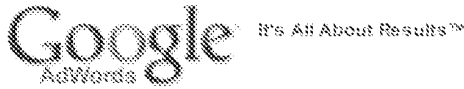


EXHIBIT 12



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.

[Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

| | | | |
|---|--|---|--|
| How would you like to generate keyword ideas? | | Enter one keyword or phrase per line: | Selected Keywords: To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign. <i>No keywords added yet</i> + Add your own keywords |
| <input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea) | <input type="radio"/> Website content (e.g. www.example.com/product?id=74893) | <input checked="" type="checkbox"/> Use synonyms Filter my results <input type="button" value="Get keyword ideas"/> | |