

Exhibit A



Health



- [Health Trim](#)
- [Health Cleanse](#)
- [Health Plex](#)

FAQ R

†These statements have not been evaluat

https://doctortruste.../certificate/1035055/EN?Referer=www.healthy...
 https://doctortruste.../certificate/1035055/EN?Referer=www.healthytrim.cor

HealthyTrim.com

is a DOCTOR TRUSTED™ website

DoctorTrusted.org Consumer Protection Certificate

HealthyTrim.com was carefully evaluated by an independent medical doctor who reviewed its medical information, claims, products, terms of service, and policies, and has found the site to be trustworthy and safe for purchases as of the time of the review.

Reviewed by Dr. Daniel Hanley M.D., M.S.
 Profession Physician
 Credentials verified and background checked

Location Chicago, IL
 Email DrHanley@DoctorTrusted.org

Doctor's opinion
 "This website meets the standards outlined by the Doctor Trusted Code of Conduct. You may take these supplements as part of a well-balanced diet and moderate exercise. Follow the instructions on the label and consult with your doctor prior to use if you have any medical condition or taking any prescription drug. Also, please see your doctor if you experience more than mild symptoms while taking any supplement."

Website was found to meet the Doctor Trusted code of conduct

- ✓ Reasonable science-based health claims
- ✓ Ethical pricing and billing policy
- ✓ Fair return and refund policy
- ✓ Passed due diligence check

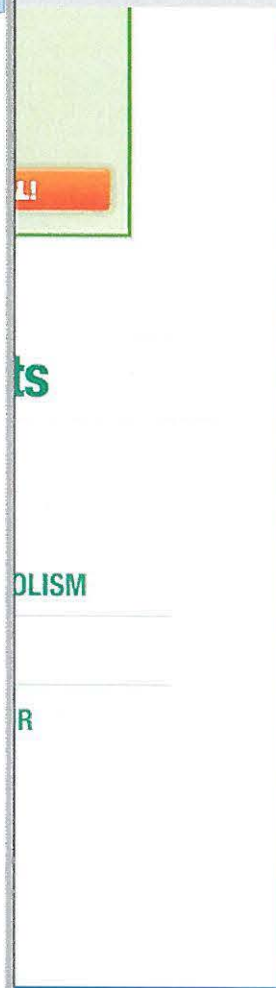
A

ACTIVE AND IN GOOD STANDING AS OF 01-23-2015
 Certificate issued on 08-08-2014 by
 DoctorTrusted.org Consumer Protection Organization

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About: In order to receive a Doctor Trusted™ Certificate, a website must meet all of our strict requirements and ethical code of conduct. If you feel that the certified website has violated this code of conduct, please let us know immediately at [DoctorTrusted.org/feedback](#)

Disclaimer: The independent Doctor Reviewer is compensated solely by DoctorTrusted.org for this review. The Independent Doctor Reviewer has no stake whatsoever in the outcome of this independent review, the website reviewed and will be compensated regardless of the outcome of the review. The views expressed in the review are solely those of the reviewer. This information provided is for educational purposes only. Nothing in this review is intended to create any warranties, express, implied or statutory, including, but not limited to merchantability, and fitness for a particular purpose. In no event shall DoctorTrusted.org or the independent Doctor reviewer be liable to any party for any special, exemplary, incidental, consequential, or direct damages, whether arising out of contract, tort, strict liability or otherwise. The statements here have not been evaluated by the United States Food and Drug Administration. The mentioned product(s) are not intended to treat or prevent disease. All of the information on this website is for educational purposes only, and is not intended as medical advice. Consult your doctor before taking any supplement or starting an exercise program especially if you have a medical condition or taking prescription drugs. This review is subject to the terms and conditions of use of the DoctorTrusted.org website.



ure or prevent any disease

Exhibit B



Dear Business Owner,

I'm sending you this letter, because I thought you'd want to read this.

If I told you that you could **increase your online sales at prohospitalsupply.com** by 10%, 20%, or even 30% overnight by inserting a few lines of code into your website, would you believe it?

I know it sounds too good to be true, but hear me out.

There are visitors on your website right now on the fence, unsure whether to buy your product.

Some buy, but most leave empty-handed. In fact, around 98% (95% if you are doing an excellent job) leave without buying.

There are many reasons people leave without buying. Mainly, it's lack of their own motivation.

But very often, people hesitate to trust an unfamiliar website or product. This is especially true in the online health, fitness and beauty markets, where scams and "free trials" mislead people constantly.

What if there was a way to establish instant trust? Would more people buy your products?

Our service does just that by placing a Doctor Trusted seal and certificate on your website. See the image? It looks just like that, and brings your visitors the peace of mind that they need to click "Check Out" and become a customer.

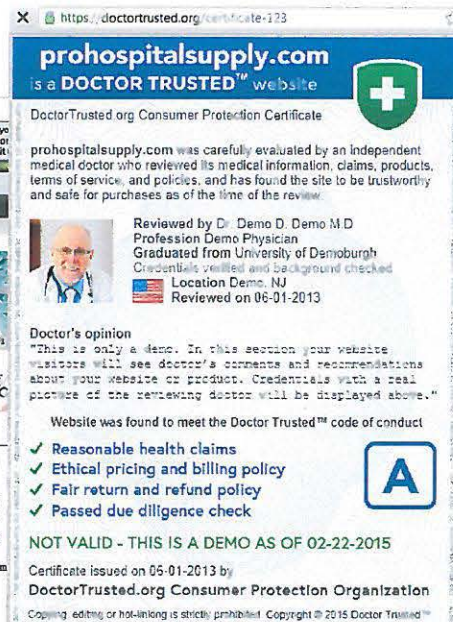
Visitor's confidence ↑ Number of sales ↑ Average order size ↑

prohospitalsupply.com



SEAL

CLICK



CERTIFICATE

In fact, a strategically placed seal can generate an instant revenue lift between 10% and 30% as measured by A/B split testing. The return on your investment is enormous considering virtually zero effort and minuscule cost.

While other seals focus on technical security, the Doctor Trusted seal is a third-party endorsement by a medical doctor that creates a much deeper level of credibility for your website.

If you'd like to apply for the Doctor Trusted seal and certificate, here's how it works:

An unbiased medical doctor will review your website, check your advertising claims, and performs due diligence on your business. We don't guarantee approval -- that depends on your products and your business practices. That's how we keep the process unbiased and protect consumers from bad websites.

We charge a \$99 non-refundable application fee to start the Doctor Trusted review. But because our QA staff handpicked **prohospitalsupply.com** for review, I'll waive this fee for you.

For you, our company takes the risk, and we'll compensate the independent doctor out of pocket. We know that you'll become our long-term customer because our service works well for websites like yours. Why? It's a win-win situation. Your visitor wins because he knows he's buying a solid product from a trustworthy website. Your business wins because your sales increase.

I looked at your website and I know this is going to lift your sales. This is why I'll also waive the first month's payment for you, so that you can test it for free and see the impact on your sales. Give your visitors an extra confidence in your website, and watch your revenue climb.

Start your application at www.DoctorTrusted.org/Apply

Enter this invitation code: CMM-F5ZC43EF Expires on 3/24/2015.

Sincerely,

Robert Vozdecky - President - sales@doctortrusted.org

P.S. Our endorsement is one of the most effective ways to increase sales with the least amount of effort. I'm sure this will be the easiest business decision you'll make this year.

- Gain Your Visitors' Trust and Increase Your Sales by 10% to 30%
- Low Monthly Fee
- No Contract, No Penalties, Cancel any Time
- Test it for 30 Days for Free



Some of our trusted clients: **OutpatientMD.com** **ProTherapySupplies.com**

Exhibit C

Put Your Visitors at Ease with Third-Party Doctor Approval

Create Trust and Increase Revenue

Today, e-commerce websites display security seals. Although this type of technical security is important, it ignores product and business practice validity, which are vital to establishing trust at a deeper level. With the Doctor Trusted™ seal, any uncertainty about your product and business is eliminated, giving visitors a new level of confidence to purchase your product.

Resolve Top Consumer Concerns

- Can I trust this website?
- Is this product safe?
- What would my doctor think?
- Is this reputable company?

When a visitor clicks on the Doctor Trusted™ seal, a certificate of approval appears, reassuring visitors that a third-party medical doctor has evaluated your website. The certificate lists the name and credentials of the doctor. Relevant comments by the doctor are also included. Finally, the certificate offers assurance that your website meets the Doctor Trusted™ ethical Code of Conduct.



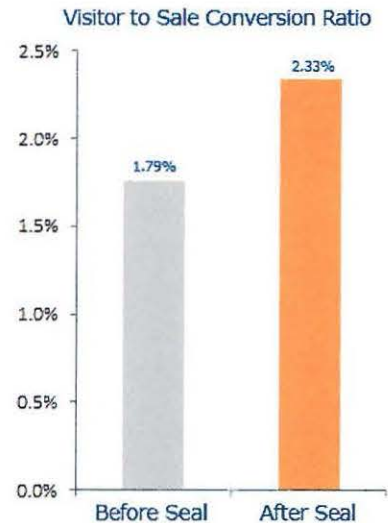
Buyer Confidence = More Revenue

Vitamin Pack with Omega-3s

Be the first to review this product Availability: In stock

Your Price: \$23.99 Qty 1 **ADD TO CART**

Strategically placed seal generates a significant sales lift.



Split testing (also known as A/B testing) shows that a strategically placed seal in close proximity to the "Add to Cart" and "Checkout" buttons generates an instant revenue lift between 10% and 30%. The return on your investment is enormous considering virtually zero effort and minuscule cost of our service.



International Businesses are Welcome

We support honest businesses around the world. We have clients from Canada, Australia, United Kingdom, France, Germany, Sweden, Netherlands and many other countries. We can issue Doctor Trusted seal and certificate in a language of your choice.

Doctor Trusted™ Technology

We know how important webpage load time is for e-commerce, that's why the Doctor Trusted™ seal loads independently in the background using asynchronous javascript. User's browser will not wait for our script to load before your website is displayed. Our seals will never slow down your website.

Doctor Trusted™ Seals

After your website certification is complete, we'll send you easy to follow instructions on how to install our web seals on your website. We'll provide you with various seal sizes and types for you to choose from:

APPLY FOR CERTIFICATE >

DOCTOR TRUSTED™

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What Does the Doctor Trusted™ Seal Mean to Consumers?

Doctor Trusted™ works to protect consumers from fraudulent and unethical business practices.

Seeing the Doctor Trusted™ seal means that the website in question:

- Makes reasonable health claims
- Has ethical billing practices
- Offers fair return policies
- Is cleared on due diligence

Doctor Trusted™ means that the visitor can trust that the website holds approval by an independent medical doctor, and that there are no concerns about the legitimacy of the product.



Every website that displays Doctor Trusted™ Seal has been evaluated by a Medical Doctor and confirms to our [Code of Conduct](#)

Consumer Protection

When it comes to shopping for health products and supplements, consumers worry whether the products they see are represented accurately. They also worry about whether a product is safe, and whether they can ask for a refund on an unsatisfactory product. Another important worry is whether an online purchase might result in unauthorized charges to a credit card.

Doctor Trusted™ alleviates all of these fears by recognizing ethical, trustworthy websites. The Doctor Trusted™ seal protects consumers from inaccurate representation, fraudulent claims, and unethical business practices. Every website holding the seal passes the Doctor Trusted™ Code of Conduct first, with evaluation by an independent medical doctor.

Trusted Validity

Consumers have access to several ways to verify the validity of a Doctor Trusted™ certificate. Every Doctor Trusted™ certificate incorporates security features, making it difficult to falsify. Consumers can be certain that a website with a seal upholds the ethical standards necessary for approval. To double-check the certificate's validity, click on it and watch for the "DoctorTrusted.org" domain name to appear in the address bar. Additionally, validity can be confirmed using a QRC code scanner on any smartphone.

Rigorous Standards

Doctor Trusted™ hires only medical doctors with a clean background check, ethical practices and no bias. Although the application process is open to every health-related website, only websites that meet the rigorous [Code of Conduct](#) receive the seal. We work with websites that need additional assistance to meet the standards necessary, but we never grant certification to a website that fails to meet standards.

Doctor Trusted™ ensures that every website continues to uphold the standards, even after certification is granted. As a consumer, if you feel that a Doctor Trusted™ certified website fails to meet standards, such as failure to accept a reasonable refund request, please [submit a report](#) to have the website reviewed promptly.



Doctor Trusted is a private company that is NOT affiliated with any government agency.



Exhibit D

[Login to Member Area](#)[Home](#) [for Consumers](#) [for Businesses](#) [Code of Conduct](#) [Featured Clients](#) [How It Works](#) [Contact Us](#) [About Us](#) [Apply for Certificate](#)

Press Release Template

GUIDELINES

Please respect our doctor's privacy and do not use his/her name in your press release. He/she authorized using his/her name on your Doctor Trusted certificate but did not agree on widespread publicity he/she has no control of.

Replace {YOURCOMPANY} with the name of your business and modify the bellow template so that it is unique for your business.

To publish a release we recommend using: www.ereleases.com or www.prweb.com

FOR IMMEDIATE RELEASE

Contact:

Your Name

youremail@yourcompany.com**{YOURCOMPANY} Receives Certification from Doctor Trusted**

New York, N.Y.— Online health retailer {YOURCOMPANY} has recently been approved to display a doctor's seal of approval, a major benefit granted by consumer protection service Doctor Trusted.

To earn certification, {YOURCOMPANY} passed a strict application process that involves careful evaluation by a doctor of their website and any products or services offered. The review process involves predetermined criteria that include fair pricing and return criteria, reasonable medical claims, easy-to-locate customer service and protection of sensitive customer data, among others.

The entire process promotes consumer safety surrounding health products and services, and helps {YOURCOMPANY} strengthen trust in their brand as an online health business.

As {YOURCOMPANY} has passed each of these criteria, they are now eligible to display a web seal of approval on their webpage, which provides an easy, highly visible way for customers to check legitimacy on their own before making a purchase. This protects customers as well as business owners by elevating moral business practices and accountability.

... WRITE ABOUT YOUR COMPANY HERE ...

For more information about {YOURCOMPANY}, visit the company online at {COMPANYURL}. To learn more about consumer protection through Doctor Trusted, visit their website at www.doctortrusted.org.

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Exhibit E



Business

Finance

Health & Beauty

Relationship

Shopping

Technology

Travel

Real Estate



Electronic Cigarette just a Fad or The Future of Smoking?

Recommended Articles



Health & Beauty
Hearing better thanks to smarter technology



Health & Beauty
Ask the Pharmacist: Don't let a bleeding disorder wreck your travel plans



Shopping
5 ways to make any purchase a smart purchase

Categories

- Business
- Finance
- Health & Beauty
- Relationship
- Shopping
- Technology
- Travel
- Real Estate

Health & Beauty



Tips for buying your first ATV

- ◆ America's secret 2015 foodie destinations
- ◆ 7 mind-blowing ways smart hearing aids can change your life
- ◆ Better knowledge, products make 'aging gracefully' easier than ever

[View All](#) ➕

Shopping



Last-minute fitness gifts can keep giving all year long

- ◆ The last-minute holiday shopper's guide to great gifts for \$100 or less
- ◆ Which books to gift this season
- ◆ Holiday shopping game plan: How to save big and win the day

[View All](#) ➕

Travel



11 tricks to speed through airport security

- ◆ 11 U.S. cities famous for their Christmas cheer
- ◆ High-tech monitoring of digital information keeps America secure
- ◆ How to avoid crowds in Rome

[View All](#) ➕

Hot Trends

- ◆ Is bracket-busting technology the key to victory?
- ◆ Protect kids from dangers lurking online
- ◆ Make game time a chance to give back this holiday season
- ◆ Three-year degree programs shorten the path to rewarding careers

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- Parents: Put the brakes on kids' summer 'brain...

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