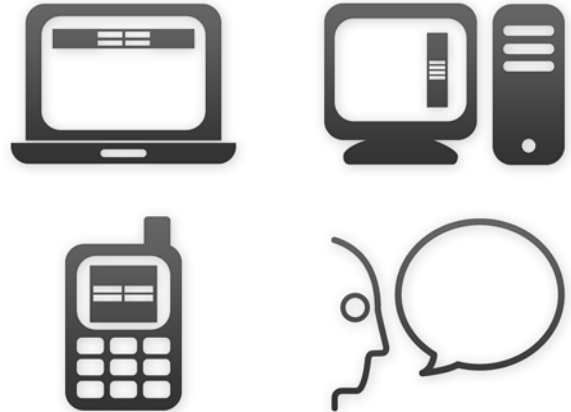


The pontiflex CPL Marketplace

What is CPL Advertising?

Online advertising has evolved from Cost-per-Thousand (CPM) and Cost-per-Click (CPC) pricing models to Cost-per-Lead (CPL) advertising.

With CPL advertising, you only pay for the contact information of people that have signed up for your product or service - and not for wasted clicks or impressions.



What is Pontiflex?

Pontiflex is the industry's first open and transparent CPL marketplace.

Through Pontiflex, you can connect to premium publishers like Monster.com, BabyCenter.com, Livestrong.com, Pandora.com and many others from a single point of connection.

Pontiflex is transparent. You know exactly where your ads are running and can optimize campaigns by publisher.

Who uses Pontiflex?

We work with many Fortune 500 companies and organizations. Here are just a few:



The Barack Obama Presidential campaign built a community.



HUGGIES engaged moms with a social networking widget.



UNICEF built a newsletter list to provide updates and drive donations.



eFax created a marketing database to increase subscriptions.

REACH REAL PEOPLE.
GET REAL RESULTS.™

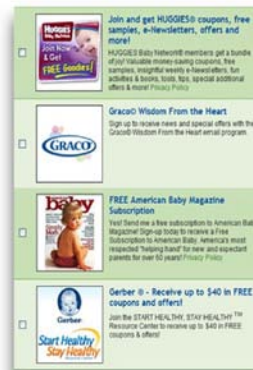
Visit www.pontiflex.com today!

The pontiflex CPL Marketplace

What are the different types of CPL ad units?

Advertisers have a variety of marketing objectives. That's why we offer a number of creative units:

- **Registration path creative:** Run ads transparently on the registration paths of premium websites.
- **CPL display banners:** Say goodbye to landing pages. Capture user information within the banner. Pay only for qualified sign-ups – not for wasted impressions.
- **Mobile creative:** Run ads contextually within mobile sites and apps. People “tap-through” your ad and sign up.



What are people saying?

“One stop-shop for Lead Generation”



“What advertisers will pay for on news sites”



“Cost-per-Lead brings a new dimension to lead generation”



“HUGGIES tests Cost-per-Lead advertising”



“The future of targeted advertising”



“Pontiflex launches CPL into the future”



REACH REAL PEOPLE.
GET REAL RESULTS.™

Visit www.pontiflex.com today!