Sridhar-

Overall, the website looks amazing.  I really the clean, clear pages with the larger fonts, it's looks very good when viewed on a mobile device.  I have included my changes to copy and or design in this email.  We will reply with comment to process flow and functionality in a separate email.

Below please find my specific comments on each page:

**Homepage**

At the very top right of the page.  Replace "Sign In" with "Sign-In" (we should make this consistent everywhere on the site.

At the bottom under register section.  Could we replace the green register button with the Black label .jpg.  Basically, make the RecoverLink label act as the button.

Bottom navigation Links should read as follows:  Home, About, FAQs, Latest News, Contact Us, Register, Sign-In  (all words in Initial Caps, e.g. Contact Us)

**How it Works**

Capitalize the "W" in the title How it Works

Replace the clip art of the people on gears with a picture of a person similar to the lady on the RecoverLink page.

Change the color of each of the titles under 3 Easy Steps to same orange as on FAQs page.

Replace all instances of the word Tag/Tags with Label/Labels.

Replace all instances of "Recover Link" (separate words) with "RecoverLink" (one word).

In the section RecoverLink works on.....

Replace "Blackberry's" with "Blackberries"

Delete "Wallets"

Delete "Watches"

Delete "Tools"

Replace picture of phone with a picture of the back of a Droid Incredible.  With the label affixed the the bottom of the phone in the middle.  I really like the magnified version of the label, don't change this.

**About Us**

Replace the clip art of the About Us tiles with a picture of a person similar to the lady on the RecoverLink page.

Change the color of each of the titles under "What is RecoverLink?" to same orange as on FAQs page.

Replace all instances of the word Tag/Tags with Label/Labels.

Replace all instances of "Recover Link" (separate words) with "RecoverLink" (one word).

If possible keep the functionality to enlarge the attached .pdfs/or .jpgs, however remove the two Red JPEGs that are currently there.

**FAQs**

Replace the clip art of the Question mark Circle with a picture of a person similar to the lady on the RecoverLink page.

Make all Text that is in Orange initial caps.

Replace all instances of the word Tag/Tags with Label/Labels.

Replace all instances of "Recover Link" (separate words) with "RecoverLink" (one word).

How Does it Work? section.

Replace the last sentence with the following text: "You choose whether you would like to arrange to exchange your item directly or we can have it shipped to RecoverLink and returned to your anonymously."

My Contact Information Has Changed Do I Need New RecoverLink Labels? section.

Replace last sentence with the following text: "You can do this quickly and easily by signing-in to our website and updating your Contact Preferences."

Delete the last two questions: "What personal belongings can be labeled?" and "My contact information has changed. Do I need new labels?" as the are repeated above.

**Contact RecoverLink**

Change title from "Contact RecoverLink" to "Contact Us"

Replace the clip art of the Cans on a String with a picture of a person similar to the lady on the RecoverLink page.

Replace telephone number "1-800-520-1625" with "(800) 650-1625"

**Registration**

Change the color of each of the titles under "Registration Details" to same orange as on FAQs page.

Under Confirm Password: section, replace text with the following: "Your password will allow you to access your account page to update your Personal Information."

Under Country: preselect the United States.

**Login**

Change title from "Login" to "Sign-In"

Replace the clip art of the person and lock with a picture of a person similar to the lady on the RecoverLink page.

Change the color of each of the titles under "Sign-In" to same orange as on FAQs page.

Replace all instances of the word Tag/Tags with Label/Labels.

Replace all instances of the word "Returnit" with "RecoverLink"

Replace all instances of "Recover Link" (separate words) with "RecoverLink" (one word).

Make Blue Register and Sign-In Buttons Green (as on Register Button on the homepage that was removed.)

Use the same Label .jpeg as on the homepage.

**RecoverLink**

Change the color of each of the titles under "RecoverLink" to same orange as on FAQs page.

Replace all instances of the word "Returnit" with "RecoverLink"

Make Blue Submit Button Green (as on Register Button on the homepage that was removed.)

Make Blue Clear Fields Button Orange (as on Learn More Button on the homepage)