

Answers to:

- 1) OK, so please use 10494 as your affil ID, per the posting instructions
- 2) We don't like to start off with high volume. We like to gradually increase it over time. 50/day to start is best for us. Should quality be there, we can increase from that point.

Hope that helps.

Best,
Julian

From: DS Marrinan [mailto:DSM@Lendance.com]
Sent: Thursday, September 08, 2005 4:55 PM
To: Julian Mossanen
Subject: RE: New IO for Lendance

Thanks Julian.

- 1.) Signed up with company details; Lendance, Inc. out of Orlando with ID of 10494.
- 2.) Sent IO to the lawyers, will sign as soon as I get the OK. Just curious, why 200 total / 50 per day? If I can do a 100 per day, would you really rather NOT get them?
- 3.) Yea, I've been working off the documents you had attached last time and am hitting a bottleneck pretty far into the process, which is why I needed to talk to the IT guy, Kevin. I'll try and get in touch with him in a few...
- 4.) <https://www.lendance.com/demo/index8.php?topic=Mortgage%20Rates> validation of everything basic works (zip = 5 #'s. no 555, email has an @, etc.) if you want to see where we're going with this... Kills you on the second submit. Play if you want, the data's not going anywhere. ;-)

Thanks again,

Devon

-----Original Message-----

From: Julian Mossanen [mailto:julian@azoogleads.com]
Sent: Thursday, September 08, 2005 4:31 PM
To: DS Marrinan
Cc: Kevin Pratt; Ryan McVey
Subject: New IO for Lendance
Importance: High

Devon -
Here is the IO for a 200 lead test for exclusive refi leads. Please sign and fax back and work with Kevin from IT (cc'd) at 905 946 0300 e2243 to set things up. Before you contact Kevin, please sign up to Azoogleads.com as a cpa affiliate to get your new affiliate ID. Once you're signed up, let me know and I'll give you the new ID to be used for this campaign (separate from your personal one). And as always, please feel free to call me should you have any questions. I've attached the posting instructions and leads criteria again for your review.

Best,
Julian

From: DS Marrinan [mailto:DSM@Lendance.com]
Sent: Thursday, September 08, 2005 12:38 PM
To: Julian Mossanen
Subject: RE: Azoogle mortgage leads criteria

Hi Julian,

Yes, we're still interested. Please send needed paperwork, put me in contact with your tech guy, and whatever else needs to be done. Not sure if it matters or not, but this needs to be an entirely new account with Azoogle, one that's not associated with my personal affiliate account.

Thanks,

Devon

-----Original Message-----

From: Julian Mossanen [mailto:julian@azoogleads.com]
Sent: Thursday, September 08, 2005 11:14 AM