

SHOP•COM™

Delighting customers for the
benefit of merchants

Corporate Headquarters
Monterey, California
T 831.647.4700
sales@shop.com

UK Regional Office
London, England
T +44(0)20 7138 3585
sales@shop.com

Southern California Regional Office
Los Angeles, California
T 800.403.9598
sales@shop.com

East Coast Regional Office
New York, New York
T 800.417.1442
sales@shop.com

Consumer Focus

SHOP.COM is a comprehensive shopping comparison site whose mission is to offer the most compelling shopping experience on the web

At SHOP.COM, customers can:

- **Discover.** Shoppers can compare products from over 1,600 of their favorite stores and purchase on-site with OneCart® or directly from our Partner Stores.
- **Compare.** Customers can search for the products they love from their favorite stores on the web and see them side by side. They decide which price, shipping method, and delivery schedule options work best for them.
- **Learn.** Unlike other shopping comparison sites, we offer our audience a variety of tools and expert advice like shopping articles and buying guides to help the consumer make informed purchasing decisions and to find the best product to suit their needs.
- **Share.** Customers can share opinions through tools like product reviews, our shopping blog, and My Shop, a place to keep track of favorites.
- **Shop.** And when ready to buy, we give our customers options. They can use their secure SHOP.COM account to make purchases right on our site using our patented OneCart or make purchases directly from the web sites of one of hundreds of our Partner Stores.

Consumer Profile

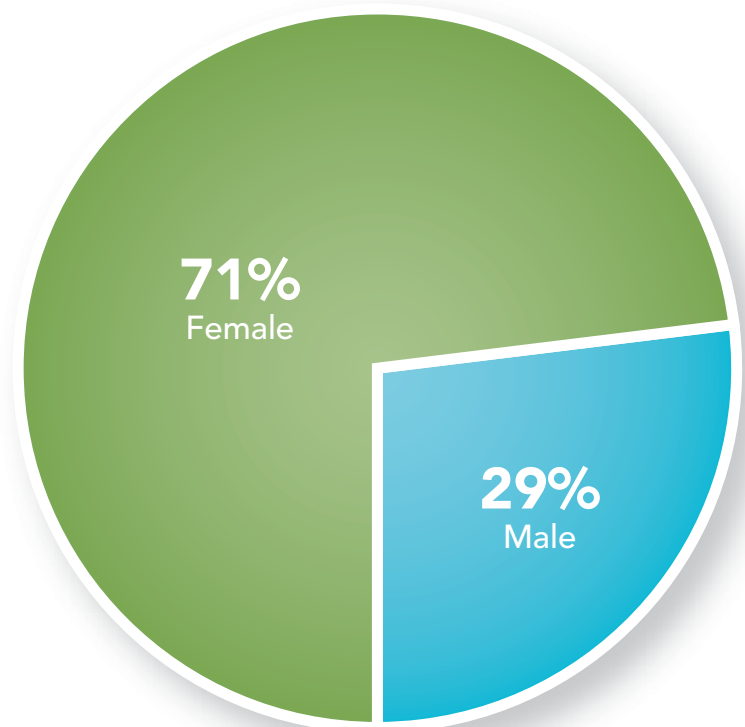
Our customer focus and demographic is unique but the appeal of our design and user interface is universal. SHOP.COM is a comparison shopping engine specially merchandised for women.

- 71% female; 29% male
- Primarily between the ages of 30-55
- 72% employed; 50% college-educated
- Median household income of \$78K

Leading Categories

- Apparel, Shoes, and Accessories
- Beauty & Health
- Home & Housewares
- Electronics
- Gifts & Registry
- Kids & Baby

Consumer Profile



Merchant Product Listing Programs

Choose the Media Model that Works for You.

Connect with highly qualified customers precisely at the moment they are looking for your products. Our media solutions allow you to prominently display products throughout the SHOP.COM network as either a OneCart Trusted Merchant with a CPO (Cost-Per-Order) payment model or as a Partner Merchant with a CPC (Cost-Per-Click) payment model.

- **Cost-Per-Order (CPO)** is a per order commission-based program. As a merchant in our CPO program, you will become certified as a SHOP.COM OneCart Trusted Merchant and orders will be delivered to you through our universal shopping cart. You pay a pre-negotiated minimum commission only when we deliver you an order. As a OneCart Trusted Merchant, SHOP.COM will guarantee all orders and will grant you access to participate in our affinity partner programs: Quixtar, Verizon, and GM MasterCard.
- **Cost-Per-Click (CPC)** is a per-click rate fee program. As a Partner Merchant in our CPC program, you will pay for leads that SHOP.COM delivers to specific product pages on your own web site. Our competitive flat cost-per-click rates allow our Partner Merchants to easily manage ROI within our CPC program.

Both SHOP.COM product listing programs offer you the ability to put your products in front of the right customers at the right time while enabling you to decide how best to control customer acquisition costs and consumer experience.

Drive Incremental Demand.

- Connect with a highly qualified audience of online shoppers in a cost-effective manner
- Get premium exposure for your product inventory through SHOP.COM's CPO and CPC product listings and SHOP.COM sponsored merchandising programs
- Elevate your brand through permanent logo placement whenever your products are seen and track success through our Marketplace Business Center
- Access tools and information to measure and manage your SHOP.COM CPO and CPC media campaigns effectively

Participate in SHOP.COM Sponsored Merchandising.

- Seasonal merchandising and specially merchandised Featured Shops like our Holiday Shop, Valentine's Day Shop, and more
- Promotional emails
- Editorial participation through sponsored articles and buying guides
- Great brand exposure through giveaways and promotions

Display Advertising Programs

SHOP.COM display advertising programs are designed specifically for the direct marketer and brand advertiser and are focused on the retail vertical and female consumer. Through this program, SHOP.COM provides advertisers with guidance, flexible program options, and robust reporting to help advertisers craft and execute successful display-based marketing campaigns on SHOP.COM and through SHOP.COM's email database.

SHOP.COM Display Advertising provides you with access to:

1. Display media – above fold inventory across SHOP.COM network of sites
2. Display media – “end cap” sponsorship opportunities across categories
3. Editorial Content sponsorship
 - SHOP.COM
 - CatalogLink.com
 - TheShoppingVine.com
 - CartMeAway.com
4. Email sponsorship campaigns

Display Media.

When you advertise through SHOP.COM display media programs, you maintain control of your campaign and take advantage of our unique and targeted female demographic. Here are just a few ways we can help you get the most from your advertising dollars on SHOP.COM:

- Meet your needs through planned cost per thousand (CPM) campaigns
- Extend your brand reach to the millions of unique visitors that appear throughout the SHOP.COM network, which includes CatalogLink.com, TheShoppingVine.com and CartMeAway.com
- Gain exposure through exclusive department sponsorships (End Cap)

Benefit from SHOP.COM's large and unique reach with traditional media units. Your brand can attract our targeted demographic with a mix of high impact ads strategically placed within a media plan or through our bidding platform that can be accessed in our Marketplace Business Center, or DoubleClick's Ad Exchange.

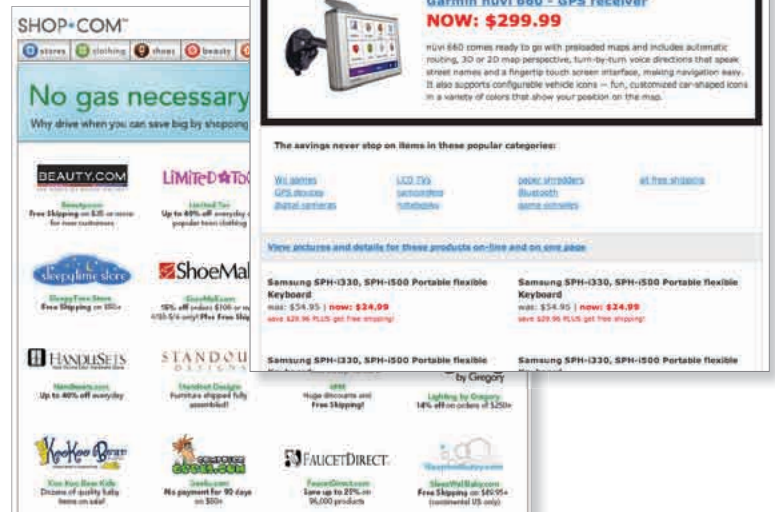


Editorial Content Sponsorships.

SHOP.COM can help build brand awareness for your products and drive traffic to your sites with sponsorship programs. With a huge array of content on a wide variety of topics like family, toys, games, fashion, health, food, gifts, holidays, travel and arts & crafts, SHOP.COM can help you reach the targeted audience you desire. We also provide a diverse selection of customized sponsorship packages to fit your brand's needs – sponsored by/brought to you by/powerd by and fixed ad positions.

Email Media & Sponsorships.

SHOP.COM's email platform enables Advertisers to extend their reach and increase brand awareness amongst a targeted group of consumers who have opted in to SHOP.COM's email program. Email campaigns are launched multiple times a week and are sent to targeted segments of our house file, based upon theme, promotional offer or other time-sensitive opportunities.



Corporate Headquarters
 Monterey, California
 T 831.647.4700
 sales@shop.com

UK Regional Office
 London, England
 T +44(0)20 7138 3585
 sales@shop.com

Southern California Regional Office
 Los Angeles, California
 T 800.403.9598
 sales@shop.com

East Coast Regional Office
 New York, New York
 T 800.417.1442
 sales@shop.com