

Illustration/Comparison:

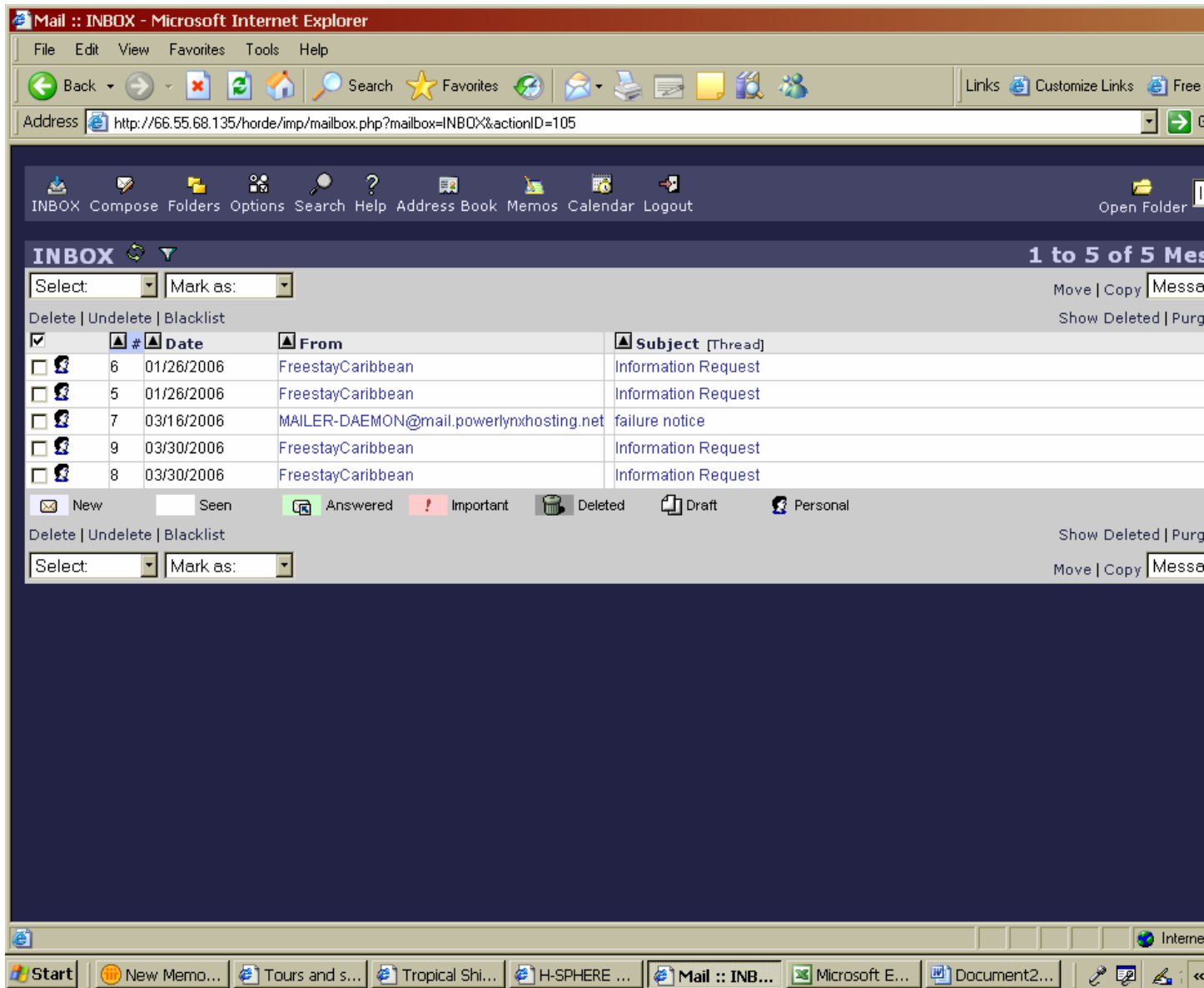
- Two Freestay Caribbean partners from Belize.
- Request for reciprocal links went out 01/09/06.
- One partner has incorporated reciprocal link on their website. One partner has not.

- Below is a snapshot of the Discovery Expeditions' Freestay email inbox going back to the first of the year (using reciprocal link):

The screenshot shows a Microsoft Internet Explorer browser window displaying an email inbox. The title bar reads "Mail :: Seen Sent Requests - Microsoft Internet Explorer". The address bar shows the URL: http://66.55.68.135/horde/imp/mailbox.php?newmail_popup=no&Horde=758e142cf61845f60f33f320dad66c65&mailbox=INBOX.Seen+Sent+Requests. The inbox is titled "Seen Sent Requests" and shows 1 to 20 of 20 items. The table below represents the data shown in the inbox:

<input type="checkbox"/>	#	Date	From	Subject [Thread]
<input type="checkbox"/>	2	01/08/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	1	01/08/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	4	01/26/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	3	01/26/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	6	02/08/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	5	02/08/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	8	02/15/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	7	02/15/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	10	02/16/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	9	02/16/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	12	02/20/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	11	02/20/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	14	02/21/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	13	02/21/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	16	02/25/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	15	02/25/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	18	03/03/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	17	03/03/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	20	03/17/2006	FreestayCaribbean	Information Request
<input type="checkbox"/>	19	03/17/2006	FreestayCaribbean	Information Request

- Below is a snapshot of a Belize partner (NOT using reciprocal link):



This illustration represents just the smallest quantifiable example of how just the slightest effort can yield tangible results.