

PRICING POLICY V.2.4.


The deep[blue]eyes™ platform has been created in order to meet all your needs. Such flexibility allows us to offer you programs without any obligation ranging from an ASP version based on a given volume (Basic & Partners Solutions) to solutions that are completely integrated into your internal system (Business Solutions).

This document presents all the solutions that are currently available.


Moreover, Barnes & Richardson can assist you in searching for qualified databases, handling viral marketing strategies and carrying out e-mail marketing campaigns (layout, copy, etc.).

You can view various information and screenshots relative to the deep[blue]eyes™ platform and its components at <http://www.deepblueeyes.net/infos>

1. Basic & Partners Solutions (ASP)



PRICING PROGRAM FOR DEEP[BLUE]EYES V 2.4



The Ultimate e-mail marketing Step-by-Step Platform ■
deep[blue]eyes™ is a service of Barnes & Richardson S.A./N.V.

MODULE EMAIL MARKETING

	Email/year	pricing/email (stats included)	Activation (annual fee)	Minimum price/campaign
Registered Customer	free	0,08 Euros	free	20 Euros
Qualified Customer	200.000 (+)	0,04 Euros	150 Euros	20 Euros
Partnership Program (silver)	free	0,03 Euros	250 Euros	20 Euros
Partnership Program (gold)	300.000 (+)	0,02 Euros	150 Euros	20 Euros
Partnership Program (premium)	1 millions (+)	0,01 Euros	150 Euros	20 Euros

Business SOLUTION™

In addition to the ASP solutions offered (Basic and Partner Program) various integrated solutions of the deep[blue]eyes™ platform are available as a complete or partial integration with your systems (ASP Sharing™, Gateway™ and BlackBox™).

For more information about the implementation costs of these solutions, contact our technical team at tech@deepblueeyes.net or at +32 (0)2 656.05.97

Full option PACKAGE™

For our three Partnership programs, we offer a complete version of the deep[blue]eyes™ platform including all the options accessible in ASP mode (MultiAccount, Unsubscribe, Geostats™, Comparative Stats™, Sneezers Extract, Mail Merge "From", Small Account, Test 25,000, CMS Light, URL Manager, Form Generator, No Reply/Response Handling) for a global annual fee of 4,400 euros, excluding VAT.

OPTIONS

OPTIONS	EMAIL MARKETING/SMSBLAST™ OPTIONS (annual fee)										Forms Generator + Query Manager *		No Reply/ Resp. Handling
	Gestion MultiAccount	UnSubscribe (pages/report)	GeoStats™ (SMS/Email)	Comp.Stats™ (SMS/Email)	Sneezers Extract	Mailmerge "from"	Small Account	Test 25.000 (footnote DBE)	CMS Light	URL Manager	Forms Generator + Query Manager *		
Registered Customer	Not Available	450 Euros	300 Euros	350 Euros	550 Euros	200 Euros	Not Available	Not Available	1.000 Euros	100 Euros	750 Euros	400 Euros	
Qualified Customer	Not Available	450 Euros	300 Euros	350 Euros	550 Euros	200 Euros	150 Euros	100 Euros	1.000 Euros	100 Euros	750 Euros	400 Euros	
Partnership Program (silver)	1.000 Euros	400 Euros	250 Euros	300 Euros	500 Euros	150 Euros	100 Euros	100 Euros	750 Euros	100 Euros	750 Euros	400 Euros	
Partnership Program (gold)	1.000 Euros	400 Euros	250 Euros	300 Euros	500 Euros	150 Euros	100 Euros	100 Euros	750 Euros	100 Euros	750 Euros	400 Euros	
Partnership Program (premium)	1.000 Euros	400 Euros	250 Euros	300 Euros	500 Euros	150 Euros	100 Euros	100 Euros	750 Euros	100 Euros	750 Euros	400 Euros	

* The data gathered and saved on the system via "Form Generator" will be invoiced at a rate of 0,001 euros/address/month excluding VAT (with a minimum of 5 euros/month, excluding VAT)

MODULE SMSBLAST™

	pricing/pack	pricing/SMS	Report & Statistics	Minimum price/campaign
Free Account	-	0,15 Euros	free	20 Euros
Pack 1.000 SMS (prepaid)	145 Euros	0,145 Euros	free	20 Euros
Pack 2.000 SMS (prepaid)	275,2 Euros	0,1376 Euros	free	20 Euros
Pack 5.000 SMS (prepaid)	663 Euros	0,1326 Euros	free	20 Euros
Pack 10.000 SMS (prepaid)	1.277 Euros	0,1277 Euros	free	20 Euros

The SMSBlast™ packs are payable in advance the first time. It is then possible to stay with this pricing plan without taking out a complete pack (invoice payment if it has been cleared properly or with free rechargeable credit).

MODULE VOICEDEPOSIT™

	pricing/pack	pricing/ deposit (30 sec.)	Minimum price/campaign
Free Account	-	0,68 Euros	20 Euros
Pack 100 x 30 sec. (prepaid)	63 Euros	0,63 Euros	20 Euros
Pack 500 x 30 sec. (prepaid)	290 Euros	0,58 Euros	20 Euros
Pack 1.000 x 30 sec. (prepaid)	530 Euros	0,53 Euros	20 Euros
Pack 5.000 x 30 sec. (prepaid)	2.400 Euros	0,48 Euros	20 Euros

The VoiceDeposit™ packs are payable in advance the first time. It is then possible to stay with this pricing plan without taking out a complete pack (invoice payment if it has been cleared properly or with free rechargeable credit).

These solutions, which can be used in ASP mode, do not require any investment in infrastructure and are easy to use.

For these solutions (see details in table below) just choose a program among the five offered according to the volume of e-mails estimated per year. The statistics are included in the price per e-mail, corresponding to the chosen program. As an option, various additional statistics and functionalities can be added to your program, which are explained below. The price mentioned for each one of these options is an annual fee that is linked to the account and can be used for all your campaigns.

The SMSBlast (more information at <http://www.smsblast.be>) and VoiceDeposit (more information at <http://www.voicedeposit.be>) modules are automatically included in each of the programs with the default free account mode (see table on page 1).

The deep[blue]eyes™ mailing system options

Even if many statistics and functionalities are available as a standard feature on the platform, various other available options can be integrated into your deep[blue]eyes™ account. The price mentioned is an annual fee that is linked to the account and can be used for all the campaigns carried out using your deep[blue]eyes™ account.

Unsubscription management:

Allows you to use a unique code to be inserted at the bottom of your e-mails as text or behind an 'unsubscribe' image.

By clicking on it, the system will add the user to the removal requests and send him an e-mail confirmation of unsubscription with the look & feel of your company and with the text you choose. This text contains a button to re-subscribe in case the recipient had made an incorrect operation.

The advantage is that the recipient who wants to unsubscribe from your list following a campaign only has to click on this unique link. The system will automatically send him a confirmation of this unsubscription by e-mail with the look & feel of your company.

From an administrative point of view, you will be able to visualize the removal requests made for each campaign via the report of the campaign in question. You will then have the possibility to clean out your original database by downloading this file.

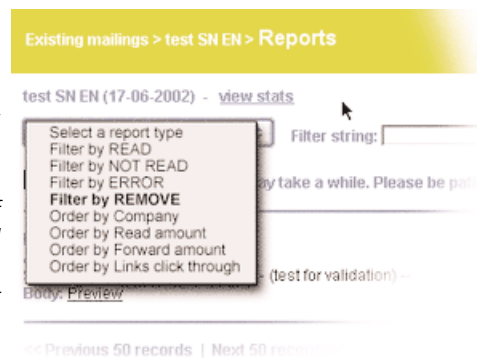
In addition, the deep[blue]eyes™ platform saves all the removal requests that have been made. In case the e-mail address of a recipient who has requested to be removed shows up in one of your next campaigns due to an input error or the purchase of a new address database, the system will automatically block this address. It will also mention the addresses that it has blocked in your report. This safety feature allows you to avoid repeat mailings to persons who no longer wish to receive your e-mail.

Comparative statistics:

Allows you to select various campaigns and generate a comparative analysis of various parameters. This allows you to visualize a client's progress.

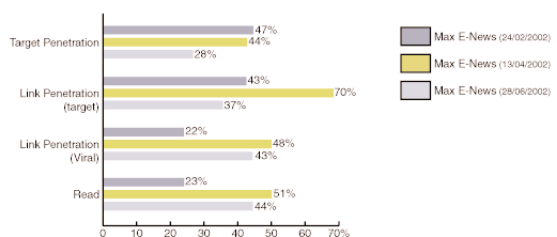
Multi-account management:

Allows you to create separate accounts for as many clients as you like and integrate them into all the options you have chosen in your account without any additional costs. This is practical for isolating removal requests per client but also for configuring



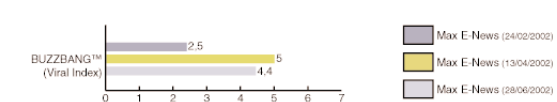
Comparative Statistics

Powered by deep[blue]eyes™



Comparative BuzzBang™

Powered by deep[blue]eyes™



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unsubscribe e-mails confirmations with the client's look & feel.

Mail Merge "From":

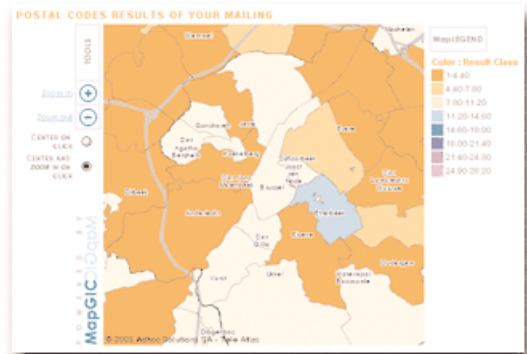
Allows you to make a mail merge using the sender's e-mail address. This can be useful when the recipients of a database are linked to various people within your company. This option also gives you the possibility of putting a name instead of the e-mail address for the "from" of an e-mail.

Geostats:

Allows you to add a geomarketing dimension in the statistics and view in real time and on a map of Belgium the campaign's success rate (click, read, sent).

Sneezer extract:

Allows you to select various campaigns and generate an analysis of the recipients of your mailings. The system extracts sneezers for the entirety of the campaigns selected. These sneezers are the core of your mailings, which according to your selection, has clicked on, read or forwarded the entirety of your messages.



Small account:

The deep[blue]eyes™ system generates invoices of minimum 20 euros. This option allows you to add credit to your account and to be debited the real amount of the e-mails sent without an invoicing minimum. This is perfect for small mailings.

Campaign editing platform - CMS Light (Content Management System):

Ease of use is the key element of your investment in e-mail marketing. That is why we can add a personalized editing tool to the deep[blue]eyes™ platform so that you do not have to enter HTML codes. Based on the graphical canvas made for your company, you can easily introduce new content without worrying about layout with this tool. This platform allows you to easily carry out your campaigns.

URL Manager:

Allow you to rename the links in the statistics to avoid traipsing through insignificant links and use their literal description.

"Test 25.000":

This option offers the possibility of having 25,000 test e-mails. They will be footnoted with the following statement:

This message has been sent using deep[blue]eyes(TM),
the ultimate E-mail Marketing Tools.
You can register for a free test account or get more information
about our services on <http://www.deepblueeyes.net>

Deep[blue]eyes(TM) is a Barnes & Richardson(TM) service.

No reply/response handling:

This option is particularly useful for managing responses during an e-mail marketing campaign. In fact, many people often respond to a mailing to ask for information, to unsubscribe, etc. Normally, all these answers land in the inbox of the campaign sender who then has to handle the dispatching of these messages.

This new option allows you to load on-line, within your account, an HTML page with your look & feel, giving the user the various links to your web site (contact form, phone numbers, removal link, etc.) or e-mail address allowing him to obtain the information he wants.

In short, you can freely create this page in terms of design and content.

If you choose this option during a campaign, you will no longer receive any returned e-mail at the sender's address of your mailing, and the system will automatically send this e-mail to each of the persons who

responded to your campaign.

It is obvious that you can activate the No reply/response handling option for a specific campaign and delete it for another one by way of a simple checkbox to be activated at the beginning of the process.

Forms Generator:

This option allows you to rely entirely on the deep[blue]eyes™ platform and to be able to autonomously manage the entire process of an e-mail marketing campaign without any specific knowledge. From the gathering of e-mail addresses to the sending of your mailings as well as the entire management of unsubscriptions, if you have opted for the latter.

The Form generator option allows you to create as many registration forms as you like (several clients, several actions, etc.) in order to be able to collect the details of your various targets.

The system, integrated in your deep[blue]eyes™ account, will allow you to re-use the HTML code generated and to integrate it into your own web page.

However, if you do not have the specific knowledge to integrate this code into your site or if you do not have a site but would like to simply allow various recipients to register on a form by way of an e-mail marketing campaign, then there are two other possibilities:

- Having a link placed behind a sentence such as "Click here for registration", allowing the opening of a pop-up window entirely branded to your look & feel and made via the platform in the creation process of forms;
- Having a URL which can be sent to offline supports, leading to a form entirely branded to your look & feel.

One of the major assets of the Form generator is its complete integration within the deep[blue]eyes™ platform.

When you want to launch a campaign using one of the databases whose gathering is done via a form generated by Form Generator, you just have to go into your deep[blue]eyes™ account, choose "Use my own database", and the system will show you the available databases. This option allows you to create as many independent forms as you like.

Once you have chosen the database, you can select the profile criteria by way of various checkboxes (language, gender, etc.) and begin the normal sending process of an e-mail via the platform.

The system uses the double opt-in as a standard setting (I register and I then receive an e-mail with the look & feel of the client asking for the confirmation of my inscription) and cleans out the databases if you have chosen the unsubscribe option.

- profiles can be updated by the users by way of links at the bottom of an e-mail
 - downloadable database
 - automatic management of splitting databases
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2. Business Solutions

In addition to the ASP solutions offered (Basic and Partner Program), various integrated solutions of the deep[blue]eyes™ platform are available as a complete or partial integration with your systems (ASP Sharing™, Gateway™ and BlackBox™).

For more information about these solutions, contact our technical team at tech@deepblueeyes.net or at +32 (0)2 656.05.97

Support programs of the deep[blue]eyes™ application

A. GATEWAY PROGRAM:

Based on your current deep[blue]eyes™ account, you have the possibility of handling your campaigns directly from any application.

On a particular access page you can directly post all the parameters necessary to the management of a campaign.

All the deep[blue]eyes™ functionalities remain available at all times within the scope of the management of these campaigns (statistics, reporting, etc.).

Prerequisite :

- An active deep[blue]eyes™ account
- Internet access
- Technical level: the sending of data using a POST http request and the use of FTP.

Base price :

- Installation and configuration of your deep[blue]eyes™ gateway: 1,500 euros/year.
- The price of the mailings made according to the pricing plan you have chosen.

Options :

- A X-day training session with the system deep[blue]eyes™: 400 euros/day
- If you use the multi-account option, the child accounts also have access to this functionality.
- Technical interventions resulting from incorrect use on your part - excluding normal use - will be invoiced on a contract basis: 110 euros/hour, excluding travel costs.

Restrictions :

- Since it is possible for you not to follow the standard validation and sending procedure, all the campaigns send will be automatically owed, even in case of error or incorrect use on your part.
 - This offer is not public. Barnes & Richardson reserves the right to refuse this solution without any justification.
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B. ASP SHARING PROGRAM:

This program offers you the possibility of having your own e-mail platform in ASP mode, directly accessible from your site (www.mailing.myname.com) with an interface personalized to your look & feel.

Prerequisite :

- An operational domain name, and the possibility of registering the necessary DNS records.
- The subscription to a deep[blue]eyes™ pricing plan according to the volume you want to reach.
- Technical level: no specific knowledge of the operation of the platform itself is necessary. All the technical details are entirely taken care of by deep[blue]eyes™.

Base price :

- Installation and configuration of your deep[blue]eyes™ application: 2,500 euros, design and copy not included.

- The payment of the options you would like to offer your clients as part of your personalized platform.
- The price of the mailings made according to the pricing plan you have chosen.

Options :

- A X-day training session with the deep[blue]eyes™ system: 400 euros/day
- Technical interventions resulting from incorrect use on your part - excluding normal use - will be invoiced on a contract basis: 110 euros/hours, excluding travel costs.

Restrictions :

- This offer is not public. Barnes & Richardson reserves the right to refuse this solution without any justification.
- Mention of the Powered by deep[blue]eyes™ logo in the inside frame and titles of the statistics.

C. BLACKBOX PROGRAM:

This program allows you to install a version of the deep[blue]eyes™ program in non-ASP mode on the servers of your IT infrastructure. You possess a user's license for the platform as well as for the access to all the options used upon signature of the licensing contract.

Prerequisite :

- An operational domain name and the possibility of registering the necessary DNS records.
- The entire technical infrastructure needed for the proper operation of the application: Win 2000 Server, MS-SQL 2000, IIS 5.0 and Dundas. The bandwidth and the power of the server depend on the quantity of e-mail you want to manage.
- Technical level: All the technical knowledge for the installation, configuration and maintenance of the services mentioned above.

Prix de base :

- Annual license: 17,000 euros/year
- Installation and configuration of your deep[blue]eyes™ application: 2,500 euros.

Options :

- The hosting of your server and/or the availability of a server on our technical infrastructure: 0,005 euros per e-mail sent, payable in advance, based on forecasts.
- A X-day training session with the deep[blue]eyes™ system: 400 euros/day
- Technical interventions resulting from incorrect use on your part - excluding normal use - will be invoiced on a contract basis: 110 euros/hour, excluding travel costs.

Restrictions :

- The deep[blue]eyes™ technical team must permanently have the rights and access to the maintenance and supervision of the system.
 - The rights of use in non-ASP mode means that you accept to never make public or accessible the possibility of creating a new account via Internet.
 - This offer is not public. Barnes & Richardson reserves the right to refuse this solution without any justification.
 - Any copy, even a partial one of the system or one of its components is strictly forbidden, even upon termination of the contract.
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