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March 31, 2009

Via E-Mail (keyen.farrell@gmail.com) and Regular U.S. Mail

Keyen Farrell
89 Little Harbor Road
Guilford, CT 06437

Dear Mr. Farrell:

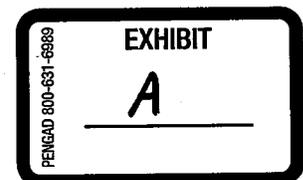
This firm represents Jeremy Schoemaker ("Schoemaker") and Shoemoney Media Group, Inc. ("Shoemoney"), the registered owner of the "Shoemoney" trademark. It has come to our attention that you have been using the Shoemoney trademark to market the goods and services sold at your web site, www.myincentivewebsite.com. Attached are various screen shots showing some of your unauthorized uses of the Shoemoney trademark.

Your use, display, and reproduction of the Shoemoney trademark constitutes trademark infringement pursuant to the Lanham Act and further constitutes a violation of the Consumer Protection Act and Uniform Deceptive Trade Practices Act. On behalf of Schoemaker and Shoemoney, I hereby demand that you immediately:

1. Cease and desist all use of the Shoemoney trademark; and
2. Provide us all relevant statistics showing the extent to which the Shoemoney trademark was infringed, the date you began using the Shoemoney trademark for any purpose, clicks generated, and all financial details pertaining to revenue generated in connection with your use of the Shoemoney trademark.

If you comply with this demand and provide a prompt, truthful, and complete response, Schoemaker and Shoemoney will review that information and determine an appropriate amount for which to settle their claims against you, including but not limited to disgorgement of all profits attributable to the unauthorized use of the Shoemoney trademark.

If you fail to comply with this demand by Friday, April 3, 2009, then this demand shall be considered withdrawn, and suit will be filed in Nebraska seeking injunctive



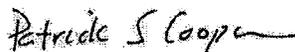
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relief, recovery of actual damages, disgorgement of all profits attributable to the unauthorized use of the Shoemoney trademark, statutory damages, treble damages, attorney fees, and other remedies available under applicable law. The information requested above will then, of course, be obtained through the formal discovery process.

All future correspondence regarding this issue should be directed to the undersigned, and you should not communicate directly with Mr. Schoemaker or anyone at ShoeMoney Media Group, Inc.

I look forward to your immediate attention to this matter, and to a prompt resolution of this dispute.

Very truly yours,



Patrick S. Cooper
FOR THE FIRM

WS06444.01