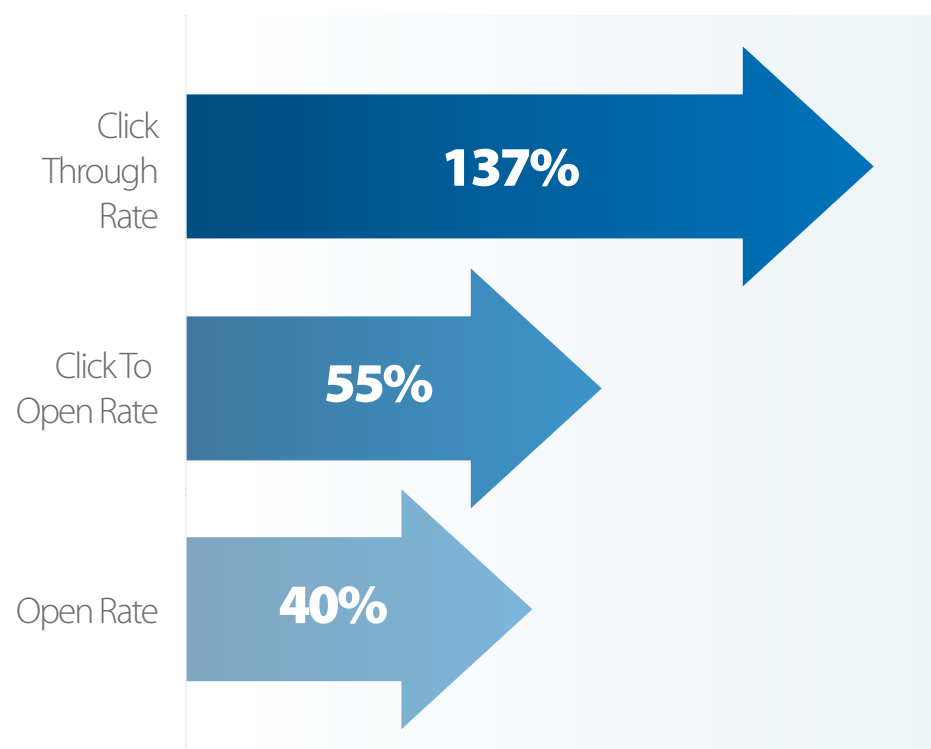


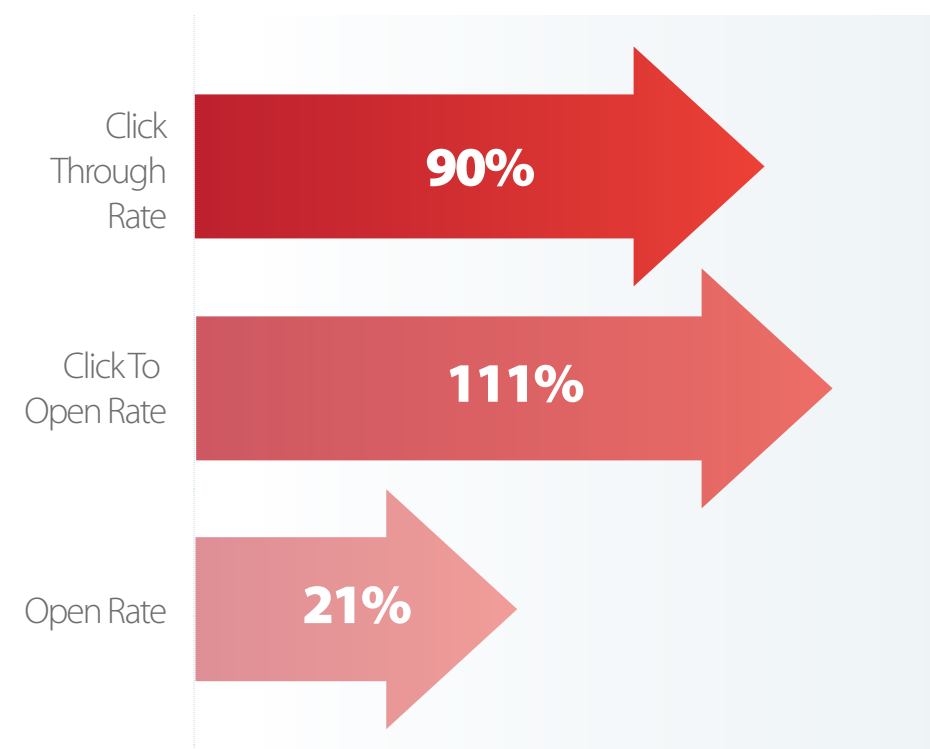
Unprecedented e-Newsletter Growth

GEN Highlights



Deployed over one week, (Monday through Saturday), GEN Highlights delivers content to an audience that is hungry for the latest news and insights. Among the most engaged e-Newsletter readership in the industry with a 23% open rate and a 39% click to open rate.

GEN Editor's Select Package*



Includes three e-Newsletters deployed over one month for sustained exposure and the widest reach. With a combined readership of over 75,000 subscribers, the GEN Editors' Select Package provides hand-picked news and events to a discerning audience. Not a single deployment, but three separate and distinct deployments over the span of a month. No single e-Newsletter can deliver this level of exposure.

*Package includes E-TOC Alert, New Product Watch, and Editors' Picks.

Source: Exact Target, 2012 to 2103

What it means

- Open Rate: Percentage of delivered emails that opened the eNewsletter
- Clickthrough Rate: Percentage of delivered eNewsletter that drew at least one click
- Click to Open Rate: Of subscribers who opened the eNewsletter, how many clicked.

GEN's Open Rate @ 23.1% compares favorably with publisher industry averages of 16.4%*

*SOURCE: Exact Target, June 2012-June 2013 and Silverpop 2013 Email Marketing Metrics Study