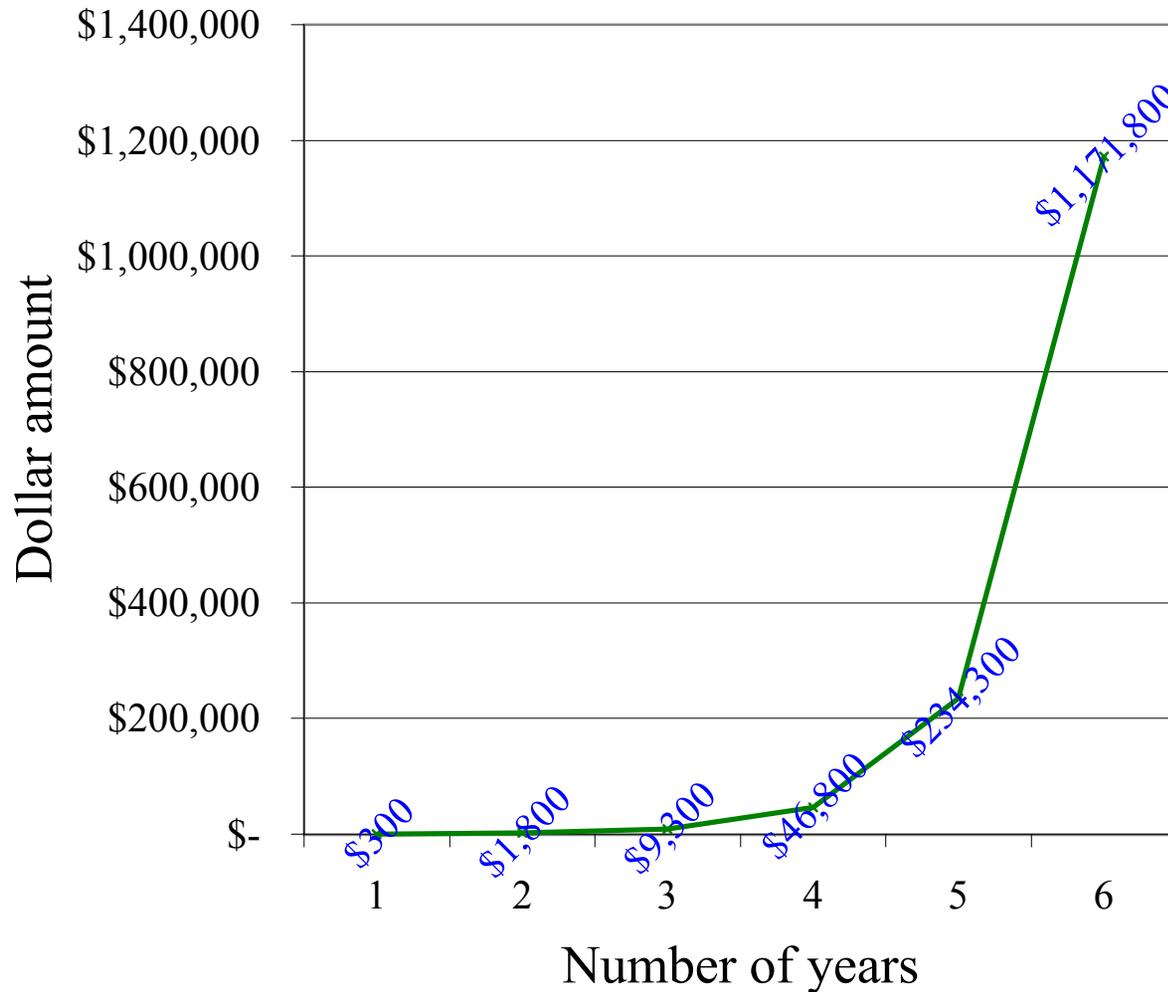


Value of Viral Co-Branding™



This chart represents the amount of FREE advertising you receive from MyGiftList.com when you join our Affiliate Program and co-brand our gift registry using the viral marketing techniques of our Viral Co-Branding™ technology. The dollar values are the amount of money you would pay to receive the same number of banner ad impressions on MyGiftList.com if each impression cost 3 cents.

Each member who joins at your site, will create a gift registry that displays your banner ad i.e. it is "co-branded". As members recruit friends and family members, their registries also display your banner ad. Because your banner ad attaches itself to these new registries, it is "viral" and, because membership grows exponentially, your investment value also grows exponentially. Viral Co-Branding greatly increases the reach and frequency of your banner ads.

MyGiftList.com Assumptions:

- Each site will refer a 100 new members each year
- Each member will refer 4 new member each year
- Each member will generate 100 impressions
- Each impression cost = \$0.03