowed to open the doors, thousands of people are being deprived. The government owes it to it's citizens to enable Ad Surf Daily to operate.

Ad Surf is a lawful business, built on a sound, but perhaps novel, business model. It does provide a forum to effectively expose websites before a loyal group, and for the qualified members to get lawful rebates.

Thousands of people view Ad Surf Daily as a desirable

and doable home based business. They need it. They want it.

Now in conclusion, I want to mentions the word Justice. Yes, Justice.

I was taught as a young prosecutor that the duty of a prosecutor is to seek Justice. Justice in this case is to enable Andy Bowdoin to open up Ad Surf Daily, allowing thousands of members to go back to work on the system, promoting their websites, and getting paid.

Sincerely,

Carvel R. Harward

getpaidtopromoteyourbusiness@yahoo.com

1 (808) 636-6333

Carvel Harward: Aloha! <getpaidtopromoteyourbusiness@yahoo.com>

Sat, Aug 9, 2008 at 3:23 PM

To: news@wctv.tv

Cc: isupportadsurfdaily@gmail.com

[Quoted text hidden]



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

letter of support for ASD

1 message

Rev Dr Michael Milner <bpmilner@yahoo.com>
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 12:57 PM

August, 8, 2008

From: Rev. Dr. Maclin R. Milner, Jr., PhD
Bishop, Diocese of St. Paul the Apostle, Inc.
ASD Affiliate# 39193
1470 Laura Street
Clearwater, FL 33755

Re: AdSurfDaily, Inc. and Thomas A. Bowdoin

To Whom It May Concern:

Below please find detail on how online advertising with ASD has helped my business.

We are a 501(c)3 Church corporation, incorporated in 1981 to establish and oversee churches and various church related ministries. We use our website to advertise ongoing services and special events sponsored by the Church. We also advertise in local magazines, newspapers and media.

In April 2008, we began to purchase advertising from ASD. Since then, traffic to our website has increased dramatically, by many thousands each month (reflected in our website hit-counter), and this has resulted in increased attendance at our church sponsored events. For anyone with a website representing their business, the issue is to generate traffic to the website and get people to look at it. For years we have purchased "click throughs" from various internet companies.

In addition, we have purchased products from a number of other ASD advertisers and have taken a great interest in learning about their products and services, which include a number of churches and charitable organizations.

We are very concerned that the govt. has seized our advertising dollars, inasmuch as this is a non-profit church corp. and our funds for advertising are both limited and precious.

Thank you for the opportunity to help Andy Bowdoin and ASD in this investigation. I sincerely hope that this will be completed expeditiously and that ASD will be back in business very soon.

Sincerely,

Rev Dr Maclin R Milner, PhD
Bishop, Diocese of St Paul the Apostle, ASD #39193



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

My results in advertising with ASD

1 message

George Shears <gshears@arrowheadtel.net>
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 10:19 AM

To Whom it May Concern:

I became a free member in ASD on 6/17/08 and started advertising my website there on June 29th, when I became verified at the VIP Executive Leadership level.

I chose to advertise one of my affiliate websites, which is a sales page for a weight loss product I'm selling-- EasySlimRX. This was the ONLY place where I advertised this sales page.

I was delightfully surprised to get a sale in less than two weeks after placing my website in the ASD rotation. Given my understanding that my website is being presented for others to view between 40 and 60 times a day, the click through rate that I've gotten thus far (prior to the ASD website becoming non-functional a couple of weeks ago) compares very favorably with other methods of online advertising I have used. This means of advertising is obviously far more cost-effective than any other online advertising that's available. Where else can you earn rebates on your advertising costs?!

I was notified yesterday that the person who became my customer through ASD has also reordered the weight loss product I'm selling. That strongly reinforced my initial satisfaction.

Anyone familiar with online marketing will recognize the tremendous attractiveness of being able to acquire repeat customers in such a simple, easy way--and, moreover, to generate an additional stream of income in the process. As ASD continues to grow, it's obvious that an increasing number of savvy online marketers will choose it as an advertising venue over other, very costly available methods.

In summary, then, based on my initial and very limited experience in advertising with ASD, it promises to become a highly effective way of increasing my online marketing income.

With best regards,
George Shears

George Shears
Retired Psychologist & Wellness Consultant
Health and Wealth Mentors, LLC
651-204-0523
gshears@arrowheadtel.net
<http://masstrafficnetwork.com>

Working for a World of Wellness, Happiness, & Prosperity

"Every wind is a good wind for the sailor who knows how to set his sails."

- Anonymous

Dear Andy Bowdoin,

08/06/08

This testimonial letter is to explain to you my positive experience with advertising my website on Ad Surf Daily (ASD) and La Fuente Di Dinero (LFDD).

My company is Terra Green Ceramics, Inc.. We make a "certified green" ceramic tile with recycled glass. We manufacture, market and distribute our tile in the United States to retail tile establishments.

My immediate goal in advertising the Terra Green Ceramics, Inc's. website with Ad Surf Daily and La Fuente Di Dinero was not to have a "sale" and expect the masses to respond to a ceramic tile website. My customer base to "sell" my ceramic tile to is very narrow. However, my customer's customer base is much wider.

Therefore, my ultimate goal in advertising with ASD and LFDD is to achieve institutional advertising. I want more people who may not be aware that a "certified green" ceramic tile exists to become aware of it and to associate "green" ceramic tile with Terra Green Ceramics, Inc.. At some point a homeowner will make a decision to replace flooring or redecorate a portion of their homes, businesses, cabins, etc.. I want to influence this decision by making them aware now of the existence of Terra Green Ceramic Tile.

Due to the extremely high cost of most advertising mediums I have not been able to reach out to the public with my institutional advertising message until now. I have found ASD and LFDD to be my most cost effective advertising medium in achieving this institutional advertising goal.

It is impossible to make Terra Green a household name. I could never afford to advertise to a potential audience of upwards of 100,000+ adults on a regular basis let alone be guaranteed that I could have their attention for the coveted 15 seconds of their daily media exposure until ASD and LFDD came along. The reach and frequency that I can achieve in my effort to establish my company name and product branding is wonderful with ASD and LFDD.

Thank you Mr. Bowdoin for taking internet advertising to a new level. I have many business associates that created web sites to promote their businesses over the last 10 years and these websites just sit out in cyberspace with little to no attention. Now these websites can actually find an audience of 18+ adults who may or may not be in the market for the products or services advertised at the time they see the websites. That ~~however, is no indication that the need or desire will not arise in their futures for the~~ products and services that they are aware of through ASD and LFDD. That is the way all of the advertising world works.

It is an honor to be associated with ASD and LFDD as a participating member and an advertiser.

Kindest Regards,
John Cokley
941-525-8408



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Support document for my on-line advertising

1 message

Jack and Deb Douglas <jd71898@ameritech.net>

Sun, Aug 10, 2008 at 11:34 PM

To: William.Cowden@usdoj.gov, GCHELETTE@tallahassee.com, news@wctv.tv,
ag.mccollum@myfloridalegal.com
Cc: isupportadsurfdaily@gmail.com

To Whom It May Concern:

I can only take credit for writing part of this letter that references my small business. The rest of the letter was written by another ASD member, but it conveys my thoughts and feelings EXACTLY.

I am shocked and saddened by the actions taken by the US Attorney and the Florida Attorney General against ASD Ad Cash Daily and its advertisers.

As an American citizen, tax payer and small business owner, I can barely find the words to adequately express how disturbed I am over the actions of the US Attorney and the Florida Attorney General.

I feel that this invasion by the AG has severely damaged my confidence and faith in the entrepreneurial freedom I as an American hold so dear. Suddenly and for the first time in my life I am seriously asking the question: What on earth has happened to our government?

I strongly believe in the business principles, platform, business model and owners of ASD and I intend to work to protect the viability of this business model.

As a small business owner and satisfied advertiser I feel a responsibility to make every attempt to see ASD cleared of these ridiculous misrepresentations brought by the AG and the media. We are **NOT** investors - **We are Advertisers.**

The small business owners involved with ASD need this marketing vehicle in order to effectively compete in today's marketplace. ASD levels the playing field and creates an environment for success for the small business owner.

The most important questions of the day: Who is truly being threatened or harmed by the ASD business model? ~~Certainly not the 100,000 satisfied advertisers seeking to brand their companies and realize immediate results from their advertising expenditures.~~

The ASD advertising vehicle is extremely viable for any advertiser. As a small business owner who purchased advertising for my web businesses, I find ASD to be a legitimate and highly cost effective marketing tool.

I have spent thousands of dollars on conventional advertising, radio, newspapers and magazines to only see less than a 1% return. I have a business which requires multiple exposures (at least 4-5 times) before a person is ready to admit they have a problem and need my product. ASD has afforded me that opportunity to have people view my site in the rotation. This value is GREAT and it is REAL. Having only been in ASD 2 months, I was just beginning to get calls and purchases before the AG closed and confiscated my advertising dollars.

How can anyone not recognize the value in the business model? This is a genuinely cost effective advertising solution for any business but most assuredly for the small business owner. Thousands of advertisers receive extremely positive results from advertising on ASD.

For the first time EVER I know that I can purchase effective and affordable advertising utilizing the ASD advertising web portal and that this vehicle is going to cause my business to grow and profit. The principles and management team representing ASD have been extremely transparent and forthright in keeping the advertisers abreast of their daily progress. They did an admirable job of communicating. ASD made every reasonable effort to keep all of us informed and involved in the progress the company was making. More so than any other company, both MLM and corporate America, I have ever worked with.

ASD has been very clear about their business agenda and business investments example: real estate purchases, additional advertising expenditures and marketing plans designed to brand and build awareness for ASD and its advertisers.

The news of server and web upgrades for the site are greatly appreciated. I know that once these improvements are completed the ASD site will be much faster, will handle the massive strain from millions of viewers and I look forward as an advertiser to seeing my product sales increase enough for my company to actually make a profit from my advertising expenditure on ASD. The opportunity to brand my company to thousands of ASD viewers is remarkable and greatly needed.

All of the costly expenditures made by ASD were made in good faith and for the benefit of its clients and every thing ASD did was in the best interest of its advertisers.

The improvements being made to the ASD business model are legitimate, necessary, time consuming and expensive. The thousands of forward thinking and informed advertiser's patiently waiting to get involved with ASD's remarkable and improved business platform have been denied the opportunity to benefit from their advertising expenditure.

The Co-op advertising opportunities made available to all of us by ASD also had massive value. For the first time small business owners were able to cooperatively participate in major advertising vehicles which not one of us could afford independently, along with the planned infomercial.

This over reaction and drastic invasion by the US Attorney has frozen thousands of my advertising capital dollars. I have been denied the ability to utilize a viable marketing vehicle and now face financial failure because the US Attorney has blocked my ability to effectively and efficiently market my businesses utilizing the advertising vehicle of choice and now have little recourse for recovery because our advertising capital is no longer available to us. Because of the success I was having with ASD, I pulled all of my advertising dollars for the rest of the year and was in the process of purchasing advertising I knew had a proven record. I now have **NO** money left for advertising, which in turn could mean financial ruins for my family; since both my husband & I are retired and were trying to make extra income from selling our products to subsidize social security and pension. **IF NO ONE SEES YOUR PRODUCTS, YOU CAN'T SELL YOUR PRODUCTS, YOU MAKE NO MONEY.**

It is incredibly expensive and cost prohibitive for most small business owners to effectively compete on the Internet in today's market. The ASD business model allows any small business owner the ability to present their advertising message in an affordable format whereby each viewing is a

minimum of 15 seconds each.

This 15 second opportunity has tremendous value – considerably greater value than:

Driving by billboards at 60 mph

Channel surfing past television commercials in the first half second of airing

Button pushing past radio commercials in the 1st two seconds of the commercial break

Scanning over newspaper ads which have no chance of capturing a prospects attention unless the prospect is specifically in the market for that particular item

Enduring ridiculously high pay per click internet advertising charges which offer no realistic way of ever breaking even.

As a small business owner I am appalled that in a "free market society" our government would take such reckless, massive and immediate action to move in and disrupt this thriving and burgeoning business model with out allowing ASD or its advertisers the opportunity to offer legitimate and thoughtful explanation.

This action by the US Attorneys office and the Florida Attorney General was implemented without the benefit of legitimate and thoughtful consideration or exploration on the part of the US Attorney. You have no idea the harm you have caused to thousands of hard working American citizens.

Alleged complaints to the US Attorney's office from impatient and misinformed individuals were microscopic compared to the huge numbers of satisfied and informed advertisers. I wish to aggressively express my extremely positive experiences with ASD. My small business was starting to receive strong results from the advertising placed in the ASD rotation and without this opportunity I will surely be out of business within the next 30 to 60 days. My professional credibility is now damaged because I referred this remarkable advertising vehicle to other business owners only to have the AG come in, seize our advertising dollars and make slanderous and over blown accusations about this company through the manipulation of the media.

ASD is a remarkably innovative and effective advertising agency. The online and off line marketing opportunities offered to its clients, incentives, referral commissions and rebates are business practices offered by a multitude of companies around the world.

Incentives, bonuses and rebates are offered by thousands of companies in today's business environment. Advertising agencies pay commissions, referral commissions, perks, dinners, trips, bounce backs, bonuses and rebates, no charge added value commercials and added value programs at all levels of the industry.

Buy 2 get 1 free offers and matching bonus programs are rampant throughout every industry.

Advertising agencies, television stations and radio stations offer incentives, pay multiple levels of commissions, referral commissions, free inventory matching incentives, added value, perks, trips, cruises, etc as a course of normal business every day.

All innovative retailers and marketing companies offer rebates, referral commissions and free bonus incentive to customers. Drug Companies, Wal-Mart, Best buy, the lottery, cell phone companies, and computer manufactures, automobile companies, cable companies, affiliate programs, real estate companies, insurance companies and hundreds of other business categories offer rebates, pay referral commissions and incentives to their prospects, customers and clients in order to win their business and loyalty.

All businesses, advertising and marketing agencies pay 100% of their operating expenses and referral commissions based on the revenue received from advertisers, customers or clients. When any advertising agency loses its customers or clients or is unable to secure new clients the advertising agency is no longer viable. ASD is no different from any other advertising agency or business.

The actions of the US Attorney and the Florida Attorney General are inflicting tremendous and unnecessary financial damage to 100,000 plus small business owners. The damage to our businesses and our professional reputations is being felt very quickly and many of us will not recover unless you stop this right now.

We are not naive, unsuspecting sheep who were being lead down the garden path of dreams. We are hard working, perceptive business owners who have done ample due diligence. We made the informed determination that the ASD business model is sound.

We chose to participate in the most viable and cost effective marketing tool we have ever found for our businesses and we are begging you to resolve this in ASD's favor immediately.

The reckless dismissal and lack of consideration by the AG and the media regarding the positive contributions made by ASD on all levels is astonishing. The citizens of our country are suffering terribly and very rapidly failing financially on every level. I can not believe that our governmental agents and the members of the media could take it upon themselves to slander and destroy such a positive, effective and phenomenal endeavor.

A CONCERNED ASD MEMBER LOOKING FOR A QUICK POSITIVE SOLUTION,
Deb Douglas
Member # 33133
Sharing from a member...



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

My Testimonial

1 message

Lorene Haggard <lorenehaggard@msn.com>
To: isupportadsurfdaily@gmail.com

Thu, Aug 7, 2008 at 9:57 PM

To Whom It May Concern:

I am a owner/broker of a real estate office and due to the current market conditions and the need for additional streams of income, I started in my travel business in early November, 2008 and in December, 2008 I signed up for a contact manager and lead generator called Earn Vacations offered in my back office of my World Ventures business. I am a computer technician and am very familiar with computers and had no problem learning the simple system and went to work marketing through that system. I put my link to my Earn Vacations landing page all over the internet in untold numbers of free and paid marketing places with very little success. I could count the number of real leads on both my hands.

On June 4, 2008 I signed up for ASD and believed the program would work and was willing to buy \$1000 ad packs to test it out. I started by listing my travel website five times in the rotator and I started to get leads. Then I also learned how to set up my PTC (pay to click ad) and it started to happen. I had five people that I tracked through ASD when I started paying attentions which was not till about the third week. I was traveling the two weeks before that. Then the next week I had 26 leads and I saw that this was going to be difficult for me to keep up with so I enlisted my son who works on phones in his job. I had to teach him the contact manager system and we were then on a roll calling all the leads around the country. The next week ASD started having computer overload issues and at the same time our contact manager system, Earn Vacations, went down for a totally new version. We are up and running again, waiting for ASD and La Fuente to get back on line so we can begin again.

Although short lived, the success I found with ASD and La Fuente was phenomenal and just the beginning. We signed up two people in 26 and have five of those very interested and studying our site, a trucking company owner in Florida, a teacher in Las Vegas, a janitor in South Dakota, a fulltime network marketer in Virginia and several people in California. We still have leads coming in slowly. With all the problems, we totaled nearly 40 leads and that was more than I have had in all the last 8 months I have been in my travel business. I am very, very happy to have found ASD and La Fuente and felt a lot of excitement (more than I already have) about my World Ventures business and how the advertising was going so well. It is well worth it to me to continue this company.

I have chosen to advertise my other company, Global Domains International on Golden Panda Ad Builder. I signed up right away because of my success with my travel business advertising on ASD and La Fuente and heard that they were going to open the Golden Panda site in English and Chinese. My GDI business is translated into Chinese so I was excited to advertise this site with Golden Panda. I listed my GDI site three times in English and 2 times in Chinese (I knew the marketing of Golden Panda had not started real big yet in China). I do have an ad for Golden Panda on craigslist in Hong Kong and have an email inquiring about Golden Panda from that craigslist listing already and I haven't

addressed it yet because I don't know what to say.

After my sites were approved it didn't take long before my success began. I have signed up three new people in my business in two days. I have even spoken to my new signups and they are happy about my GDI business and hope that Golden Panda will continue because these two put together will grow our GDI business and create our future as we had dreamed of. If anyone needs more information I will be happy to talk to anyone on the phone at 520-975-8207.

As an additional note to all of the above, I received a call from my company that provides my contact manager, autoresponder, lead generator, software. The statement from them was in astonishment for the traffic I have had to this system calling me "phenomenal". They wanted to know what I was doing to drive so much traffic to my EarnVacations landing page that manages my leads to my WorldVentures travel business. They said they have not seen such a good conversion rate in any of their other users. I told them to email me and I would give information regarding that and then of course I haven't because of the turn of events regarding the current situation with the advertising companies.

The bottom line here is that I am so happy about the traffic that Ad Surf Daily Cash Generator, La Fuente de Dinero and Golden Panda Ad Builder was giving to me that I felt sure my two businesses, WorldVentures and Global Domains, were going to be extremely successful this year. I have signed up one person in travel and three people in GDI and this was in a very short time. I have others still very interested. I can only imagine the success as I continue using these three companies as my form of marketing my businesses. I have spent a lot of money with other companies over the past year and have and am still using many other forms of marketing my two businesses with no results so far.

As far as my surfing goes, I have saved 98 websites in my favorites from my surfing to refer back to because of my interest in their services or products. I have purchased from a few and am considering some things such as a health product phyto planktin to help my fibromyalgia, other social networks I was unaware existed to share my businesses, personal growth and spiritual sites and locations. I spent \$650 in two weeks on Google Adwords and Yahoo Marketing and have not had one lead I called back say they were from this marketing. They were from ASD and Golden Panda and two from La Fuente.

I feel my world has opened up tremendously to all possibilities and am very happy that I do not have to be a casualty of our current economic conditions of foreclosures and lost income and extremely high living costs and transportation expenses. I am very anxious to get back to business with my advertising campaigns with Ad Surf Daily, La Fuente de Dinero and Golden Panda Ad Builder so my main two businesses, WorldVentures and Global Domains International can grow and flourish. The longer these systems of advertising are not available to me the more I face economic doom as a huge portion of people in our country are going through right now.

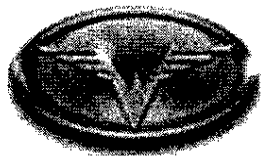
Blessings,

Lorene Haggard



Tech Dimensions Travel

<http://techdimensions.worldventures.biz>



**MAKE MONEY. WORK FROM HOME.
TAKE YOUR DREAM VACATION.**

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Green Go'Fer Health
2211 Riddle Avenue
Wilmington, DE 19806
Phone: 302-656-8567
sales@greengoferhealth.com
www.greengoferhealth.com

Green Go'Fer Health

8/14/2008

RE: Legal Action Against Ad Surf Daily, Inc. Quincy, FL

To whom it may concern;

My name is Robert Grayson and I have been a member of Ad Surf Daily since the early part of 2008. My member ID number is #13492. I recently returned from business in the UK to find that the state and federal authorities had taken action against ASD and I can only say that I am shocked and appalled at such unwarranted behavior. ASD is a well thought out, viable business model that allows businesspeople like myself to not only benefit from advertising online, but also to profit from it. But I am getting ahead of myself. As I understand it, the government agencies are alleging that the ASD business model is some type of securities fraud or Ponzi scheme and further that the so called advertising product has no intrinsic value to the business consumer. The agencies are mistaken on both points.

Let me address these issues from my own personal and professional points of view. I was introduced to ASD by a good friend and fellow entrepreneur with whom I engage in several small business ventures selling either product or services online. Part of the ASD business model is the use of an independent sales force to promote the "sale of online advertising". That sales force is paid a 10% cash commission for direct referrals and a 5% override commission for 2nd generation sales. I would point out here that this type of compensation is considered a standard for sales and sales management in virtually all industry segments.

I am 58 years old. You might call me semi-retired. I spent the best part of my professional career in the high tech world on both West and East coasts. I was either in sales or marketing management throughout that career. For roughly the past 10 years, I have been involved with various types of online sales and marketing of products and services. I build my own websites, choose the products, and hopefully maintain a profitable business- things are quite tough these days.

My initial reaction to the ASD business was expectedly skeptical. It sounded too good to be true and I could not imagine that it was on the level. I refused to participate for three weeks despite the urgings of my business associate. Then he presented a piece of the ASD business model that goes largely overlooked in the shadow of the Ad Package purchases and rebates and commissions. To participate with ASD as an online advertising vehicle is absolutely FREE. There is no charge to become an ASD member, and you can earn advertising credits in the form of "page views" simply by viewing the web pages (surfing) of other members up to 72 pages per day at 15 seconds per page.. Now we know there are 3 different sites in question - ASD, La Fuente de Dinero, and Golden Panda Ad builder. Three times 72 is 216 page views of MY website per day at no cost to me beyond my time. Let's put a dollar value on those views. I have, before ASD, had to rely on Google, Yahoo, and Microsoft with their sponsored links (Pay per Click) programs to drive traffic to my site. It would cost me between \$200 and \$300 per day for 216 visits all without any guarantee of conversion to a sale. That's a monthly value of \$6,000 to \$9,000 in online advertising for Free. For anyone running a business online, the starting point on value received is several thousand dollars per month before any ad packages are purchased.

So as far as I am concerned as one who has over the past 8 years paid more than his fair share of money to the search engine companies with no guarantee of any return, I received more than fair value from ASD before I spent one dollar on advertising and was able to improve profit by NOT spending with Google or Yahoo. Plus the conversion rate of sales from the affinity group of ASD members is an added plus.

However what really sets ASD apart as an advertising vehicle is the business plan that revolves around the purchase of Ad Packages and the referral of other members. This allows a member like myself to purchase advertising for my website in the form of page views very much analogous to Pay per Click sponsored links with the search engines. I pay roughly the same amount for the advertising- \$1.00

per view of my page. ASD has chosen to utilize a combination of compensation components to reward it's members and allow them to a) recover their out of pocket advertising costs, b) earn a 25% premium above and beyond those costs, c) compound the recovery of those expenses, and d) earn commission on 2 generations of the referral of new members who also make advertising purchases. None of these components are unusual, illegal, or uncommon in their practice.

I have been in sales and marketing for more than 30 years, the following are all common practice:

1) Use of an Independent Sales Force and Referral Commission - In these days of corporate outsourcing of many services and functions, use of an Independent Sales Organization (ISO) is an everyday practice. Payment of commission in the neighborhood of 10% for direct sales and 5% on 2^d generation sales (override) would also be considered common practice.

2) Revenue Sharing Bonuses & Rebates - It is not uncommon for any corporation to share profits or revenue with employees or contractors on a quarterly basis. This gives those employees and contractors a bit of a vested interest in the success of the company. What makes the ASD model unconventional is the timeframe and the generosity of the revenue sharing. ASD has chosen to take 50% of the revenue on a DAILY basis and distribute that revenue pro-rata in the form of a "rebate" among all those members who purchased Ad Packages which were active and qualified for that day. Active meaning that they had not expired. Qualified meaning that the member had fulfilled his or her requirement to view the websites of other members for that particular day. Rebates continue to accrue on any Ad Package to a maximum of 125% of the purchase price - no guarantee that it will ever happen or happen within any given timeframe (could be 3 months- could be 3 years...)

A Note here: This is why ASD is NOT an illegal money pyramid nor is it a Ponzi scheme. In an illegal pyramid or Ponzi - today's "new money" from new members is used to pay members who had "invested" earlier. (much like the Social Security system that we've been paying into our entire working career - oh never mind that one...) ASD takes 50% of today's revenue and divides it among all members based solely on the number of active ad packages they have purchased. I joined in February and let's say I have spent \$10,000 and purchased a total of 10,000 Ad Packs. John joined a week ago and purchased \$50,000 in Ad Packages. Susan joined a year ago and only purchased \$500 in Ad Packs. If today's revenue sharing amounted to a 1% rebate - Susan would receive \$5.00; I would receive \$100.00, and John would receive \$500.00 assuming that we all completed our surfing for the previous day. When today is over it's over - the same process is repeated the following day. This is just an extremely generous and totally equivocal sharing by the company. And as for the "extra" 25%; If I own a dividend bearing security and I hold it for a very long time - it is more than likely that at some point the accrued dividends will total 125% of the purchase price of the share regardless of the share price - just look at today's stock market in the financial sector.

3) Compounding the Rebates - In much the same way as a securities investor can reinvest his or her dividend in order to purchase additional shares of stock and increase the size of the next dividend or for the holder of a high yield savings account, Certificate of Deposit, to roll over the earned interest and compound the yield; ASD offers members who have purchased Ad Packages to use their rebates to purchase additional Advertising packages. This increases the Ad Package balance used to calculate the next day's rebate ~~increases the pro-rata share of the revenue sharing. Again this is not an unusual~~ practice, most of our financial institutions are sweeping their deposits (the money of their customers) through international markets to increase the institution's earnings on a daily basis. What we don't see is a company like ASD allowing it's members to take advantage of similar practices by sharing it. We are never dealing with more than 50% of any one day's revenue and the prorate distribution based on the number of outstanding Ad Packages insures that nothing is paid out on paper or in cash that isn't already there. A truly generous and magnificent business model.

4) Last but not least, let's not forget that this is an advertising program and the purpose of advertising is to generate profitable sales of a product or service or to increase the awareness of a brand or to acquire new customers (perhaps at an initial loss). The ASD program allows a small business owner to take maximum advantage of his or her advertising dollar. In the online arena traffic is the king. The more page visits, the more conversions. ASD requires that all page visits be a minimum of 15 seconds and it has been well documented that if a consumer remains on a web page for 15 seconds or more, the likelihood of that visit converting into business increases by 50%. And there's a big difference between a

sale and a profitable sale. Knowing that my cost for page views with ASD is FREE- any sale I make is by definition profitable especially when compared to the enormous costs of search engines and the software manipulation they go through to take my money. Could Google or Yahoo offer me a rebate- of course they could, BUT THEY DON'T!! When I purchase Ad Packages with ASD or whether I just surf and earn credits for free or both - I am improving the dynamics of my business and when I share that with other folks who are in a similar position to me- I can make a substantial incremental profit

There were no victims with ASD. No money was being lost at the "bottom" to be paid at the "top" because there is no bottom or top with ASD. When the agencies stepped in and seized the money of the members - it was not ASD's money; it was ours- you made victims out of all of us. Further, by shutting down the operation, you also took away from us the advertising that we paid for or were earning every day. I will grant you that ASD was experiencing a myriad of administrative and technical infrastructure problems. I working in that industry for almost 20 years. I also am an excellent judge of people and character. The issues with administration and with hardware/software infrastructure were being addressed. The company clearly had the resources to address them. By the end of the third calendar quarter, things would have been running smoothly.

Perhaps you do not understand the impact of your actions. You may have managed to achieve the very result you were trying to prevent. People who joined ASD looked at it to keep their heads above water in what is admittedly the worst economic environment we've seen in decades. ASD was preventing foreclosures and bankruptcies among people all over the country. Sure there were people throwing larger amounts of money into the advertising, but those were the exception not the rule. My brother is on the verge of losing his home - you cut off his income from ASD. I have friends in Chicago struggling to recover from a series of poor real estate investments - you cut them off and they are foundering. You are guilty only of an error in judgment which due diligence and some more in depth analysis would have avoided. ASD is completely above board. The business model is one of the most generous and well constructed I have ever seen and I did 4 weeks of numerical modeling before I was convinced that it was legitimate. Andy Bowdoin, his wife Faye, and all of the people I have met that are associated with this company are truly well meaning and generous people. I realize that it is hard to believe that someone is actually making a positive and tangible difference on the lives of so many in this hard economic times, but ASD is that company and Andy Bowdoin is that person.

I urge you strongly to reconsider your actions- do a thorough and in depth analysis of the business model. We all questioned it at first, but analysis has shown it to be anything but a Ponzi scheme. I urge you to release the funds so people can receive their money- they need this. I urge you to allow the company to resume operations during your investigation so we can use the advertising that we paid for and withdraw the rebates that we have earned.

Finally I urge you to take this letter seriously and to exercise your humanity as it relates to the members of ASD who may have put whatever they had left on the line that this business would work for them. Thank you for your time and attention to resolving this error as quickly as possible.

Sincerely,

Robert L. Grayson
Owner - Green Go'Fer Health
2211 Riddle Avenue
Wilmington, DE 19806
ASD Member #13492



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Letter of Appeal from an ASD Member

1 message

usha prabhakar <usha.prabhakar@gmail.com>
To: isupportadsurfdaily@gmail.com

Sat, Aug 9, 2008 at 1:26 PM

To Whom It May Concern

This is in regards to the current legal action against ASD. I have been a member of ASD since April of 2008 and I was hopeful of seeing better economic times in my life and had the confidence that I would be able to deal with all the challenges in my life like taking care of my mother who is over 80 years and since I am diabetic taking charge of my medical bills without depending on anybody. However, since the recent legal allegations against ASD being a Ponzi scheme, I am not sure what my future will be like. Therefore, I wanted to plead the case by voicing my opinion of the whole situation.

I stayed home to be a good mother to my daughter, to whom I gave my all so she could have the best in the present as well as in the future. I chose to sacrifice my career so I could be available to her a 100%. Today she has gone off to college and I am very proud to say pursuing to become a good doctor.

I was left with an empty nest and loneliness. Being in a small town my opportunities to re-enter the workforce were limited. So I began to explore in the internet for employment opportunities and realized there was an option to stay at home and work. I found this very appealing in many ways.

I have been trying to find a way to work from home through Internet Marketing. I have tried various businesses for the past one year and all of them had equally good products. However, many of them involved building a huge down line before realizing any success.

Last December business became very slow and I was forced to take up a job for a measly \$8 an hour. I got introduced to ASD in the late month of April and found an easy model of advertising when compared to other forms of advertising like traffic engines on the internet. I studied its business model and found that it was

a win-win situation for both the company and its members.

I researched into the philosophy of the company by looking into the presentations made by Andy Bowdoin both in his introductory videos as well as in his weekly webinars. He impressed me as a simple and honest man with impeccable integrity. He has a great vision for the company with the best intentions for the good of the average American.

My experience in doing business with ASD has been very profitable and positive. It gave me hope for a brighter future with all possibilities of realizing my dreams as well as facing the challenges in my life.

I found as promised by Andy Bowdoin that in this short period of time I was able to make sales in the business I advertised, earned my daily rebates without missing even one day – even when the system was pulled down for upgrades for two weeks at a time – and I also referred people successfully to this business. I have people who are free members as well as members who have purchased advertisement packages for their own businesses.

In light of my personal experience it saddens me to see that ASD is being portrayed as a Ponzi scheme. My experience in doing business with ASD shows me beyond theory that it is a reliable company that keeps its promises and is definitely not a Ponzi scheme. I do not know of a single member who said they were not paid! Nobody has been cheated. **IT IS DEFINITELY NOT A PONZI SCHEME!** On the contrary, it is a very simple, revolutionary and robust business model unlike any other business out there.

America is the greatest nation leading the world today. It is unfortunate and sad to see a nation with a philosophy of true liberty and free enterprise kill such a robust model led by a man of excellent integrity who is showing us the way to a better economic future.

I implore you to consider this issue with great deliberation and act favorably to our appeal. Please do not take away our opportunity to realize the "American dream."!

Thank you,

Sincerely,

Usha Prabhakar
ASD Member Id# 20019



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

ASD

1 message

Nancy Hay <nrhay@cox.net>
To: isupportadsurfdaily@gmail.com

Sat, Aug 9, 2008 at 12:00 PM

I have sent the following letter to US Attorney General - william.cowden@usdoj.gov, Tallahassee Democrat - gchelette@tallahassee.com & WCTV- news@wctv.tv. Let me know if I can help in any way.

Dear Sir,

I am very new to ASD (June 08) and want to let you know why I decided to become involved with the business. I have one e-book completed and several other e-book/video products in the works which I want to market on the internet. Last December, I began studying internet marketing so that I can promote my products and therefore make money online. What I have learned (and I have spend several thousand dollars on this education so far) is that with Web 2.0, marketing is done through social networks. You have to get very good at blogging, building a following and building a list for people to even see your products. Without that, it's like having a billboard in the middle of the desert....almost no one sees it.

Another way to sell products and make money is to buy adwords or pay per click advertising for my product. That means that I would pay google for people to open my web page... no guarantees for conversion or sales. I don't know the amount, but I'm sure Google makes millions of dollars on this.

When I was introduced to ASD, I saw an opportunity for my ebook Conflict Resolution Skills: The Art of Fair Fighting found at www.maximizerelationships.com to reach a market within an already established social network of over 100,000 people. My site went "live" during the revamping of the website when things were not working well, but I still had 13 views in a 2 day period. I was thrilled! I did not get a chance to see any conversion into sales because the website was shut down by the government. I was expecting to make a nice income from the sale of my products within the ASD network. People within networks tend to buy from each other rather than from an unknown source.

As I understand it, the rebate system to view other members' sites is a way to continue to build the large social network. Larger advertisers pay for ad space when they know they will reach a certain amount of people. This is being done on the internet everyday. I believe that ASD has already secured larger advertising as an additional revenue stream because the last few days that I surfed, I saw one ad for a Marriot and one ad for Macy's.

The person who introduced me to ASD and everyone with whom I have come into contact, is of the highest ethical character. In my own profession, the first standard is to "do no harm". I have introduced about nine people to ASD which I **never** would have done if I did not believe in the program 100%. I understand that Mr. Bowdoin has been a follower and teacher of the principles of Napoleon Hill and Andrew Carnegie. Because of that, I believe that he is sincerely trying to help others achieve their dreams.

I would be glad to talk with you in person about my experience if that would be helpful

Respectfully,

Nancy Hay, MA, LPC
ASD Member # 41948



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

REGARDING AD SURF DAILY INVESTIGATION

1 message

Tom Blake <bfsolutions@cableone.net>

Tue, Aug 12, 2008 at 10:57 AM

Reply-To: bfsolutions@cableone.net

To: william.cowden@usdoj.gov, ag.mccollum@myfloridalegal.com

Cc: gchelette@tallahassee.com, news@wctv.tv, rrbzn@infowest.com, thefavagroup@gmail.com, isupportadsurfdaily@gmail.com

To: William Cowden, U.S. Attorney General of the District of Columbia
Bill McCollum, Florida U.S. Attorney

CC: Friedman and Feiger, Attorneys at Law
Tallahassee Democrat Newspaper
WCTV, Tulsa News Station
The ASD Legal Team
Rayda, ASD Trainer
Robert Fava, ASD member

Gentlemen:

I have been an advertising member of ASD since May, 2008.

The facts that I personally have experienced with ASD:

1) I began with ASD by utilizing there free service to help promote a website just started up by my brother and sister-in-law. I soon discovered however that I could be paid a rebate to surf additional sites with ASD. Since I was already surfing my daily required sites anyway to earn credits I decided to purchase some advertising credits. Just figured if I was going to be surfing I might as well get paid for it. The results have been a tremendous increase in traffic for the site I am promoting and I was getting credited just as promised by ASD and earning rebate checks.

2) I was told emphatically that I must attach my website to the ASD rotator as quickly as possible, and would be allowed only a few days' grace period. I also strongly encouraged my downline to prepare and attach their websites as quickly as possible after joining, to remain in compliance with the terms and conditions that are clearly stated.

4) I was required to become familiar and educated in all aspects of ASD by reading ALL terms and conditions of the sales contract, and encouraged to attend training seminars frequently provided by ASD.

5) I was never coerced or encouraged, by my sponsor, my upline or anyone associated with ASD, to purchase more advertising than what I was comfortable with, considering my budget restraints.

6) Whenever I purchased advertising on ASD the purchase was applied to my account as soon as it was humanly possible to do so, and always within the

ated time frame.

7) Within seconds of attaching my website to the ASD rotator, it was placed and viewed immediately and frequently, at least 35-40 times per day.

8) The rebates were paid just as was promised, and exactly as I was entitled.

9) When there was human error, which was extremely infrequent, it was corrected in a timely and professional manner, and to my satisfaction.

10) Whenever I requested a cash out (5 times total), I received it for the exact amount I had requested, within an acceptable time frame.

11) All experiences with ASD met or exceeded my expectations, comparable or exceeding the service and results of any other traditional (print) advertising service with which I have dealt.

12) Yes, I was frustrated with the fact that the company server had been down for a while due to upgrading, but I realized that this would only help to further improve the service I was already receiving. My experience had been in the pass that whenever the company took the website or its servers down for any reason it had justly compensated me by crediting me rebates that I was unable to earn by surfing for that day.

13) I do not have any reservation whatsoever with Mr. Bowdoin or his company. I have personally met him and find him to be most genuinely interested in helping people to be successful in promoting and building their businesses.

Thank you for allowing me the opportunity to express my feeling about ASD and its founder Andy Bowdoin. My hope are that whatever issues perceived or real be resolved as quickly as possible so that I might continue to enjoy the success I have had with this company thus far.

Respectfully,

Thomas W. Blake
ASD Member #27776



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

FW: I Support Ad Surf Daily! Sent to Bill Cowden

1 message

~Frank Metzger <frank@frankmetzger.com>
To: isupportadsurfdaily@gmail.com

Tue, Aug 12, 2008 at 3:34 PM

From: ~Frank Metzger [mailto:frank@frankmetzger.com]
Sent: Tuesday, August 12, 2008 2:17 PM
To: 'william.cowden@usdoj.gov'
Subject: I Support Ad Surf Daily!

Dear Mr. Cowden,

First let me say that I understand that you have an obligation to protect our country's citizens and our interests and I commend you for that. However, I am shocked, saddened and frustrated by your recent action against Ad Surf Daily and the advertising members of ASD. I just hope that you can find a speedy resolve to your investigation so that those of us that are very content and in fact delighted with the service and opportunity that ASD provides us, can get on with the business of doing business and trying to build our dreams.

I'm a very satisfied advertising member of Ad Surf Daily. This new ASD Social Advertising Network business model was working very well for me and many other small business owners I know. Things have been very tough for me and my family these last few years and I finally found something in ASD that was beginning to work for me after so many other things did not.

At no point have I ever felt I was being mislead by Mr. Andy Bowdoin, ASD Cash Generator, it's officers, or by anyone of its business partners. I thoroughly understand the Terms of Service and that I was purchasing advertising with the ability to earn rebates by viewing other member's websites. I paid for the advertising... rebates or no rebates.

~~I'm a hard working small business owner/entrepreneur and at 47 years old I've been self-employed most of my adult life in various business ventures including a decade as the owner of a successful CO2 Laser Distribution business and also the owner of an aluminum travel case manufacturing business. I am very knowledgeable about advertising and building a business brand so this new approach to advertising really intrigued me.~~

I joined Ad Surf Daily as an Advertising Member on June 19th of 2008. This business model and innovative method of advertising was new to me but I had heard good things about Ad Surf Daily from a number of my trusted business associates. I thought I would give it a try so I signed up and purchased some advertising.

I put 3 of my business websites in rotation to be seen by other ASD members as they performed their website

viewings to earn rebates. I started receiving leads right away and already have a few sales pending. My products are high ticket items and generally require large numbers of prospects for a sale conversion. In this targeted environment of entrepreneurs, I find that my cost per conversion to sale will be much less than using Google, Yahoo or other on or offline venues. Google, Yahoo and other BIG recognized Internet advertising venues are incredibly expensive and cost prohibitive for most small business owners to effectively compete on the Internet in today's market.....AND advertising effectively online requires great deal of specialized training for any measurable success which is something most small business owners cannot do.

I'd also like to state that I have a Favorites folder full of websites I have bookmarked while doing my own required surfing to earn rebates. I will definitely be making purchases from a number of these websites... everything from household products and travel to business opportunities and education products. Chances are very high that I would have never been exposed to these websites, products and services had I not been surfing to earn my own advertising rebates.

I've tried all types of advertising in my entrepreneurial career at a great cost with varying degrees of success. One constant, whether it was print media or Internet Marketing is that the cost to advertise

was always very high. Whether my advertising campaigns were successful or not, I still had to pay Google, Yahoo, the magazine, the newspaper or advertising company. They had no vested interest in whether my advertising with them was a success or not.

I see the new "Social Groups" or "Membership" based Advertising Network - Ad Surfing Business Model that ASD is pioneering as something very revolutionary that will evolve into something extraordinary long term if it is not choked off by the government without truly understanding how this new advertising model works.

Businesses spend billions of dollars on advertising with the sole purpose of trying get people to go to their computers, type in their URL and view their websites with the goal to get them to purchase products. With ASD and this new advertising business model, targeted consumers (members of our Social Advertising Network) are paid rebates to view websites they may have never ever been exposed to if not for the rebate incentive to view them. To me, there is not a more effective way to incentivize a consumer group to view various products and services than by paying them rebates to do so.

I look at the billions and billions of dollars that Google, MySpace, Facebook and other Internet Corporations are earning via Social Networking sites and what I see is a very limited number of people at the top accruing billions of dollars in profits on the backs of their members or advertisers. There is no profit sharing going on with the members of those giants but rather the owners and shareholders are making those profits at the expense of their members and advertisers.

I feel very strongly that the ASD and the Website Surfing business model which shares profits with its Advertising Members is not only a much fairer way to do things but also a more effective long term strategy....especially as this advertising model evolves and the advertising audience becomes more categorized and consequently more targeted. Imagine a million or more members all being paid rebates to view websites of interest to them... That is Powerful and will attract big corporate advertisers and also creates long lasting business loyalty! The cost to advertise on Google, Yahoo and other Internet giants is way beyond the budget of most small business owners, not to mention that you need to be a marketing guru to understand how to make it work for you.

I clearly see the Social Advertising Network Incentivized Website Surfing business model paying rebates as a

force to be reckoned with in the future of Internet advertising.....And this model will help so many struggling small business owners finally achieve the success they desire and deserve in this great country of ours.

Thank you for your attention in reading my thoughts and opinion and God Bless!

Frank Metzger
Small Business Owner & Entrepreneur
ASD Advertising Member #56777
Tel: 303-325-5830

P.S. Yesterday I received a copy of an email another ASD Member sent to you. While I am not as eloquent in

conveying my thoughts about ASD's revolutionary new advertising business model and the current legal situation, I have copied it below as it summarizes my thoughts very closely.

To Whom it May Concern:

My name is George Shears. I'm a retired psychologist with nearly 6 years of experience in Network and Internet Marketing. I became a member of Ad Surf Daily (ASD) on June 17, 2008.

I'm writing this in protest of ASD being shut down by the U.S. Attorney and also to show how the charge that ASD is a Ponzi scheme is an outrageous instance of mistaken identity. Although I can understand how someone with little or no understanding of internet advertising and without carefully evaluating all of the evidence could mistakenly arrive at this conclusion, it is nevertheless highly damaging and completely unwarranted.

I submit, further, that summarily shutting down ASD on the basis of this misinterpretation, without fully and objectively investigating all the facts is a blatant instance of the U.S. government unjustly interfering with free enterprise and with my participation in a completely legitimate online business. I regard it as a flagrant violation of my rights and the rights of all other ASD members and want it to be rectified immediately.

According to Wikipedia, "a Ponzi scheme is a fraudulent investment operation that involves promising or paying abnormally high returns ("profits") to investors out of the money paid in by subsequent investors, rather than from net revenues generated by any real business."

By this definition, ASD is clearly NOT a Ponzi scheme any more than a diamond is not a piece of coal—even though they are both comprised of carbon and may be confused with each other by someone with an untrained eye.

If ASD did not offer a valuable product to its members, I agree that it would fit the above definition of a Ponzi scheme. And, at this point in its early evolution, it may well be that even some of its own members do not fully recognize the enormous immediate and future value of the product that they have purchased. It's readily apparent that, in filing complaints against ASD, the U.S. Attorney and the Florida Attorney General have also not recognized this highly valuable product. If and when they do, I hope they will acknowledge that their charges are completely specious and unfounded.

So what is this product? Very simply, it's a profoundly simple and highly effective way of advertising ANY

business on the internet. All that is needed to comprehend its enormous potential value is to consider the vast billions of dollars in profits that Google, Yahoo, and MSN have generated—and continue to generate daily—through very similar advertising.

More specifically, the product that ASD provides to its members is an example of a "traffic exchange," which is one of the most well-established and commonly used methods of internet advertising currently available to internet marketers. All that one needs to do to become aware of its prevalence is to do a Google search for "traffic exchanges," which includes 761,000 listings.

For those who are not familiar with traffic exchanges, here's the Wikipedia definition:

"A traffic exchange website receives website submissions from webmasters that join traffic exchange networks. The person who submitted the website then has to browse other member sites on the exchange program to earn credits, which enable their sites to be viewed by other members through the surf system. This increases the number of visitors to all the sites involved."

The particular traffic exchange product provided by ASD to all of its members is uniquely powerful in that it not only offers them an effective immediate way to advertise their own personal business websites, but—even more importantly—it also positions them to profit from ALL OF THE ADVERTISING that is purchased from ASD by ALL OTHER business owners and/or corporations. Given the ever-increasing shift of advertising to the internet, the potential value of the ASD product in this regard, then, is truly immense. Fundamentally, it's not unlike having part ownership in, say, Google, Yahoo, or MSN.

It's very important to understand that the potential value of this ASD product is in direct proportion to the total number of participating ASD members; that is, since all ASD members are required to view at least 12 websites of other advertisers each day in order to earn rebates and credits to have their own websites viewed, they effectively become a large "captive audience" for ALL advertisers using the system. The greater their number, the greater the exposure that these advertisers have for their respective products/services.

Correspondingly, the attractiveness (as well as the cost) of this advertising is directly proportional to the number of "eyeballs" that will see it. This, for example, is why large numbers of corporate advertisers are willing to spend millions of dollars for a 30-second Super Bowl advertising spot.

In keeping with these basic advertising facts, the ASD business plan entails growing the membership base as fully and as rapidly as possible in order to attract a maximal number of large corporate advertisers. Up to this time, this has been accomplished very successfully through rallies in many large U.S. cities. While these rallies may appear on the surface to be the promotion of a so-called Ponzi scheme, they are actually an optimal means of increasing the value of the main ASD product for all members and to make ASD financially self-sustaining (and increasingly profitable) as quickly as possible.

The success of this strategy is already evident, for example, through the inclusion into ASD of the large online shopping mall, GreenBackStreet.com, which has now become a major additional source of revenue for ASD and its members.

Quite apart from the potential immense added value of large corporate advertisers using ASD to promote their products and/or services, however, ASD already offers its members a highly effective way to promote their own business products/services. It also provides a very powerful way for business owners to create and maintain brand awareness through repeated exposure of potential customers to their products/services.

Although I have been an ASD member for a very short period of time, I can personally attest to the value it has already had for me in promoting my main online business.

Immediately after becoming qualified at the VIP Executive Leadership level in ASD through the purchase of a \$500 ad package on 6/29/08, I chose to advertise one of my affiliate websites, which is a sales page for a weight loss product I'm selling—EasySlimRX. Since I've just started marketing this product, ASD was the ONLY place where I advertised this sales page.

I was delightfully surprised to get a sale almost immediately after placing my website in the ASD rotation. Moreover the person who became my customer through ASD has already placed two additional orders for the

product. This has strongly reinforced my initial satisfaction.

Anyone familiar with online marketing will recognize the tremendous attractiveness of being able to acquire repeat customers in such a simple, easy, and highly cost-effective way—and, moreover, to generate an additional stream of income in the process.

Given my understanding that my website is being presented for others to view between 40 and 60 times a day, the click through rate that I've gotten thus far is much better than with other, very expensive methods of online advertising I have used in the past. It has become absolutely clear to me, therefore, that the advertising venue offered by ASD is dramatically more cost-effective than any other form of online advertising that's available to me. Not only do I earn profits through my main online business, but I earn rebates from ASD as well for the advertising I purchase.

As ASD continues to grow, it's obvious that an increasing number of savvy online marketers will choose it as an advertising venue over other, much more costly options. Pay per click advertising on Google, for example, commonly costs up to \$5.00 (or more) each time someone clicks on a particular ad. And, unlike with ASD, there is absolutely no assurance that the ad will be viewed for at least 15 seconds. (At this time, the ASD advertising cost per view of a website is only \$1.00.)

In summary, then, based on my initial experience in advertising with ASD, it seems to hold huge promise of becoming a highly effective way for increasing my online marketing income.

Due to the heavy-handed actions by the U.S Attorney and the Florida Attorney General, however, I (along with around 130,000 other ASD members) have now been deprived of my right to pursue my business freely; consequently, I (along with thousands of others) am losing valuable revenue on a daily basis. I regard this as highly unfair and in violation of my basic rights as a U.S. citizen.

I regard the action of shutting down ASD and impounding all of its funds, along with those of its member without a fair and unbiased examination of the evidence, as an unwarranted and egregious affront to American justice and the basic principle of "innocent until proven guilty." I earnestly hope that those who have perpetrated this injustice will quickly acknowledge their error and rectify it immediately.

Sincerely,

George Shears



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

ASD

1 message

christyjeske@msn.com <christyjeske@msn.com>
To: isupportadsurfdaily@gmail.com

Tue, Aug 12, 2008 at 2:06 PM

To Whom it May Concern,

I am a member of ASD. I have been a member for a very short time. I believe in this Business or I would not have gotten involved.

I have been in Real Estate all my live, need I say anymore. My family has been devastated in this recent market with unfortunately several properties in foreclosures. That is a very degrading thing to have to go through when that has been your livelihood for as long as you can remember and your credit is the most important thing you have guarded all your life.

With that said, my husband and I have both started new small businesses. ASD was the perfect scenario for our businesses to have people look at what we are doing.

Where in our Society can I have so many people look at my product and I theirs with out buying lists (spending more money) and sending out emails to people that do not want your emails!

I cannot stand receiving so many unwanted emails as I know I am not the only one. It is very time consuming to delete, unsubscribe unwanted emails!!!

Our lives should be focusing on what I choose to do, not what I have to do because of the need of others to get their business seen and heard.

NO WHERE can you have so many people really sitting and viewing my website!! My product is not for everyone, but at least it is being viewed by people want to see it and happy to see my website not unwanted junk mail that they just erase without even viewing it as I do.

Please help us. Just because it is different does not make it wrong. Many lives are at stake here and with the devastation of our Real Estate Industry that is affecting many many more industries in our Country. Our Government cannot be so unattached from our Society that they don't get this.

Wake up!! Times change with changing times.

Christy Jeske
ASD #66456



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

ASD member Testimonial

1 message

Catherina Parker <lifewithzerolimits@yahoo.ca>
To: isupportadsurfdaily@gmail.com

Tue, Aug 12, 2008 at 3:46 PM

To ASD Defense Team:

Hi

I came across ASD quite by accident early in February, of this year. I came across it at a time, when I was just about to quit trying to make a living online. Up until that time I was a statistic, just a representative of the 97% who do not make it online.

I started by joining my first online program back in 2005. I was newly separated, and desperately needed an income, to support two daughters. My spouse was unable to support us at the time, so it was left up to me to do so. Having being a stay at home mom for many years, I wanted to find a way to make an income, that would allow me to remain at home, so I looked to the internet to accomplish this.

What I found were high sign up/join up fees, empty promises, impossible odds and requirements. The result was, instead of earning an income, I lost a substantial amount of money, money I could not afford. I also lost my self esteem and self confidence, and if it wasn't for the small inheritance left to me by my parents, my children and I would have found ourselves in dire circumstances. Along came ASD, which I almost dismissed, as another online advertising site, which would just take your money, and like every other online advertising site, give you back nothing in return; no results and certainly no money...no income!

After checking it out and doing my homework (a hard learnt lesson), I joined, and in my first month as an ASD member, I realised how wrong my initial assumption, had been!

Not only have I made money, not only has ASD's advertising reaped results, but it has rewarded me:

- daily by paying me rebates to look at ASD member advertising
- providing me with inexpensive advertising that works for my needs
- by allowing me to help so many others find an online program that WORKS!

ASD delivers exactly what it promises!

In the past, I have joined at least 10 online programs. In order to earn an income, I was required to:

- build a substantial downline
- accumulate a substantial personal sales volume or volume points
- accumulate a substantial group sales volume or volume points

I WAS NOT ABLE TO DO EITHER.

However, with ASD, I have been able to earn a substantial income, based on my own efforts, and not on the efforts of my downline. To my total amazement, I have been able for the first time in four years, build a downline, not only in ASD, but in an additional advertising program that I have been

advertising on ASD.

EVERYONE of my downline members have made money as members of ASD, whether they bought \$10.00 worth of ad packages, the WONDERFUL PRODUCT THAT ASD SELLS, or whether they bought \$100.00 or more.

The Attorney General's Office has not only frozen our funds, has not only put the small businesses of 120 000 members at risk, but has put ASD's and every member's credibilty at stake! How ethical or moral is that?

And yet the man, Andy Bowdoin, whose only goal with ASD, was to help as many people as he could achieve financial independence, allowing them to live a life that we all rightly deserve, has been labelled as unethical and immoral! This is outrageous!

As a downline member of mine so rightly commented, "How come the government can hurt over 100,000 people in order to protect the 30 who complained?"

Andy Bowdoin, did whatever was required to keep ASD legal and compliant, requesting that members file W-9 documentation, as well as, retaining lawyer/s strongly versed in compliancy. An unetical and immoral CEO, would not have opened up a business in his home town, and employed citizens that live there. An unethical and immoral CEO would have opened a Swiss bank account, and not an account with the local Bank of America.


Andy Bowdoin is a deeply religious and ethical gentleman with a strong desire to help others.

We are all members in a ADVERTISING company. We advertise our businesses, and the President, Andy Bowdoin, shares the profits from the company in the form of cash rebates with each member. All companies share their profits with their stockholders or members, paying them dividends or bonuses at the end of each year. Andy Bowdoin, instead of waiting for the end of each year, shares the company's profits daily, with all its members, not only with the upper echelon, and not only once at the end of each year.

Andy Bowdoin should be rewarded for his efforts in helping everyone, everyday.

Please help us get our company back up and running, so that we can begin to repair the damage inflicted on our individual businesses and ASD, a legal advertising company, that chooses to reward ALL its members daily, rather than a few, once a year.

With sincere thanks for your help
Catherine Parker
ASD Member ID# 12818
905 525 8703 Ontario, Canada
011 30 9880370 currently vacationing in Greece until 29 August

 **Yahoo! Canada Toolbar** : Search from anywhere on the web and bookmark your favourite sites. [Download it now!](#)



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

asd

1 message

Sandra Hinic <slhinic@gmail.com>
To: isupportadsurfdaily@gmail.com

Mon, Aug 11, 2008 at 11:14 AM

Dear Sir,

I am writing this in regards to ASD, Ad Surf Daily and La Fuente. I am very surprised and disappointed in the manner the government has conducted this investigation. I support ASD and hope you will see how this business plan has helped the members of ASD.

For us specifically the program has given us a vehicle to present the web sites of our home-based business. We have been in our business for about 1 year and have not been able to find a way to direct traffic to these sites. Yes, if we talked to people face-to-face we could direct them to our site but that plan did not contact a large group of people on a regular bases on the Internet. Since we are not familiar with how to get about the Internet with regards to advertising ASD and LaFuente fulfilled this void. Our sites were starting to get responses. And has you must know it does take a while for people to respond as in any advertising. Also, once a person does purchase a product those same people tell others who are not on ASD and LaFuente and on it goes. Word of mouth.

Besides this ASD and LaFuente also provided us with a large a ray of advertising of other companies we have never seen. Some of these sparked the interest for us to use for our home-based business. Some were products that we were contemplating to purchase. Some were of interest of places to go. The point is ASD and LaFuente opened our eyes to how much was on the Internet and options of thing we could do for our business or the option to have more than one home based business.

Also ASD and LaFuente are about providing added streams of income, which is important in the hard economic times. I say about because our government shut it down with out understanding the business plan. The added stream of income of course would only come if members chose to look at others web sites, that is up to the discretion of each member to make that business decision.

Also I cannot say enough good things about Andy Bowdoin, He has always been up front, honest and caring. His concerns for the members of ASD and LaFuente and has shown this through these rough times. ~~He has not hidden from what is going on but is forthright and has much integrity in dealing with all of the members.~~ I defiantly support Andy and all the Staff of ASD and LaFuente.

ASD and LaFuente gives hope to so many people in many different ways. Please look at this business plan again and again, and listen to the people.

Thank you,

Sandra Hinic
1248 Morris Ave
Green Bay, WI 54304

920-497-3299



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

good results letter

1 message

ellenOmeara <ellen@wishworksworld.com>
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 9:44 AM

August 6, 2008

To whom it may concern,

Why do I as a businesswoman advertise? To get views ... EYEBALLS. If I put an ad in the newspaper I have no idea how many people see it ... if any. With ASD I can see exactly how many people have viewed my advertisement. While ASD members are required to view sites for 15 seconds to be candid, all I'm asking for is 3 seconds, and I know that an ASD member has to see my site for at least 3 seconds even if they look away the other 12 because of the design of the system.

How many responses I get and how much product/service I sell is not ASD's responsibility anymore than it is the responsibility of a newspaper, magazine, etc. My sales depend on what I'm offering, my presentation and closing skills. IF I am getting responses it is MY responsibility to make the sale. If I am not getting calls and/or sales it is MY responsibility to adjust my ads to attract attention.

The advertising challenges I have experienced prior to ASD is the newspaper, magazine, etc wouldn't give me my money back if I didn't get any responses. I just had to tweak and fork over more money to try again. With ASD's rebate program my advertising dollars aren't down the drain. ~~If I don't get the response I want I know I need to tweak my ad to catch people's attention~~
The good news is with ASD I don't have to fork out more advertising dollars to do that.

Do I have a product I want to sell through ASD? You bet I do! Currently I am introducing into the country the most nutrient dense organic single source enzymatically alive whole food on the planet ... something people can consume on the fly and save money at the grocery store. I have a product for anyone that's breathing ... so every ASD member is a viable potential customer for my product. How do I get that message across to make it stand out? With ASD I can work on as many ad versions as I want until I get one that pulls strong. I don't have that liberty with any other advertising company.

The ASD advertising system is PHENOMENAL. Please! Get the system back up and let us get back to work!

Respectfully Submitted,

Sue Ramson

NJJ Global Enterprises

715-354-9506

www.lifeinacan.net - Save on groceries. Try Risk Free 30 days

www.lifeinacan.com - Reps Needed for new product expansion



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Why I Use Ad Surf Daily

1 message

Joan Hughes <joanhughes@rogers.com>
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 1:35 PM

I have been in business for myself for many years and have spent a lot of money on advertising. Over the years, it has become more and more difficult to find a way of promoting my business that would work. In fact, I came to the conclusion last year that I was wasting my money using traditional advertising and that the internet was the way to go.

I was in the process of learning how to use the internet for promoting my products and services, when I learned about ASD. Wow! What an amazing discovery that was for me! Let me explain why:

1. First, while there was an initial cost for purchasing ad packages, I knew that, over time, I would recover these costs. This was huge, when I thought about the thousands of dollars I had previously thrown at advertising with such poor results.
2. I was thrilled that, once my websites were posted, they would be constantly put in front of a very large audience of people, many of whom would actually look at my websites to find out more about my products.
3. I knew that I could expect that, based on percentages I had experienced in other forms of advertising, a certain number of people would decide to use my products.

You cannot imagine what a load was taken off my shoulders when I started to use ASD's advertising structure. I have a highly effective health system for people who want to restore their health. There is even a side benefit of weight loss. Because of the high level of quality of the program, I started to get interest in my products from doctors of naturopathy, who are also members of ASD -- the very professional audience I had tried to reach through my traditional advertising but had not previously succeeded in reaching.

I cannot tell you what that means to me! I am completely committed to assisting people to feel great and look great. To be able to work with other health professionals of this calibre is a dream come true.

Since ASD has had to stop its operations, there has been a definite void in my business without this ability to "show my wares" to such an open and enthusiastic audience. In ASD, we are all business people and, as such, we appreciate other people who are offering their products and services. So this isn't just about advertising to others. There simply isn't a better way for me, as well, to be exposed to what is "out there" in the business world. I have found things that I never would have known existed, if it hadn't been for ASD.

Without the opportunity to continue showing my website and viewing others' websites on ASD, I find myself in quite a quandry. There simply is no other advertising option like it available on the net or elsewhere. I do hope that it is reinstated soon, so we can back to "business as usual"!

Thank you,

Joan Hughes
613 435-4000



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Our website being advertised with ASD

1 message

Paul <paul@papacc.com>
Reply-To: paul@papacc.com
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 11:39 AM

Dear Sirs,

Our website www.invantagemedical.com has been advertised through your company since the beginning of May 2008. **We have already had one response from a qualified biller looking for a job with our company.** And my projections are to acquire one new client through advertising with ASD by the end of 2008.

Advertising rationale for InVantage Medical.

Our stand-alone website on the internet had very few visits. With ASD our site has been shown over 400 times a day. Even though ASD does not provide targeted advertising right now we know that health care industry physicians and workers will see our site. We know that there will be more of our type of potential clients surfing ASD in the future. Repeated exposure to our site may generate word of mouth referrals which may result in a sale. ASD has given us a way to advertise our business to the healthcare industry and it is a cost effective alternative to the traditional "pay for clicks" internet advertising.

Watching advertising is a very important service that I provide to advertisers.

If we also pay to advertise with ASD, then we may receive a rebate for our service - viewing advertising. With this rebate we can buy more advertising or collect it in cash. When we collect the rebate in cash we have to pay income tax and social security tax on the rebate earned from ASD. Everyday companies pay for advertising without any guarantee of results. ASD advertising provides proof of advertising viewers. In return, ASD shares a portion of the advertising revenue with their viewers in the form of rebates.

Our type of service - Viewing Advertising - is exactly what companies expect from their dollars spent on advertising.

Exploiting our type of service is so important to the economy that we are barraged with advertising everywhere we turn. Pop up ads, email spam, TV ads, Radio ads, magazine ads, junk mail ads, bill board ads, signage ads, ads on cars and trucks, window ads, ads pulled behind airplanes, etc. It's about time we received some of that advertising revenue since we are the ones performing the service.

Why are we not able to be reimbursed for our time to provide our valuable service to advertisers?

ASD has given us a way to be paid for our service. Everyday we pay for the privilege of being barraged with advertisements no matter where we turn. Everyday we pay for Satellite TV and have to see and listen to advertising. We purchase a magazine and half of the content is advertising. Everyday we pay for Satellite Radio and have to listen to advertising. Everyday we pay to use the internet and have to watch advertising. With ASD we may now paid for our service that we have had to pay for the privilege of providing to the very same advertisers.

Rebates for service provided is not capital gains income. I do not consider ASD an investment company because rebates may only be paid for service provided. That is not capital gains income. Rebates are another source of personal income we pay taxes on and are reported on a 1099.

Thank you for your attention.

Paul Walling, CEO

InVantage Medical

paul@papacc.com

877-772-8296



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Personal Experience with ASD Ad Cash Generator

1 message

David Godfrey <david@socialcirclenetwork.com>
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 3:51 PM

To Whom It May Concern:

I am writing in regards to the recent suit filed against ASD Ad Cash Generator (ASD) by the US Attorney's General office in Washington, DC; Case Number 1: 08-cv-0 1 345.

As I understand, this suit alleges that the company committed wire fraud by operating what is referred to as a "*Ponzi Scheme*". Having reviewed how the Attorney's General Office defines a "*Ponzi Scheme*", I must vehemently disagree with this characterization of ASD.

I became aware of ASD in January 2008. Between January and April 2008 I conducted my own personal research on the Company and its founders. I did find that Mr. Bowdoin had been involved in other legal cases, but that those had been resolved to the satisfaction of the Court and the plaintiffs.

I also read the term and conditions of participation with ASD very carefully. It was my understanding of these terms and conditions that I would be purchasing Internet Advertising for my personal business website. In return for this purchase and viewing a defined number of advertisements from other subscribers, I would be provided with a rebate on my purchase that I could use to either buy more advertising or to use personally. Should I decide to use this rebate for personal use, I would be required to submit a completed W-9 form for tax purposes and that I would be responsible for any taxes associated with it.

Also in the Terms and Conditions, and in information provided by ASD Sponsored Training Classes, it was stressed that I was not required to recruit additional members, make regular payments to ASD, or enter into any type of paid subscription to services

provided by or suggested by ASD or its members. I was required to make an initial advertising purchase of USD \$10.00. I was also instructed by ASD Staff on the procedure required to ensure my purchase was properly processed.

I was also instructed through ASD sponsored training that the rebate program could end at any time and that if I was using the services of ASD for anything other than Advertising that I was "in the wrong place". Even though the rebate program did offer a financial incentive, it was stressed that there were no guarantees that the program would continue or that the rebate percentage would remain constant.

I joined as a member in April of 2008. I submitted my USD \$10.00 payment for advertising packages and began viewing the advertisements of other members as required. I also participated in the Weekly ASD training calls and was able to gain valuable instruction on marketing techniques, other areas to advertise, how to create and implement internet marketing campaigns, and how to improve my internet presence. In addition to the training, day to operation of the company was also discussed. At least once a week, Mr. Bowdoin would address the class and inform us of any problems the company was experiencing, any changes to policy that had not yet been posted to the ASD Members Website and to address any questions that a member may have regarding their account or the company.

In all of the "Question and Answer" sessions, Mr. Bowdoin was consistently conservative in his interpretation of company policies. He also stressed the requirement for the member websites to actually promote a product or service and that ASD would begin screening the member websites in the July 2008 timeframe to ensure that a site was promoting a legal product or service and that the content was not objectionable or Adult Oriented. Previous to this, the members were repeatedly instructed to report such sites for review by ASD.

In May of 2008, I submitted my business website, <http://www.socialcirclenetwork.com>, for inclusion on the rotator. I used the credits I had obtained from my daily viewing of other member sites and the initial \$10.00 purchase to achieve this.

Between May and July of 2008, I received a total of 13,394 visits to my website from ASD advertising. From this we gained 5 paid subscriptions to our site. We gained 2 subscriptions from the combined effort of e-mail campaign, classified advertising, social networking and word of mouth.

Had I utilized a pay-per-click campaign, Google AdWords for example, to receive the same number of visits would have required an advertising budget of approximately USD \$51,500.

That figure is based on Google's "Recommended" bid of \$3.63 per click on the keyword "money making opportunities". As this is the central theme of my website, this would have been a very relevant search term. Although I hope at sometime to be able to afford a large advertising budget, as a small startup venture I am not able to afford \$51,000 for advertising. ASD provided me with the opportunity to get my services out to the public in a very affordable vehicle. Just as was promised in the advertising and sponsored training sessions.

I had also began running a campaign on the Golden Panda site for another startup venture, <http://www.shepherdsranchangusbeef.com>. This campaign was started on August 1. In the short time it was allowed to run, I received 326 visits to the site with 5 requests for further product information. As I was a "free member" of Golden Panda, this exposure only "cost" me the time required to view the advertisements from other members. Using the Google Recommended pay per click bid of \$2.92 for the term "grass fed beef", this exposure would have cost me approximately \$952.00. Again, way above what I can presently afford in advertising and again, my product was presented as promised.

I understand that some individuals may not possess the research skills that I have, or the understanding of business practices that I have. I know that the ASD website was unavailable and being associated with computer systems in my primary profession, I also understand that significant re-design and distribution of computer and telecommunication networks requires some considerable amount of time. The time that ASD has been unavailable does not appear to be excessive given my experience with other similar projects.

During the "down" period, ASD Staff repeatedly informed the members that if they were concerned with this and felt that they needed to withdraw from the company, that all possible effort would be made to achieve the "cash out" as quickly as possible. It was suggested that the member send a registered letter or traceable over-night shipment to the ASD staff in order to expedite the process.

I do not feel as though ASD or any of its management took advantage of me, attempted

to defraud me, or presented information that was not truthful. I was very appreciative of the efforts that ASD and Mr. Bowdoin expended in explaining the company's situation and offering solutions to those who felt compelled to withdraw. I was also aware that at the present moment, most of the company funding was being provided by the membership. However, I also knew that the company was working with a Video Production company to produce a sales video that would be presented to large corporations and in the format of a TV Infomercial. This was discussed by ASD and a representative from the Production Company during a weekly call shortly after the Tampa meeting of June 2008.

As a former employee of start-up businesses and with the experience I have gained from attempting to start my own business, I understand that things may progress more slowly than anticipated. The fact that ASD grew from approximately 10,000 members in December of 2007 to the approximately 150,000 as of August 5, 2008, it is more than reasonable to expect that growing pains would occur. Mr. Bowdoin and his staff went out of their way to notify the membership of these problems and provided suggestions to ensure satisfaction with the company.

I have been provided with all the benefits promised by ASD and do not know of anyone associated with ASD that has not received payments, advertising service, or other benefits promised by the company. There have been some delays, at most 2 weeks, in processing request for a few people I know, but what was promised was delivered and the member was I kept informed of the process by ASD Staff.

I am hopeful that this situation will be resolved quickly and that I will again have access to an affordable and successful advertising program for my small business efforts.

Respectfully;

David Godfrey

Member Number 28289

6000 Jabo Hussey Road

Robbins, NC 27325

336.581.9692



Support AD Surf Daily <isupportadsurfdaily@gmail.com>

Testimony

1 message

dung trinh <iggyigette@yahoo.com>
Reply-To: iggyigette@yahoo.com
To: isupportadsurfdaily@gmail.com

Fri, Aug 8, 2008 at 12:05 AM

To whom it may concern:

My experience with ASD has been very positive. I participate in Medical Mission trips through a non-profit charitable organization (www.kingdomflight.org) and wanted to promote the Faith Base Charity through ASD. The Founder of the Charity has informed me that his online Charity website has had an additional 80-100 "views" a day as a result of advertising through ASD.

Sincerely,

Dung Trinh, M.D.
Clinical Assistant Professor of Medicine
University of California at Irvine College of Medicine
Cell Phone # 714-334-8739
