

Good day,

Our organization is working on a never before attempted, internet advertising strategy that will change the way consumers and sellers present, find and gather information for subject-centric searching. We have designed a subject-focused, web page "community" that provides visitors an entire view of the "supply-chain" of the Tropical Fish Pet Industry.

This project, which will be launched approximately February 15, 2006, will be offered in several layers to key Manufacturers, Suppliers and Retailers in the Pet industry. Subsequent offerings will be made to vendors, breeders, publications, clubs and hobbyists. We are making initial offerings to select organizations to allow the most favorable location on this single-source page.

The pet industry is a multi-billion dollar industry worldwide and our market research has found that end-user purchases would be both influenced and improved with knowledge of new, improved or available products and services. Since there is no current forum of seeing a one-page view of the entire supply chain, we have created a community of "end-to-end", producers and consumers to extend knowledge within the pet industry.

Currently, to search for a specific topic on the Internet, one types key words into a search engine such as Yahoo or Google. Depending on your site's ranking within these search engines and whether you have a paid position or use SEO (Search Engine Optimization), your link can be on the 1<sup>st</sup> page or the 100,000<sup>th</sup> page. We have made a significant investment in SEO and paid placements so that advertisers on our page are viewed as a top result of web searches.

Current Directories are "Text Lists". These are not interesting, do not invoke further investigation and if your site description is not appealing, will not invite the necessary "click" to be launched to your page. Banner ads are somewhat the same and require some additional action from a visitor to be launched into your page. We have created a "Graphic Directory", which entices visitors to "mouse-over", your graphic, viewing your 255-character description of your site and affording them an instant "click" to enter your site. There is also a search facility right on the homepage to direct visitors to your site based on their key word input.

I would like an opportunity to discuss our strategy and advertising rates in more detail with your organization.

I have attached a document relating to our Tropical Fish page launch.

Please let me know your thoughts on becoming a member of the [milliondollartropicalfishpage.com](http://milliondollartropicalfishpage.com)

Best regards,

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