

SUMMARY OF AMENDMENT TO THE ERSP POLICY & PROCEDURES

Section 2.2(A)(i) changes the Electronic Retailing Self-Regulation Program (“ERSP”) filing fee for all inquiries submitted by, or on behalf of, both Electronic Retailing Association (“ERA”) member companies and non-member companies. The filing fee for non-ERA member companies is made payable to the Council of Better Business Bureaus, Inc., (“CBBB”) in the amount of \$3,500 to help defray some of the administrative costs associated with the advertising review process. The filing fee for ERA member companies is made payable to the CBBB in the amount of \$1,000. The President of the National Advertising Review Council (“NARC”) shall have the discretion to waive the fee for any challenger who can demonstrate economic hardship. If a review is administratively closed, the filing fee will be \$1,000 for non-ERA member companies and \$250 for ERA member companies. The difference between these administrative closing fees and the initial filing fee will be refunded to the challenger.