

EXHIBIT 1

{81600.DOC}

Google AdWords

New | **Announcements (3)** | Help | Sign out
Customer ID: [REDACTED]

Home Campaigns Opportunities Reporting Billing My account

All online campaigns
> Motorcycle Helmets

Ad group: Vega Helmets

Enabled

Ad group default bids (Max. CPC) [Edit](#)
Default bid \$1.20 Display Network bid \$1.00

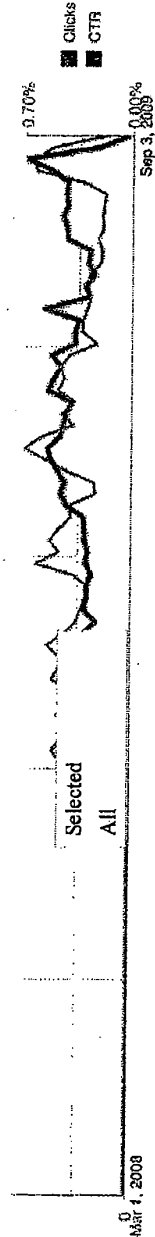
50% Of Motorcycle Helmets
Half face, full face helmets from \$29.95, Top Brands HJC, Shoei, Bell
www.LeatherUp.com
1 of 2

Messages Opportunities (1)

Settings Ads Keywords Networks Audiences Ad extensions

All but deleted Keywords Segment Filler Columns Search

These keywords refine search, and determine which placements are good matches for your ads.



[View Change History](#)

Add keywords Edit Change status... See search terms... Alerts More actions...

Keyword	Status	Max. CPC	Impl.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
vega helmets	Paused	\$1.20	2,457	6.11%	\$0.82	\$2,011.52	2.1	25	\$80.46	1.02%	0
Automatic matching			0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

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Google AdWords

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All online campaigns

> Motorcycle helmets

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50% Of Motorcycle Helmets

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\$29.95, Top Brands HJC, Shoei, Bell

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1 of 2

Ad group default bids (Max. CPC) [Edit](#)

Default bid \$1.20 Display Network bid \$1.00

Messages Opportunities (1)

Settings Ads Keywords Networks Audiences Ad extensions

All but deleted Keywords

Segment

Filter

Columns

Search

These keywords refine search, and determine which placements are good matches for your ads.



View Change History

Add keywords Edit Change status... See search terms... Alerts More actions...

Keyword	Status	Max. Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (L-per-click)	Cost/conv. (L-per-click)	Conv. rate (L-per-click)	View-through Conv.
vega helmets	Paused	2,457	40,209	6.11%	\$0.82	\$2,011.52	2.1	25	\$80.46	1.02%	0
Automatic matching		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

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Google AdWords

Home Campaigns Opportunities Reporting Billing My account

All online campaigns

Messages Alerts (1) Opportunities (1)

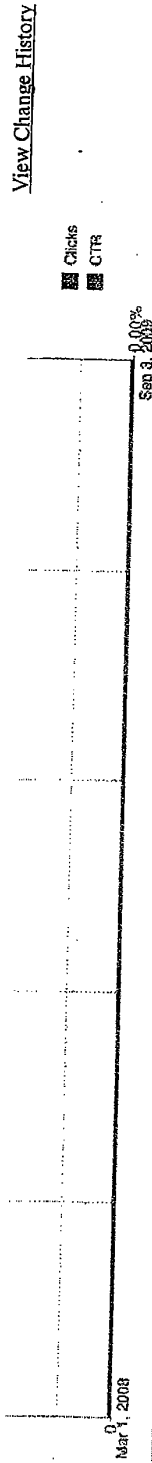
New Announcements (3) Help Sign out Customer

3

Campaigns Ad groups Settings Ads Keywords Networks Audiences Ad extensions

All but deleted Keywords Segment Filter Columns Search

Filter Keyword text contains vega motorcycle jacket [Close](#)



Add keywords Edit Change status... See search terms... Alerts More actions...

Keyword Campaign Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost/conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
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No keywords match all of the filters.

Automatic matching			4,685	134,526	3.48%	\$0.36	\$1,679.13	6.4	347	\$4.84	7.41%	0
Total - all filtered keywords			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total - all deleted keywords			5,709	169,489	3.37%	\$0.82	\$4,683.34	2.4	97	\$48.28	1.70%	0
Total - Search			4,053,107	180,449,148	2.25%	\$0.50	\$2,024,408.33	5	88,290	\$22.93	2.18%	0
Total - Display Network			580,216	598,651,454	0.10%	\$0.33	\$189,816.18	3.2	8,046	\$23.59	1.39%	542
Total - all keywords			4,633,323	779,100,602	0.59%	\$0.48	\$2,214,224.51	3.6	96,336	\$22.98	2.08%	542

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Google AdWords

Home Campaigns Opportunities Reporting Billing My account

All online campaigns

Messages Alerts (1) Opportunities (1)

New Announcements (3) Help Sign out Customer

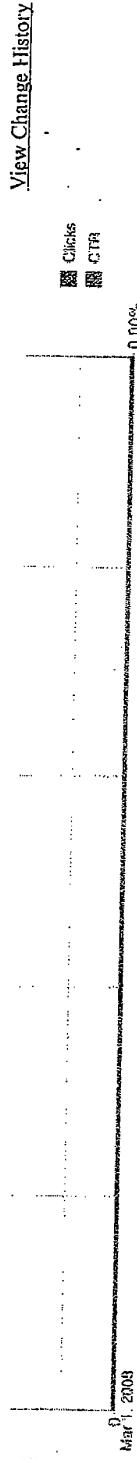
23

Campaigns Ad groups Settings Ads Keywords Networks Audiences Ad extensions

All but deleted Keywords Segment Filter Columns Search

Filter

Keyword text contains vega motorcycle jacket [Close](#)



Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost/conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
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