

# **EXHIBIT BB**

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4 UNITED STATES DISTRICT COURT  
5 FOR THE EASTERN DISTRICT OF TEXAS  
6 TYLER DIVISION

7 C.A. No. 6:05-cv-424-LED-JDL

8 ADVANCEME, INC., )  
9 Plaintiff )

10 vs. )

11 RAPIDPAY LLC, BUSINESS CAPITAL )  
12 CORPORATION, FIRST FUNDS LLC, )  
13 MERCHANT MONEY TREE, INC., )  
14 REACH FINANCIAL, LLC and )  
15 FAST TRANSACT, INC. )  
16 d/b/a SIMPLE CASH, )  
17 Defendants )

18 C.A. No. 6:06-cv-82-LED

19 ADVANCEME, INC., )  
20 Plaintiff )

21 vs. )

22 AMERIMERCHANT, LLC, )  
23 Defendant. )

24 VIDEOTAPED DEPOSITION  
25 OF  
26 THOMAS J. LITTLE, IV  
27 WEDNESDAY, SEPTEMBER 6, 2006

1 Q. Did Litle & Company ever attempt to keep its  
2 third-party payment procedures  
3 confidential?

4 MR. EDELMAN: Objection. Vague and  
5 ambiguous.

6 A. No. During our sales process, when we found Case 6:05-cv-00424-LED Document 235 Filed 04/13/2007 Page 3 of 6  
7 a merchant that could be benefitted by that,  
8 we talked about it.

9 Q. Were there any NDA's in place when you  
10 talked to these merchants about the  
11 arrangement?

12 MR. SMITH: Objection. Do you  
13 understand "NDA," non-disclosure agreement?

14 THE WITNESS: Sure.

15 A. Not that covered that, no.

16 Q. There was a lot of talk about  
17 confidentiality and how Litle & Company  
18 provided enhanced confidentiality for  
19 particular pieces of information for its  
20 merchants.

21 A. Right.

22 Q. And could you just describe the scope of  
23 confidentiality you were discussing, if you  
24 understand that question?

25 A. Yes. Mail order -- catalogs, in particular,

1 have two major assets. One is their mailing  
2 list, which are the people that buy from  
3 them regularly, and the other is the history  
4 of how the mailing list and products and  
5 everything else worked. We had the mailing  
6 list information on our computer. We had  
7 that information, so if we wanted to, we  
8 could take that information and rent it to  
9 competing catalogs. Now, catalogs normally  
10 render or exchange their list to people they  
11 control and they get the revenue from that.  
12 If we rendered and exchanged their mailing  
13 list and we took the revenue from that, in  
14 my view, that was tantamount to stealing  
15 from our customers. So we didn't do it.  
16 There were companies that definitely did,  
17 CitiCorp being the primary example.

18 Q. The confidentiality provisions in Exhibit 4  
19 of the Member Agreement, did those  
20 confidentiality provisions apply only to  
21 those customers lists and the customer  
22 information that you've just described?

23 MR. EDELMAN: Objection. Calls for  
24 a legal interpretation.

25 A. I can't remember. I know we wouldn't

1 discuss one merchant's financial information  
2 with another merchant. So maybe it applied  
3 to that, too. I don't know. I'd have to  
4 review it, but the reason we put the part  
5 about confidentiality of data was, that was  
6 a positive sales point that we made to  
7 people we were trying to get to use us for  
8 merchant processing.

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9 MR. EDELMAN: I believe your three  
10 and a half hours are up.

11 MR. GRAY: I believe, if the  
12 witness is okay, I just have a couple more  
13 minutes?

14 MR. SMITH: Sure. A couple more  
15 minutes.

16 Q. Going back to Litle & Company's relationship  
17 with FNBL, did FNBL ever forward any money  
18 to a merchant or a third party without the  
19 express instructions from Litle & Company to  
20 do so?

21 MR. EDELMAN: Objection. Calls for  
22 speculation. Vague and ambiguous.

23 MR. SMITH: Do you understand the  
24 question?

25 THE WITNESS: Yeah.

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COMMONWEALTH OF MASSACHUSETTS  
MIDDLESEX, SS.

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I, Denise M. Rae, a Certified  
commissioned and qualified within and for  
the Commonwealth of Massachusetts, do hereby  
certify:

That THOMAS J. LITTLE, IV, the  
witness whose deposition is hereinbefore set  
forth, was duly sworn by me, and that such  
deposition is a true record of the testimony  
given by the witness to the best of my  
skill, knowledge, and ability.

IN WITNESS WHEREOF, I have hereunto  
set my hand and my affixed notarial seal  
this 8th day of September, 2006.

*Denise M. Rae*

Denise M. Rae  
Notary Public

My commission expires:  
January 16, 2009