



Dear Chestnut Park:

We are in the online advertising business, we advertise through integration with our search engine findRex.com™ that does over 1 million pages per month; primarily in the Canadian market. We are based in Toronto, Canada and are the largest Canadian search engine. We recently received a printed media advertisement from you. We realized that you would be a perfect client for findRex.com™. We approach suitable online commercial businesses with advertising opportunities at findRex.com™, hence this sales concept.

We prepared a **SAMPLE ONLY** of what a Chestnut Park advertisement could look like (notice you are position two and notice the sample banner):

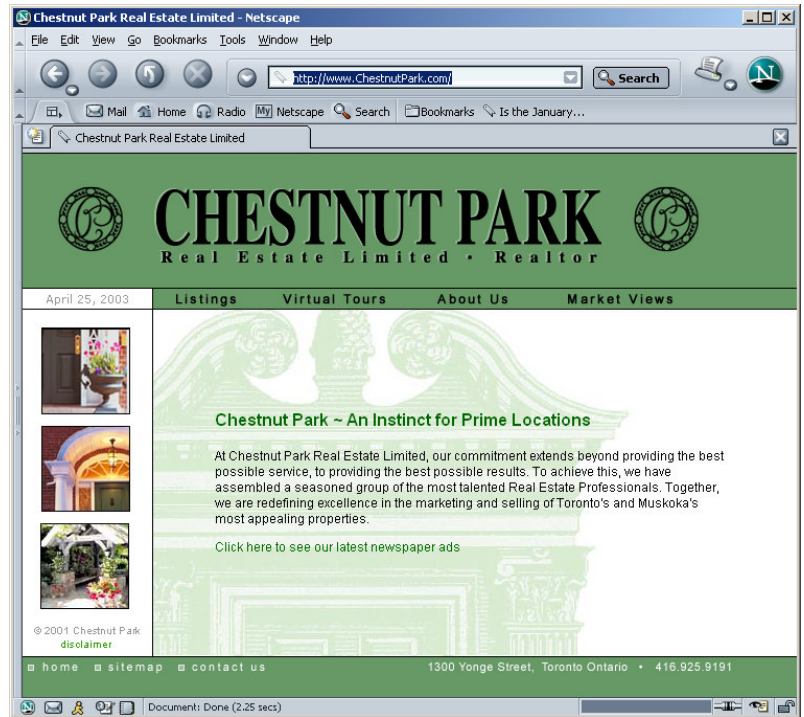


The Basic Advertising Concept:

1. Your "Chestnut Park" banner is displayed on screen beside the findRex.com™ search results that are related to the real estate industry.
2. Web surfers click on the banner and are transferred directly to your exceptional website at www.ChestnutPark.com
3. The web surfer then views the listings of properties for sale and every so often this results in a lead or sale.
4. Two key benefits: 1) leads/sales 2) name branding.

Findrex.com™ is a Canadian company specializing in online advertising and we have put together an exceptional value package for you. In the second half of this letter we explain further the "banner" concept and provide more information on how to estimate what kinds of results and returns on investment you can expect.

www.ChestnutPark.com



Our general media kit is included with this proposal and is available online at <http://www.findRex.com/admin/ad.html> The media kit provides more generalized information about what online advertising can do for your business that may not be covered in this letter.

Suggested Advertising Packages for Chestnut Park:

A package should include a few different sizes of ads; this increases the effectiveness of the advertising campaign. This is a recommendation, on your request we will be happy to provide more options.

<p>Package 1: \$ 39.⁰⁰ CDN / month 2,000 Real Estate impressions @ 468x60 6,000 Service impressions @ 468x60 2,000 Toronto impressions @ 468x60</p> <p>#1 on Real Estate pages and Preferred status throughout findRex.com™.</p> <p>Total 10,000 impressions.</p>	<p>Package 2: \$ 59.⁰⁰ CDN / month Package 1 plus: Additional impressions throughout findRex.com™ 25,000 impressions @ 120x240</p> <p>Total 35,000</p>
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These are discounted prices in an effort to bring in more Canadian customers. These prices are good for the next three months. All impressions are done in the real estate, services and Toronto categories with a focus on Canada; the single target phrase "real estate" receives over 2,000 search requests in a one-month period.

The above package includes the #1 top spot for real estate and a preferred client status throughout the rest of findRex.com™. This means that there would be an increased chance of your site being seen under "other" words even within other categories.

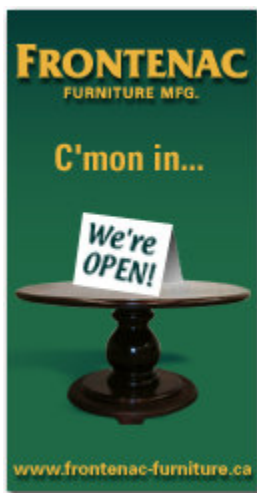
What is an Impression?

An impression is the display of your advertisement on the computer screen to a web surfer. It is important that banners be targeted; this means that your banner is only displayed when users request information related to your product. In this scenario, banners are never seen as an annoyance and they receive higher click through rates than other types of untargeted advertising.

What Does 468x60 Mean?

The 468x60 refers to the width and height of the banner image in pixel units; 468 pixels wide by 60 pixels high. This is an industry standard size. The 468-width banner is usually displayed in the horizontal position near the top, with the 120 width banners usually displayed vertically along the right side of the screen.

120x240



468x60



120x90



The 468x60 banner runs in the position as shown on page one. The 120x240 runs vertically along the side usually above any existing 120x90 banners.

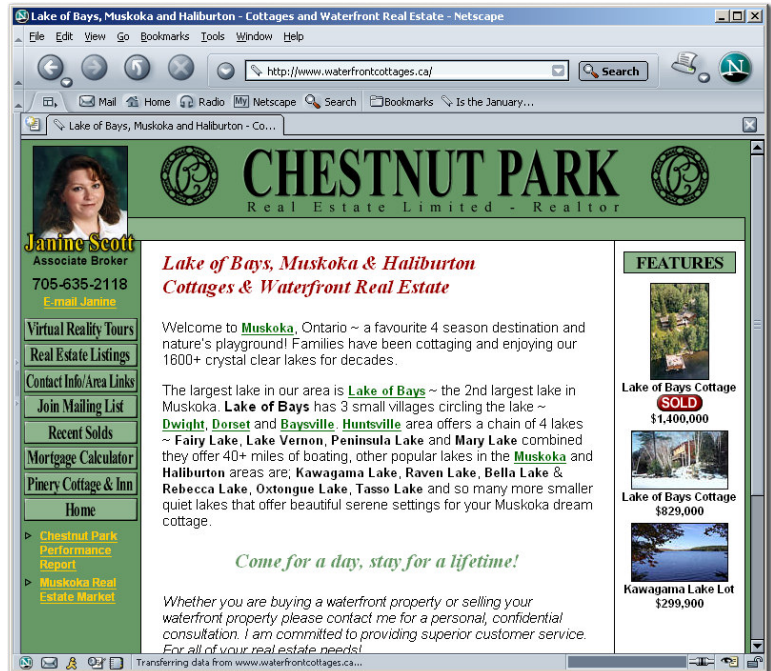
The smaller 120x90 is run primarily to maintain brand recognition; to make sure that people don't forget you and is the least expensive banner when purchase outside of a package. Typically one banner per company is shown per page. The 468x70 banner is the most visible with the 120x90 being the least visible.

Why you should advertise with findRex.com:

Chestnut Park has already invested money in creating an exceptional website. Protect that investment by advertising it.

Targeted Advertising on a Popular Website

- We serve over one million search pages per month with about 5 % of those pages belonging to the Real Estate category. We estimate that 40 % of our search engine traffic is in Canada, with 50% from the Toronto area.
- You pay for targeted advertising, which means that your advertisement is placed right where people are already looking for real estate information. Unfortunately with printed media, only one in every thousand will even get a second look. Advertising on a targeted Internet search page puts you in front of Canadian customers who are already looking for information on real estate.
- Typically professional banners that are well placed are clicked on 1 to 5 percent, that means 35,000 impressions at a modest 1 percent click thru rate would generate 350 customers per month at your website that are already interested in Real Estate. **FYI:** Typically 2-3 % of click thrus on well-placed banners for consumer goods result in sales...although perhaps not as relevant to Real Estate.
- You may already have statistics on how many website visitors it takes to get a single lead, this can help you to estimate your return on investment.
- In addition to sales, you increase your brand recognition. When major companies advertise on television, they don't expect viewers to drop their remotes and go buy their products, they expect them to remember their products for then they are looking to buy.
- findRex.com™ is a very hot search engine using Sun Microsystems Java technologies. We have been carefully growing over the years and are now hitting the "big leagues" and have broken into the top 100 independent search engines. Our competitors are: Yahoo, Lycos, WebCrawler, and Google. We are going to be in business for a while.
- findRex.com™ has been in business since 1998. The past year has seen us move from a developmental stage into being a serious player. We are ready to take the next step and we'd like to take your business with us.
- Average cost of a click thru is 35 cents {BusinessWeek 2003 March 24}. Therefore 350 would normally cost \$ 175. But to get that 35 cents rate you need to commit to lengthy runs that may not align with your peak seasons and additional setup fees.
- Seventy-nine (79) percent of online users rely on search to get information. Only email is more popular. {Jupiter MediaMetrix, May 2002}
- More online purchases start from search listings than any other source. {NPD Group, January 2001}
- Benefit from our research. We know what search words and phrases are hot!



Graphic Design

findRex.com™ has a partner that does some of our graphic design including customer banners. The price is between \$ 50 - 100. We have already looked at your website and would guess that you may already have existing banners produced by your current web designer. We will be happy to use any already existing graphics.

We have setup a pricing package that introduces you to findRex.com™. We can negotiate other packages should you feel this does not meet you needs. We welcome a phone call to discuss this opportunity with you.

Tell us exactly what keywords you would like. Tell us any special promotional ideas that you have, we can make them happen.

A good tool for gauging your online presence for www.ChestnutPark.com relative to other sites is a website www.Alexa.com Visit this site and enter in your company URL www.ChestnutPark.com. This online tool will provide valuable insight into how well your website is doing. Also, check out www.findRex.com while you're there (see our Media Kit for an Alexa performance graph on findRex.com).

We are aware that there are web sites that will charge less, but unfortunately they cannot realistically delivery the volume and don't delivery the click thrus either (partly because they lack the highly targeted aspect). On the other hand Yahoo only talks to clients that are paying minimum \$ 10,000!

We did a search on "Google" for "Toronto Real Estate", you may be listed there but not on the first page that contains several good sites for Toronto, most of them sponsored. We can help you take some ground back and do it in a very cost effective way.

Sincerely,
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