

Evidence Appendix

Exhibit	Title
1	Meyer, WO 99/46708, <i>Method and system for delivering and redeeming dynamically and adaptively characterized promotional incentives on a computer network.</i>
2	Teague et al., US 2006/0212355 A1, <i>Social information and promotional offer management and distribution systems and methods.</i>
3	Booth et al., US 8,719,101 B1, <i>System and method of on-line advertising</i>