

EXHIBIT J

**EFFICIENCY
MAKEOVER**

We're looking for small business owners who want to improve their business. If chosen, we'll provide an expert to evaluate your business. You take the advice and we'll foot the bill for their recommendations.
Apply now at BizBreakthrough.com.

**business
BREAKTHROUGH**
PRESENTED BY **VISA**

Members: [Log in](#)
[Not Registered?](#) [Register](#) for free extra services.

KANSAS CITY BUSINESS JOURNAL

Choose Another Market:



**SUBSCRIBE
TODAY**

[Home](#) [Online Edition](#)

[Latest News](#) [Special Reports](#) [Business Advice](#) [News From Other Cities](#) [Advertise Online](#) [Most Viewed Stories](#) [Most Emailed Stories](#) [Print Edition](#)

[This Week's Contents](#) [Electronic Edition](#) [Subscribe to Print Edition](#) [Contact the Editors](#) [Advertise in Print Edition](#)

[Subscribe](#)

[Subscribe to Print Edition](#) [Email Alerts](#)

[Marketplace](#)

[Subscribe to the Print Edition](#) [Book of Lists](#) [Sales Leads](#) [Reprints](#) [Print Classifieds](#)

[Business Resources](#)

bizwomen.com [Kansas City Real Estate](#) [Kansas City Jobs](#) [Sales Power](#) [Entrepreneur](#) [Biz Finance](#) [Franchise Center](#) [Advice Library](#) [Wireless Marketplace](#) [SBTV](#)

[Events & Networking](#)

[Business Events Calendar](#) [Nominations Online Directory](#) [Event Registration](#)

[About Us](#)

[About our Paper](#) [About Bizjournals](#) [Contact Us](#) [Advertising Services](#) [Editorial Services](#) [Subscription Services](#) [FAQ's](#)

Search

[Search Archive](#)

- [News by Company](#)
- [News by Industry](#)
- [People in the News](#)

Exclusive Reports

[Kansas City](#) > [Print Edition](#) > [Industries](#) > [High Tech - E-Commerce](#)

[Subscribe to Kansas City Business Journal](#)

Business Pulse Survey: Is Phil Kline the right choice to serve as Johnson County District Attorney?

Business Resources

Entrepreneur

Sponsored by [MasterCard®](#)

Growing organically: Their sales grew 820 percent last year.

Sales Power

Sponsored by [Hoovers](#)

Selling tradition: Their company grows sales the old-fashioned way.

Franchise Center

Powered by [Bison](#)

Browse a comprehensive directory of the nation's fastest-growing

Online marketer downloads claim on Virtumundo

Kansas City Business Journal - December 28, 2001

by [Stephen Roth](#)

Staff Writer

[Print this Article](#) [Email this Article](#) [Reprints](#) [RSS Feeds](#) [Most Viewed](#) [Most Emailed](#)

[DoubleClick Inc.](#) and **[Virtumundo Inc.](#)** are sparring in Johnson County Circuit Court about

e-mail advertising DoubleClick performed for the Kansas City Internet company in early 2001.

DoubleClick last month filed a \$419,000 suit claiming it never was reimbursed for e-mail marketing campaigns it performed for Virtumundo between January and June. Virtumundo President and CEO Scott Lynn and Virtumundo's attorney, David Nachman of Kansas City firm Brown & Nachman, said the company will file a counterclaim against DoubleClick alleging breach of contract.

It's one thing to expect consumers to be smarter and another to show them how. Humana. Rethink it.

HUMANA
Guidance when you need it most

- Group health
- Medicare
- Individual health
- Dental and Life

Nachman would not discuss specifics of the planned court action other than to say DoubleClick failed to perform work, "which resulted in substantial harm to Virtumundo greater than the harm claimed by DoubleClick." Lynn would not comment on the case, aside from saying the company would fight DoubleClick's claims.

An attorney representing DoubleClick declined to comment on the suit.

In its suit, filed Nov. 21, DoubleClick seeks damages of \$419,285, plus 1.5 percent interest for each month Virtumundo's payments were late. The New York-based online marketing company's DARTmail program builds targeted e-mail advertising campaigns for its clients.

According to invoices filed with other court documents, DoubleClick charged Virtumundo 81 cents per thousand e-mails for the DARTmail services it provided in early 2001. DoubleClick officials maintain DARTmail is not spam -- the common term for intrusive junk e-mail -- because recipients can opt out of the service.

Targeted e-mail is a key part of Virtumundo's business plan. Founded by Lynn in 1998, the company owns and operates Internet sites such as TreeLoot.com and MemberPrize.com, which offer consumers cash awards or merchandise credits for clicking through advertisements, filling out personal information sheets or accepting e-mails. Virtumundo uses the personal information gathered from those sites to help client companies tailor their advertising.

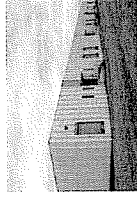
franchise opportunities. [bizwomen](#)

Making change: Stacy Aaron and Kate Nelson created "The Change Management Pocket Guide," which focuses on changes at work.

Biz Finance
Sponsored by [Capital One](#)

Tapping close talent: He turned to his dad for money, expertise.

Kansas City Real Estate



Featured Property
Rate: \$4.25-4.25
Use Type: Industrial
Available sq. ft.: 14,400 SF
• [More Kansas City Real Estate](#)
• [More industrial properties for lease](#)

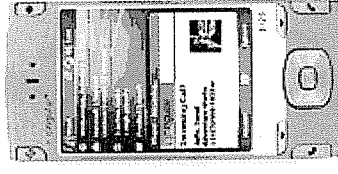
Email Alerts

Get the latest local business news delivered to your inbox. [Sign up Today!](#)

Introducing the Cingular 8525

- Windows Mobile 5.0
- Access work and personal email
- Talk and download data simultaneously on Cingular's 3G network

[GET IT NOW](#)



Only from
X cingular
creating the best cell

Sales Tools - provided by Hoover's

Free Hoover's White Paper:

- [Prepping for cold calls](#)
- [How to cross-sell/up-sell](#)
- [Leveraging business information](#)

Bizjournals Directory

HOOVERS
A BDP COMPANY

Virtumundo officials are loathe to disclose revenue figures -- a May Wall Street Journal article estimated the company generates between \$10 million and \$100 million in annual sales.

Reach Stephen Roth at 816-421-5900 or by e-mail at stroth@bizjournals.com.

Contact the Editor Need Assistance? [More Latest News](#) →

[Subscribe or renew online](#)

Related Industry stories

- [Perot Systems to acquire Maryland company](#) [Dallas]
- [Ingram buys academic information services company](#) [Nashville]
- [ArcSight names Tom Reilly to new COO post](#) [San Jose]
- [Solid Information Technology secures \\$5.2M funding](#) [San Jose]
- [Whitebox rounds the corner with Indy online broadcast deal](#) [Houston]

Related Company stories

- [A-B expects 12%-13% earnings growth in 2003](#) [St. Louis]
- [A-B gives \\$1 million for scholarships for families of military killed in Iraq](#) [St. Louis]
- [A-B loses Bud trademark appeal in Portugal, Lithuania](#) [St. Louis]

powered by [onTargetJobs](#)

[Kansas City jobs](#)

- [Convention Services Manager](#)
- [Surgery](#)
- [Emergency Medicine](#)
- [Front Desk Clerk](#)
- [Fellowship Pediatric Otolaryngology](#)

[Search Jobs](#) | [Post Resume](#) | [View More](#)

[Employers - Post a Job Today](#)

FEATURED JOB

Senior Accountant

Pioneer Financial Services, a national company supporting over 1.3 million military families with their financial needs for more that 20 years, seeks a Sr. Accountant in our Corp. Accounting Department located in Kansas City, MO. [Click for more info.](#)



Find local business services by clicking on a category

- [Fixed-Income Investments](#)
- [Payroll Services](#)
- [Rental Cars](#)
- [Corporate Relocation](#)
- [Unsecured Business Loans](#)
- [Sales Leads](#)

More Services:

Consultants, find new, qualified projects, FAST!

eWORK MARKETS

eWork Markets Affiliates have access to hundreds of pre-screened projects and resources to build your business.

Click here to get started winning new business, NOW!

Sponsored Links

- [Best Mortgages](#)
- [Kansascity Top 25 Lists](#)
- [Site Map](#)

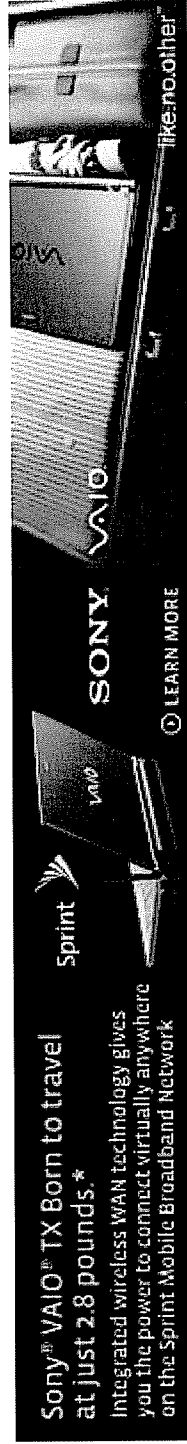
- [Young Web pioneer is an old hand](#)
[Kansas City]
- [Virtumundo sues companies that sold it consumer data](#) [Kansas City]

Today's Latest News Stories

- [Architecture firm changes name](#)
- [Six area housing projects get state financing](#)
- [Lee's Summit City Walk plan dies](#)
- [KCI sees rise in passengers](#)
- [Centene will leave Kansas, Missouri as Medicaid provider](#)
- [Most Viewed Stories](#)
- [Most Emailed Stories](#)
- [People in the News](#)

» [Sign up for breaking news alerts.](#) Brought to you by [Cingular](#)

Sony® VAIO® TX Born to travel at just 2.8 pounds.*
Integrated wireless WAN technology gives you the power to connect virtually anywhere on the Sprint Mobile Broadband Network



© LEARN MORE

Use of, registration on, this site constitutes acceptance of our [User Agreement](#). Please read our [Privacy Policy](#).

online: [Home](#) | [News](#) | [Print Edition](#) | [Advertise](#) | [Marketplace](#) | [Business Resources](#) | [About Us](#) | [Search](#) | [RSS Feeds](#) | [Site FAQ](#) | [Contact Info](#)

Print Edition: [Subscribe to Print Edition](#) | [Advertise](#) | [Book of Lists](#) | [Download Electronic Version](#) | [Article Reprints Rights](#)

Bizjournals: [bizjournals](#) | [BizSpace.com](#) | [Jobs](#) | [bizwomen.com](#)

Search Engine Optimization by [USWeb](#)

© 2006 American City Business Journals, Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.