

To: **SplashPlay Agents**

From: **SplashPlay Marketing**

Date: **February 23, 2017**

Subject: **SplashPlay Affinity Domains**

We are excited to announce the introduction of SplashPlay's new Affinity Domain service.

As you know, a Game Sponsor can reach his or her game by snapping the QR Code with a QR Code Reader or entering their SplashPlay personalized link. For example, one Game Sponsor, EHS Inc, can reach their games by entering www.splashtrivia.com/a221. However, with a SplashPlay Affinity Domain, EHS can share a more user-friendly link with its players and followers. Since EHS is an OSHA Safety company, their Affinity Domain is safety.splashplay.com. Click it and try it.

Affinity Domains are in the following form:

[affinity domain].splashplay.com

Note that:

- a) Affinity Domains are not case sensitive.
- b) "WWW" is not used when entering an Affinity Domain, and
- c) Depending on the browser or posting site, the Affinity Domain may require the <http://>. As such, the full address in the form [http://\[affinity domain\].splashplay.com](http://[affinity domain].splashplay.com) may have to be entered.



Affinity Domain Pricing:

The fee for a SplashPlay Affinity Domain is \$12 per month if paid monthly, \$99 per year if paid annually, and as a special incentive for our Life-Time License Game Sponsors, for the time being their SplashPlay Affinity Domain is included in their Life-Time license agreement.

A few things to keep in mind are as follows:

- 1) Affinity Domains are subject to availability,
- 2) Affinity Domains are subject to SplashPlay's approval. SplashPlay reserves the right to reject any requested Affinity Domain,
- 3) Affinity Domains are limited to fifteen (15) characters, and
- 4) As a SplashPlay service, they are commissioned at 25% to the Direct Agent

The Game Insertion Order has been revised to provide space for a requested Affinity Domain and a copy of which accompanies this memo.



31915 Rancho California Road, Suite 100-237, Temecula, CA 92591

Sponsor:

Gamification Agent ID:

Grid for Agent ID

GAME PLATFORM INSERTION ORDER

Company Name, Contact, Address, City, State, Zip, Phone, Fax, Email, Web Address

Bill To: Same as Sponsor Address

Billing Address

Company Name, Address, City, State, Zip, Phone, Fax, Email

Game Platform

Table with 4 columns: #, Game Title, Button Art File Name (500 x 300 Pixels), Game Platform Rates, Options and Adjustments

AFFINITY DOMAIN NAME (AFFINITY_NAME.SPLASHPLAY.COM) grid

Options & Notes

Payment Options:

Payment: Credit Card, Check (Check #: _____)

If paid by Credit Card, complete Credit Card Authorization Form.

Payment Plan

Monthly Installment: \$70 / Month

Payment Due Date: 1st Day of Each Month

Total Installment Payments: 12

Note: Earned game royalties shall be applied against delinquent Payments.

Service Options:

Table with 5 columns: Basic Services, Monthly, Annual, Life-Time, Affinity Domain^2

Note 1: Sponsor will provide acceptable graphics per SplashPlay's specifications. Note 2: Affinity Domain Subject to availability and SplashPlay's acceptance.

Landing Page Art (Filename Example: Mobile: MLP_A123.jpg Desktop: DLP_A123.jpg) Desktop: 470 H x 310 W Pixels Mobile: 200 H x 100 W Pixels

Office Use Only: Game ID, Program Start Date (Month, Day, Year)

Artwork File Name:

DLP_ | | | | .jpg MLP_ | | | | .jpg

Landing Page Message (45 Characters):

Text area for Landing Page Message

Notes:

- (1) Game Platform Duration: Monthly and Annual Payment Plans shall run for twelve (12) months... (2) Estimated Game Deployment Date: The estimated date for game deployment shall be thirty (30) days... (3) Payment Due Date: Payments are due on their due date.

Creative material and game content is subject to SplashPlay's approval and acceptance before going into production. Questions: Sponsor Services at (877) 286-9003 x-101. Email confirmation of your order will follow this signed agreement. Game Insertion Order is subject to SplashPlay's acceptance.

SPONSOR

Signor's Name, Signor's Title, Signature, Date