

INFORMATION

We have listed numerous points and guidelines published by the Direct Marketing Association, but the bottom line is what we call Honest Common Sense.

Honest Common Sense

- Be more concerned about the Email recipients needs than your need to market.
- Hold your Organization up to the highest standards and rigid guidelines.
- Vigorously investigate any SPAM complaint you receive. Provide a toll-free phone number for SPAM complain to be voiced.
- Keep track of your Email addresses accurately.
- Immediately honor unsubscribe requests.

More Guidelines

1) Whenever possible personalize your Email. At a minimum you should use their first and last name in a visible spot in the Email. Such as the Subject. In addition, you can use our whitelisting instructions to improve your deliverability rates.

2) Many countries have SPAM statutes, and they all differ. Each countries has its own definition of unsolicited commercial Email. Additionally, there are various federal agencies keeping track of spam including the Federal Trade Commission.

3) Your list may be a SPAM list if one of the following applies to it:

- Are you mailing to someone who has not given you his/her permission?
- Have you falsified your originating address or transmission path information?
- Have you used a third-party email address or domain name without their permission?
- Does your Email subject line contain false or misleading information?
- Does your Email fail to provide a working link to unsubscribe?

If you have answered YES to ANY of the above questions you could be labeled a SPAMMER.

4) Buying Email lists can be tricky and ultimately devastating to your business if not done right. Before you send anything, be careful of the quality of the list.

- How old is the list?
- Is the list permission-based?
- How long has it been since an Email was sent to the list?
- Has the list been maintained properly and cleansed of unsubscribes?

- 5) Just because you have partnered with a company that has an existing list does not mean you can Email to that list. Unless your partner specifically obtained permission to send partner promotions, you may not Email this list. It may be more appropriate for the company you partnered with to include your promotion in their next Email campaign. This way you gain exposure and those who are interested in your business can sign up directly to your list.
- 6) Don't buy CD's with millions of Email addresses. Golf Solutions will not tolerate this kind of Email marketing as it's form of SPAMMING. Your account will be disabled immediately.
- 7) True Permission-based lists are difficult and expensive to develop and maintain, therefore they are much too valuable to sell.
- 8) Avoid anyone selling a list that is a list of addresses harvested from the Internet without permission.
- 9) Permission is never transferable, so even if the Email addresses were obtained legitimately, the recipient did not "opt-in" to receive your communications. Get their approval before sending to them.
- 10) If you have a list of customers who have bought from your company in the past then you should feel free to Email to them. By making a purchase from you they have implicitly provided their permission. But remember that in general you should not Email to the same list more than once every two weeks or ten days.
- 11) Golf Solutions permission email content requirements are the following:

Your Email campaign must include valid contact information.

This includes a valid telephone number and valid email address in the signature of your Email campaign. Additionally, your "Reply To" and "From" Email address must be working Email addresses

The following is the Association for Interactive Marketing Council for Responsible E-mail Releases

New York, (September 10, 2006) - The Association for Interactive Media's Council for Responsible E-mail (CRE) today formally released its "Guidelines for the Practice of E-mail Merge/Purge."

The "Guidelines for the Practice of E-Mail Merge/Purge" are designed to provide e-mail marketers with greater mailing efficiency and list owners with safeguards to protect the integrity of their lists. A subsidiary goal of the project is to promote the eventual industry-wide incorporation of e-mail merge/purge services into the third-party e-mail list rental arena.

"E-mail Merge/Purge" is the accepted name for the practice of purchasing multiple e-mail lists, combining (merging) them, and eliminating (purging) any duplicate names. This practice saves money for the marketer, who sends out fewer mails, and time for the consumer, who is saved the annoyance of receiving two or more identical pieces of e-mail.

"Just as the Direct Marketing Association defined the practice of direct mail merge/purge for offline marketers in the 20th Century, the Association for Interactive Media (AIM) is defining best practices in e-mail merge/purge for online and interactive direct marketers in the 21st Century" said AIM Executive Director Ben Isaacson. "It is our mission to protect the interests of businesses and consumers. E-mail marketing is growing by leaps and bounds, and the best way to ensure that the industry grows and develops in a manner beneficial to all is to guide that development as it happens."

As much as e-mail merge/purge will advance the business of e-mail marketing, there are inherent risks along the way, which is why the CRE developed the guidelines. "Even an honest mishandling of a database can cause problems," said Jay Schwedelson, corporate vice president of Worldata/WebConnect and CRE co-chair. "Opt-in e-mail lists are carefully built. The last thing any list owner wants is to provoke a mass unsubscribe from consumers who feel they've received unwanted e-mail and destroy their value."

The CRE is calling on e-mailers to use these new guidelines (developed by a committee of the CRE concerned with e-mail merge/purge practice and recently accepted by the full Council) as the basis for their own practices. The following is the full text of the document adopted by the Council at its July meeting in New York City:

THE COUNCIL FOR RESPONSIBLE E-MAIL'S GUIDELINES FOR THE PRACTICE OF E-MAIL MERGE/PURGE

AIM's Council for Responsible E-mail (the CRE), as part of its mission to promote the best practices of permission e-mail marketing, has agreed on the following guidelines for e-mail merge/purge. These standards are designed to help the industry move toward consistent practices that will allow marketers more mailing efficiencies and list owners more safeguards to protect the integrity of their lists. Our goal is the eventual incorporation of e-mail merge/purge services into the third-party e-mail list rental arena.

"These guidelines reflect the knowledge and experience of industry leaders from both traditional offline and interactive direct marketing companies," said Christine Frye, of Experian's eMarketing Services and CRE co-chair. "While many principles of the traditional offline practice apply to e-mail merge/purge, the sensitivity to data and the increased exposure that the electronic medium presents have been taken into account."

The CRE's Guidelines for the Practice of E-Mail Merge/Purge:

1. E-mail lists to be merged may only include e-mail addresses collected in a permission-based environment, except in the case of suppression files. Proof of collection may be required to fulfill the request.
2. The merge/purge provider must have adequate security technology and procedures in place to protect all data from an unauthorized access or use. Proof of such security technologies and procedures may be requested prior to transfer of data.
3. Provider may be required to provide documentation detailing their problem dispute resolution process.
4. Upon request, the merge/purge provider must be able to show documented merge/purge capability, including examples of standard merge/purge reports.
5. A merge/purge provider cannot alter or make available any of the transferred data it receives without explicit written permission from the transferring party.
6. Before initial transfer of data to service provider, all parties should sign an agreement recognizing the proper ownership of data.
7. Following transfer of data, the data must not be matched, overlaid, enhanced or appended to any other third-party data for any purpose without signed written consent of the participating list owner."

Some of the CRE member companies who participated in their development were 24/7 Media, Bigfoot Interactive, DoubleClick, Experian, IDG List Services, MessageMedia, Rapp Collins Worldwide, Veripost, and Worldata/WebConnect, among others.

About the Council for Responsible E-mail

The CRE's mission is to promote the most effective and ethical use of e-mail as a marketing and customer service tool by articulating ethical guidelines, by promoting best practices and by serving as a forum for leaders to confer and collaborate as the industry evolves. The Council for Responsible E-mail is comprised of companies providing e-mail-related marketing services, major corporate users of e-mail marketing, and developers of related technologies. Formed in early 1999, The CRE now has more than 50 corporate members who regularly discuss the e-mail industry and how best to advise Congress on the possible effects of pending legislation on responsible e-mailers.

In addition to its record of industry service, which includes the promulgation of the "Six Resolutions for Responsible E-Mailers" and two editions of a best practices compendium called "Permission E-mail Marketing: Insights from Industry Leaders," the CRE sponsors an ongoing seminar series in numerous cities across the country. It also holds discussion forums for industry leaders to resolve developing issues and offers members legislative updates and the opportunity to get involved in pending regulatory matters.

About AIM The Association for Interactive Media (AIM) is the largest trade association in the world devoted to helping companies that use the Internet and interactive media to reach their respective marketplaces with maximum effectiveness. AIM, an independent subsidiary of the Direct Marketing Association, serves diverse corporate interests from e-mail marketing, e-tailing, online marketing, content provision, e-commerce, market research, broadband access and the rollout

of interactive television.

AIM is a member-driven association that strives to serve its membership in a variety of ways: 1) as a community in which member companies can achieve their goals through information, education, leadership forums, networking opportunities and public relations support; 2) as a builder of consumer and business confidence in e-commerce and in new technologies, with specific attention to the areas of privacy, security and public trust; and 3) as an advocate for the interactive business industries in the halls of government - specifically on the federal level - AIM works to promote industry self-regulation and to enhance working relationships with legislators.

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