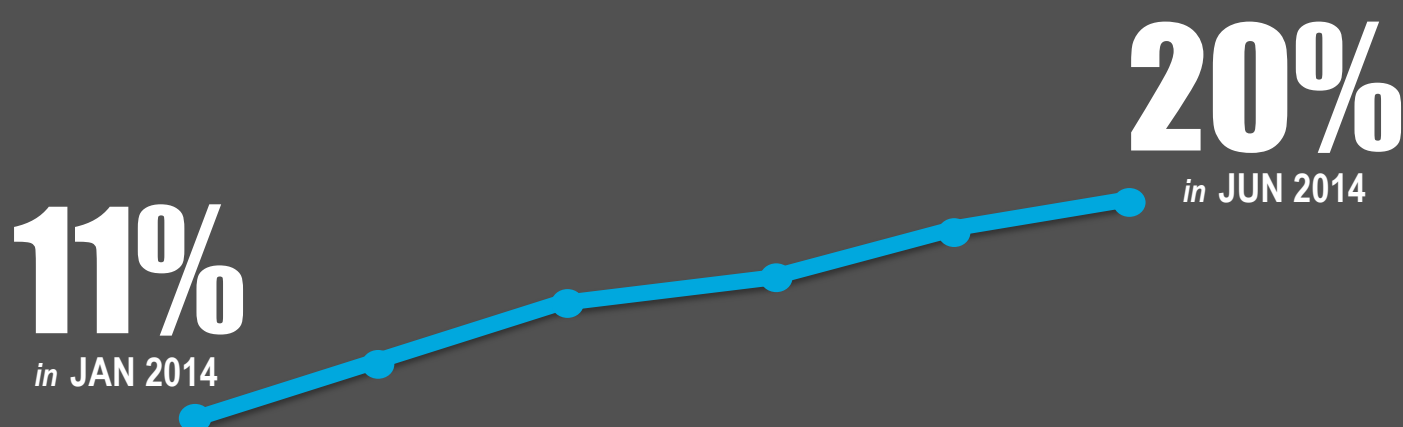


MARKETING COMPLIANCE TRENDS

PerformLine, the leader in developing and delivering the most advanced marketing compliance monitoring solutions, analyzed over 22 billion compliance observations from a wide sampling of websites and contact centers to examine the key compliance trends from January to June.

WEBPAGES WITHOUT VIOLATIONS

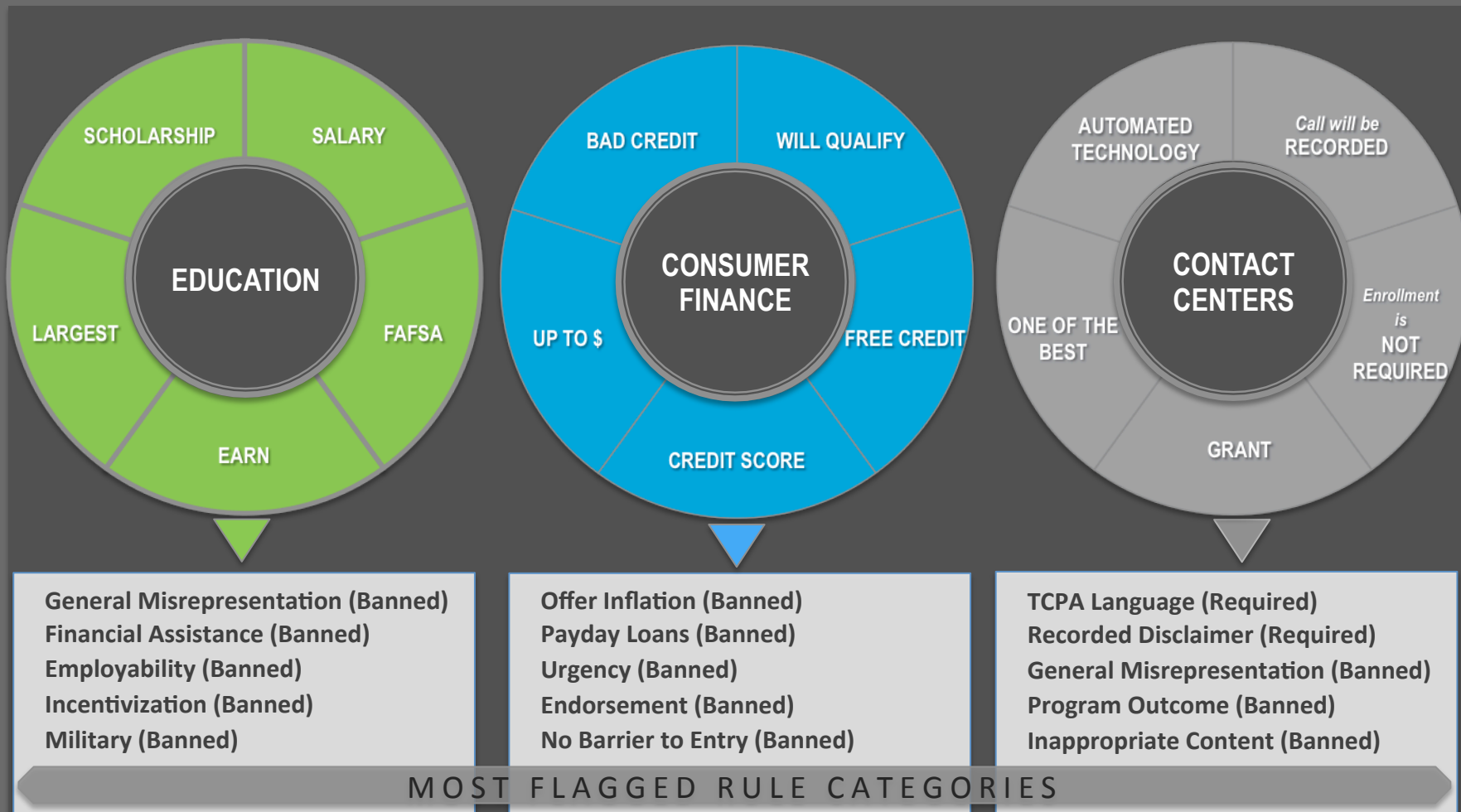
The percentage of webpages that did not have any potential violations* nearly doubled from January through June



* A Potential Violation is determined by the presence of banned language or absence of required language as noted in the PerformMatch best practices ruleset database. Language varies by vertical and associated regulations.

MOST POTENTIAL VIOLATIONS

The top five terms that triggered the most potential violations per vertical and the most flagged rule categories for each vertical



CHANGE IN EDU TRIGGER TERMS

Only one of the top five education terms that triggered potential violations stayed the same from January to June 2014



TCPA COMPLIANCE TRENDS

Comparison of webpages in compliance with Telephone Consumer Protection Act (TCPA) rules for express written consent and disclosures from October 2013 to August 2014

