

Important: All Lead Buyers and Marketers Must Read This!

LeadsCouncil is changing. It has always served as a key resource for our industry. We have led the way educating both lead buyers and sellers with relevant and timely information keeping our membership informed and updated. But in today's hyper-regulatory and aggressive consumer protection environment, the need for LeadsCouncil to play a more aggressive role is essential to **YOUR** success.

Online marketing has prospered, relatively unchecked, for more than 20 years. Technology has far outpaced the government's ability to understand and interpret the process, however some in the industry crossed the boundary and inadvertently put us all in the crosshairs of regulators in Washington, DC and in States Attorney's General offices. The need to protect the consumer is high and all facets of Internet marketing must adapt. In the near future, if we fail to implement comprehensive self-regulatory reforms and identify industry best practices, we will turn our fate over to policy makers and regulators to decide **how to best regulate the internet and YOUR BUSINESS!**

The curious gazes of the FCC, FTC, CFPB, and AGs are decidedly fixed on our practices, processes, operations, and costs. How many more CIDs and lawsuits and enforcement actions do we want to see in the headlines?

Right now, there is no singular voice representing the comprehensive lead generation universe in Washington, DC or in our State Capitals. **LeadsCouncil has risen to the challenge.** We are working with and monitoring the FCC, FTC, CFPB, States Attorney's Generals and the Department of Education as they research and gain knowledge on our practices, processes, operations, costs, and how lead generation impacts the consumer. Words such as "more regulation," "enforcement action," and "investigation" evolve from concept to reality, our industry must face the hard truth that the "silo" mentality, which once spurred competition and made us thrive, cannot persist in the campaign we are poised to launch.

We need to work as a unified group. We need your support! We need you to maintain your membership in LeadsCouncil.

This LeadsCouncil regulatory campaign will bring lead generation into the light out of necessity to mitigate any misguided and harmful regulations, legislation, and/or legal action from being enacted. The alternative is to wait for government regulators and legislators to bring us into the light by exposing only the most egregious practices, perpetuated by misinformation and anecdote, and then make decisions based on these false perceptions. Our gesture of transparency will strategically position us to redefine the role of lead generation and educate decision-makers and consumer-advocates through the lens we provide. Our message will be compelling, our resources will be substantive, and our actions will be coordinated, **but our campaign will not succeed without you.**

As we now position LeadsCouncil to have a much stronger voice in our lobbying and education efforts, changes must be made immediately. The LeadsCouncil Board of Directors voted on a new pricing model for all new and renewing memberships starting June 1, 2016 have, and for LeadsCouncil to accomplish our mission and have an effective voice on behalf of all Internet marketers, we need your financial support. Until now, the membership for buyers has been at no cost, however with the stricter

regulatory environment we are facing LeadsCouncil needs **every** member to share in the cost of saving our industry.

June 1, 2016 we will be sending out notice to all Members currently enrolled in the free buyer membership to explain the different buyer memberships and benefits associated with each. And for the first year, LeadsCon will also offer an incredible deal of \$200.00 off each LeadsCon conference purchase for each Member, which is on top of any current discount from LeadsCon offered.

LeadsCouncil has already started the process of evolving and has completed the following:

- Defended the lead generation industry at the October 2015 FTC workshop
- Built a Board of Directors comprised of eight different verticals in the Internet marketing space.
- Hired an Executive Director and Vice President of Government Relations
- Monitoring regulatory bodies in Washington, DC and across the country about the policies they are considering

In the future, LeadsCouncil plans to accomplish the following:

- Participate at the Oregon's AG's Conference Educational Debt Symposium on May 24th
- Create new national Internet marketing Guidelines and Best Practices for the lead generation industry to follow to be released at LeadsCon, August 2016.
- Lead a small Charrette for all policy makers at the August 2016 LeadsCon.
- Establish an annual "Hill Day" in Washington, DC for all lead generators to have our collective voice heard in Washington, DC

LeadsCouncil hopes you agree with the importance of our mission because this is an all hands on deck situation. Our industry and, more importantly, **your company could be next!** If you haven't already felt the impact of regulation and policy makers examining how you are doing business today, it is only a matter of time.

The time to do something is today! **JOIN LEADSCOUNCIL! Support the cause. So we can all work together for a unified change!**

Join me and the other members of LeadsCouncil in our fight to save our industry.

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President and Chairman

LeadsCouncil