



## **PRODUCT DESCRIPTIONS**

### **Vocus PR Enterprise Edition**

Create targeted media lists using our media database containing over 800,000 journalists, media outlets and publicity opportunities. Keep track of journalist interactions. Distribute press releases and news. Manage projects and collateral. Analyze news coverage, activities and campaigns. Add user defined fields to meet your specific needs for tracking and reporting.

### **Vocus PR Professional Edition**

Create targeted media lists using our media database containing over 800,000 journalists, media outlets and publicity opportunities. Keep track of journalist interactions. Distribute press releases and news. Manage projects. Analyze news coverage, activities and campaigns.

### **Vocus PR Standard Edition\***

\*All Add-on options available except News-On-Demand

Create targeted media lists using our media database containing over 800,000 journalists, media outlets and publicity opportunities. Keep track of journalist interactions. Distribute press releases.

### **News On-Demand**

News monitoring service providing news from over 25,000 U.S. and international print, broadcast and online news sources.

### **News On-Demand Premium Content**

News On-Demand service with additional print publications from premium media outlets.

### **Analytics**

Graphically evaluate key messages, which publications your being mentioned in and the type of publications.

### **Advanced Analytics**

Analytics plus the ability to evaluate product mentions, corporate reputation, message adoption and identify publicity and brand-building opportunities

### **Advanced Analytics with Prominence Reporting**

Advanced Analytics plus the ability to measure the prominence and impact of news coverage.

### **Email Campaigns**

Create electronic press releases and send them to journaliss; provides metrics on the effectiveness of your e-mail campaigns.

**Newsroom**

Searchable online newsroom hosted by Vocus that includes your graphics, colors and fonts to showcase press releases, news, events, bios, etc.

**Global data**

Journalist and media outlet data from over 150 countries in Western and Eastern Europe, Asia-Pacific, and Latin America.

**24/7 Helpdesk Support**

Customer support 24 hours a day, 7 days a week.

**Professional Services (per day)**

Creation of custom reports, integration and/or newsrooms.

**Additional Training**

Additional attendees of training courses, either on-line or on-site.

**Additional Storage**

Additional storage on Vocus servers available in 500 megabyte blocks.

Vocus does not have a written discounting policy for its sales process. Salespersons have discretion in discounting pricing for their customers, however, the salesperson's commission rate changes based on the amount of discount that a salesperson gives a customer. Established relationships, partnering or co-marketing of our service, provision of other services to our company, and the non-profit or charitable nature of a customer are other factors that influence our salespeople to discount the service. Discounts are off of the whole contract amount as opposed to the individual products purchased.

Warranties:

The Service shall be fully accessible, usable and functional in accordance with Vocus published technical specifications. The Service will maintain an average availability of no less than 99.5%, which translates to less than forty-five (45) hours of downtime per annum, excluding scheduled or emergency maintenance, *force majeure*, and any other events beyond Vocus' reasonable control. Downtime is any time in which a computer on the global Internet is unable to connect to the Vocus production environment, log into the application, access application data or file attachments or execute reporting jobs because the application is unavailable. Vocus will perform scheduled maintenance only between the hours of 12 A.M and 6 A.M. (Eastern time).

Vocus represents and warrants that it will provide access to and use of the Service in accordance with the published specifications and the service level standards specified in this Agreement. Notwithstanding the foregoing, Vocus does not warrant the Service against material deviations in performance from the specifications or claims of infringement caused by: (i) modifications to the Service or any portion of it by anyone other than Vocus or its authorized agents and contractors; or (ii) the combination, operation or use of the Service with any software or equipment other than in accordance with the specifications.