

EXHIBIT 1

San Diego Media's Anti-Spam Certification Form

In order to comply with federal law, email best practices, and the policies set forth by ISPs and other email filtering organizations, San Diego Media requires all clients to certify their compliance with San Diego Media's Anti-Spam email policy as well as the opt-in status of any lists they distribute using the San Diego Media application.

If you cannot provide the certifications requested below, please contact your San Diego Media representative to discuss the means by which your email distribution list(s) may be brought into compliance with our opt-in list requirements.

First Certification: San Diego Media Anti-Spam Policy

I, or another member of my organization, have read and understand San Diego Media's Anti-Spam Policy (attached hereto).

initials

Second Certification: List Source

I certify that CLIENT NAME is the owner of all email distribution lists distributed using the San Diego Media application, and that CLIENT NAME is solely responsible for the composition and membership of each list.

initials

Third Certification: List Opt-In Status

I certify that all subscribers to be used in connection with the San Diego Media application have provided permission to CLIENT NAME to send them email.

initials

Certified by: CLIENT NAME

Signature

Name

Title

San Diego Media Anti-Spam Policy

San Diego Media is an electronic mail service provider that provides web-based software enabling organizations of all sizes to send permission-based emails to their subscribers. San Diego Media believes, practices, and requires our client members to practice only permission-based email marketing. Our client members certify that they will only use our software to send emails to customers and prospects that have directly consented to receive email from them (“opt-in”). They are forbidden to transmit unsolicited commercial email (spam) via our system.

Members Agreement

Our clients agree not to use our system to send unsolicited email. For any opt-in list of email addresses used in our system, clients agree to provide San Diego Media with the source of the email addresses, the method used to capture the data, and verification of the consent to receive emails from such client. We also encourage our members to respect their customers’ time and attention by controlling the frequency of mailings to individual email addresses.

Our clients certify that they will not use rented or purchased lists, email append lists, or any other list that contains email addresses captured in any other method than opt-in. The use of Opt-out lists is prohibited in our system. San Diego Media retains the right to review client member lists and emails to verify that client members are abiding by the privacy and permission policies set forth herein. However, our client members are ultimately responsible for compliance with our policies.

How do we protect your privacy?

We use strict security measures to protect against the loss, misuse and alteration of data used by our system. Please review our Privacy Policy for more details.

Why did you receive an email from our system?

If you received an email from us, it is because one of our client members used the San Diego Media software system to send you an email. Our clients certify that all email addresses used in our system are opt-in names that have given permission to the client to send them email. We promise to keep your email address secure and private and will not use it for other purposes.

How do I get off an email list?

Each email sent through the San Diego Media system contains a link that allows subscribers to unsubscribe from receiving emails from the sender. Each email sent contains an easy and automated way for you to unsubscribe. You may also change your expressed interests at any time. If you wish to unsubscribe or change your interests, simply follow the instructions at the bottom of any email. Finally, you may also forward a copy of any unwanted email with your comments to webmaster@sandiegomedia.com.

Will your information ever be shared, sold or rented?

We will never share, sell, or rent individual personal information without your advance permission, unless ordered by a court of law. Information submitted to us is only available to employees responsible for managing this data.

Confirmed Opt-in

San Diego Media recommends that our clients use “confirmed opt-in” when capturing email addresses from their subscribers online. Clients using our confirmed opt-in tools will provide their subscribers with a follow-up e-mail asking them to verify that they wish to receive communications via email. Only subscribers that respond affirmatively to the confirmation will be opted in for future mailings via the San Diego Media system.

San Diego Media’s Anti-spam Policy is driven by three factors:

1. Results. Email marketing is most effective when your message is anticipated, personal and relevant. Sending unsolicited email reduces deliverability and ROI.
2. Reputation. Inappropriate use of email generates customer complaints and will damage your reputation and brand.
3. Legal Environment. The federal CAN-SPAM Act, which took effect on January 1, 2004, prohibits, among other things, the sending of commercial email without a working unsubscribe function, email without the valid physical postal address of the sender, as well as fraudulent or misleading email or subject lines. Also, the Act provides for fines and jail time for email address harvesting or dictionary attacks. Finally, it is unclear to what extent various state laws regarding email communication are enforceable in light of the CAN-SPAM Act.

If you have any questions about San Diego Media’s Anti-Spam Policy, please contact us at 317-423-3928 or email us at info@sandiegomedia.com.

Updated: 8-3-04