

INVITATION EMAIL

Dear John,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$X.00 in e-Rewards Currency

Full survey length: approximately 15 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://www.e-rewards.com/pro.do?XX=ABC1234567>

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

We value your time,
The e-Rewards Team

INTRODUCTION PAGE

- **Topic: Study about Business Decisions**
- **Research Sponsor:** A Valued e-Rewards Partner
- **Full credit amount*:** receive **\$X.00 in e-Rewards Currency** when you access and fully complete the research survey.
- **Partial credit amount*:** receive **\$0.X0 in e-Rewards Currency** as a token of our appreciation if your survey answers do not meet the criteria to fully qualify for the study OR if the predetermined number of participants has been reached.
- The full survey should take approximately **15 minutes** to complete.
- **Simply click the link below** to leave the e-Rewards Web site and access our client's research survey. e-Rewards is firmly committed to protecting your privacy. If you have any concerns about your privacy, please read our Privacy Policy or contact us.