

PPC GUIDELINES

Together Networks brands can be promoted via Affiliates' own PPC campaigns. However, these guidelines should be followed at all times:

1. Brand PPC Guidelines:

- Bidding on our Brand name/trading name is prohibited (e.g. BeNaughty, Be Naughty, <http://www.benaughty.com>, <http://www.flirt.com> etc.).
- Bidding on misspellings or variations of our brand name is prohibited (e.g. BNaughty, BeNauthgy, benaughtylondon, benaughtyedinburgh etc).

2. Guidelines on Ads Writing:

- When the brand name is used in the headline or description of the PPC advert, its landing page should have the content related to brand name site rather than some other dating site.
- Headlines or descriptions with phrases like "Find a date with BeNaughty.com", "Try online dating with TogetherNetworks.com" etc. are permitted provided that all the other guidelines are not violated.
- Brand name URL (e.g. www.benaughty.com) cannot be used as the destination URL in PPC adverts if the display URL is an affiliate website or any other domain name (website). It is also prohibited by the advertising policy of Google Adwords and other search engines.
- Brand name URL (e.g. www.benaughty.com) cannot be used as the display URL in PPC adverts if the destination URL is an affiliate website or the destination URL is not the brand name URL (e.g. www.benaughty.com).
- You may create a dedicated page promoting our website within the affiliate website and include the website name into the display URL (e.g. www.youraffiliatesite.com/benaughty).
- Affiliates are not permitted to use the domains containing our brand name (including misspellings and variations), such as bnaughty.com, benaughtynaughty.com etc.
- Display URL and PPC adverts that contain or promote any form of violence and/or any illegal activities, discrimination against race, sex, religion, nationality, sexual orientation is prohibited.

3. Other Conditions:

- Bidding on generic terms is allowed.
- Affiliates are not allowed to use any websites or landing pages that represent themselves or pass themselves off as brand name (e.g. www.benaughty.com), or take any action that is likely to mislead third parties to believe that such a site is the Brand website of Together Networks Limited.
- Together Networks Limited affiliates who violate the above-mentioned guidelines can be expelled from the affiliate program and will not receive their commission generated during the current month.

Definition of the trademarks (ALL the affiliates should add the following terms into their PPC campaign negative keyword lists):

1) BeNaughty.com

"BeNaughty", "Be Naughty", "www.benaughty.com", "BN", "naughty", "naughty.com", "naughty London", "Be Naughty London" (and other BeNaughty.com trademark variations).

2) Flirt.com

"Flirt", "www.flirt.com", "flirt.com", "flirt London" (and other Flirt.com trademark variations).

3) Wildbuddies.com.com

"wildbuddies", "wild buddies", "wildbuddies.com", "www.wildbuddies.com", "www wildbuddies com" (and other wildbuddies.com trademark variations).

4) Cheekylovers.com

"Cheekylovers.com", "Cheeky lovers", "m.cheekylovers.com", "cheekylovers" (and other cheekylovers.com trademark variations).

5) Ebonyflirt.com

"ebonyflirt", "ebonyflirt.com", "ebony flirt", www.ebonyflirt.com (and other ebonyflirt.com trademark variations).