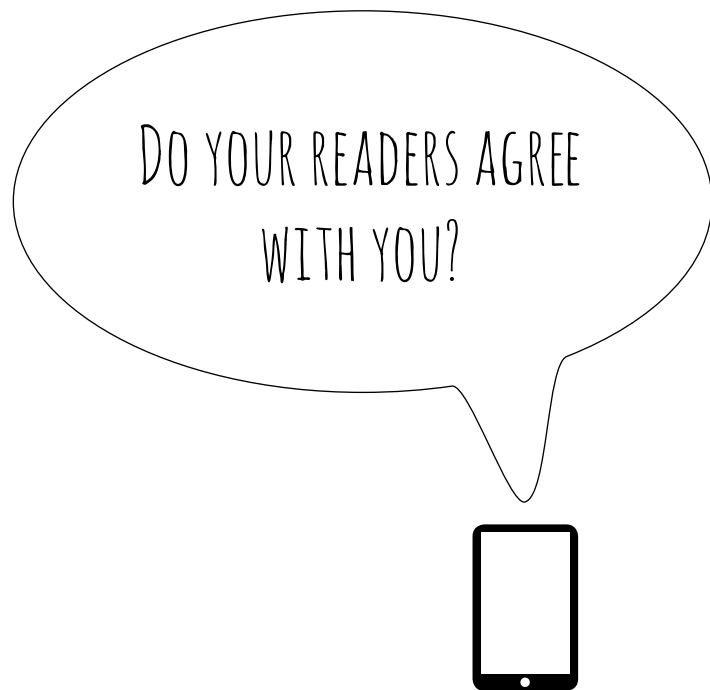


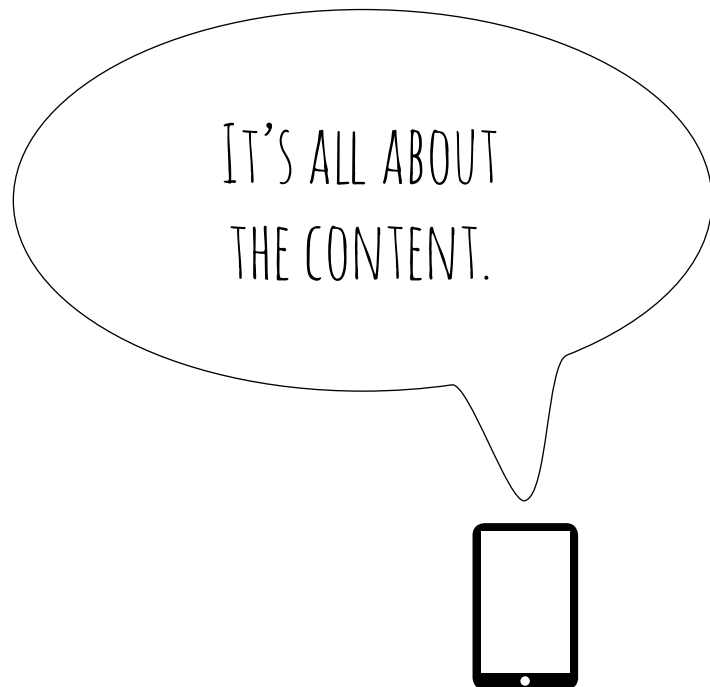
Contributor's Guide (v14.7.7)

- What is OPandGO
- Why Post on OPandGO
- How to Get Started
- And more . . .



Targeted Content

- While everyone likes to have an opinion, only a portion of the population has the skill, experience, or education to speak with authority. Our mission is to develop content for qualified and interested individuals. We believe targeting the right content to the right individuals can make a difference.



What is OPandGO

- OPandGO is an interactive news website
- OPandGO is simple yet powerful way to publish articles in your area of expertise
- OPandGO is a social opinion network that lets you learn who agrees with you or not

Why Post on OPandGO

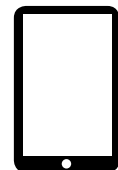
- Discover what your readers are thinking
- Learn and grow along your audience
- Share in ad revenue on your pages
- Your articles plus your readers opinions can make change

How to Get Started

- If you are a contributing or staff writer, send us links to articles that demonstrate your knowledge or expertise in a particular field, such as politics, sports, or business
- If you have a website or blog, send us links or a url that show your knowledge or expertise
- Contact us on the Contributor page at OPandGO.com



WHAT ARE YOUR READERS
TAKING AWAY?



What do you get?

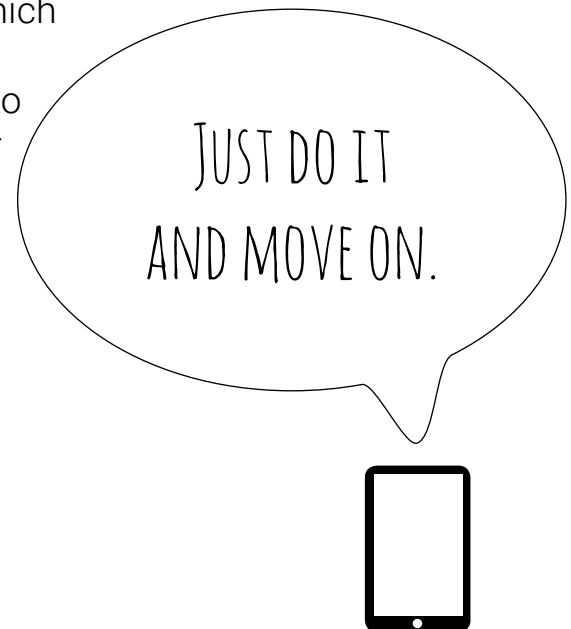
- Post your article, extract the most important Takeaways, then see the opinions results in percentage format
- Take your analysis further by breaking down the opinion results by demographics

What are some of our categories?

- News
 - World News
 - National News
 - Politics
- Sports
- Business
- Technology
- Entertainment
- Editorials from other publications

How to post on OpandGO?

- We utilize the power of WordPress which many writers are familiar with
- We customize WordPress with tools to make it easy to post articles and hear readers opinions



Editorial Policy

The purpose of the site is to publish articles and get feedback from readers on key points in the articles called Takeaways. Writers will have rights for the content they can write, which will be set up by the administrator. Articles should be concise and the Takeaways should be well thought out. If too many readers select abstain, it may indicate that the article or the Takeaway is not clear. Along with the rights, the writer has responsibilities which are defined in the Terms and Conditions of the site. They are part of what the writer agrees to in order to post articles on the site.

Writing: All content shall be unbiased and based on facts. All information must be verifiable. Write clearly, concisely and draw a conclusion. Use the pyramid style of writing by placing the most important information first. Write in short sentences when possible. Identify and write to your primary audience. Write in a conversational style with easy to understand language. It should be free of spelling errors and grammatically correct.

Writer's Rights: Writer's can write to any content category, also know as a filter, they have rights to. Writers will be given rights to post content by the site administrator. The writer's rights define the categories the writer can write in. Content categories are sections targeted to a specific interest, such as Politics or Sports. Writers can be given rights to one or more content category.

Content Types: There are three types of content: Takes, articles, and long articles. Takes consist of just Takeaways without an article. Articles are limited to 300 words. Long articles are limited to 500-800 words. However, our main intent is to have 300 word articles.

Content Rules

- **Headline Guidelines:** Headlines are limited to 70 characters. Headlines are the most important piece of text on the page and should summarize the content clearly and concisely. To prepare for writing the headline, do the following: review the content; identify the point of the content; list three to six key-words that should be in the headline, such as proper nouns, that readers would use in a search to find the article; use a strong verb to convey meaning. Be careful to not repeat a sentence from the article. When possible, the headline can correspond to one of the Takeaways.
- **T1's:** T1's consist of just one Takeaways and an article of up to 60 words. The topics of the Takes should be from current events that do not need much explanation. Takes shall include an image.
- **Regular Article:** Regular articles should be concise and are limited to 300 words. They should also relate to the category that they are to be published in. For example, if a writer has the right to write articles about politics, it should be about politics and not about sports. The post shall also include an image or a video link with an image.
- **Takeaway Guidelines:** Takeaways should be statements that the reader can agree, disagree, or abstain. A Takeaway should be a statement taken from the article or at least derived from a statement

in the article. Articles can have up to four Takeaways. Takes only have up to three Takeaways. An abstain vote is an option to show that the Takeaway may need more explanation in the article.

- **Social Media, Twitter, etc:** The writer will be responsible for writing Twitter tweets with hashtags.
- **Supporting Articles:** When writing an article that refers to one or more articles published elsewhere, consider the following:
 - Paraphrase and recast the article to avoid plagiarism. When paraphrasing, make sure to retain the essential points and arguments of the other article and avoid taking anything in the other article out of context.
 - When quoting the text verbatim, enclose the quote with quotation marks. Frame the quoted material by writing a sentence before and after the quote to setup and support the quote. Make sure to give the author name and publication it appeared in (and make the publication a link to the article).
 - Add a link at the end of each topic for the original article when the topic refers to one article.

How to Become a Writer for OPandGO:

- All requests for writer privileges will generally be responded to with a request for writing samples. Develop a basic portfolio of work that you're proud of and be ready to submit it (a link will suffice).
- Please provide a brief explanation on your subject matter expertise for Filter qualification. A Filter is a content category such as politics or sports.
- Provide a brief description of your current audience (if any).
- Writers must agree to our Content, Style and Sizing Rules.
- Writers must agree to our Terms & Conditions
- Writers must adhere to our Login Procedures (see next section)

First Post: Before your first post, login to the website for the first time and set up your account with your name, email, etc. Write a short two to three sentence bio and have a headshot photo available for upload (jpg preferred). Also have other information ready to be entered, such as the address for your personal website, your blog address, or Twitter handle.

Revenue Sharing: Revenue sharing is based on two sources of revenue. One is advertising and the other is any other site revenue. Writers will receive 1/3 of the ad revenue for their article pages (unique views). All other site revenue and other non-direct ad revenue will be distributed 1/3 to the writers based on a formula of percent page views for each writer. (For example if the writer's articles receive 5% of all page views on the site, they will receive 5% of 1/3 of the other revenue.) If the terms of the revenue sharing should change in the future, these terms will be grandfathered in for writers that have accepted these terms. Other revenue is defined as ad revenue from general pages and site subscriptions. Compensation will be given to writers for ad revenue on their article pages that are current and active, and for other revenue for writers who have posted articles in the last 120 days. Exclusion: Revenue sharing with writers does not include the sale of all or any part of the company in the future. In such event, there is no

guarantee that the future owners will abide by this clause.

OPandGO Contributor Login and Content Posting

In summary, to post a topic, the following fields need to be filled in:

- Headline
- Topic Copy
- Summary
- Takeways
- Tweet
- Email Teaser Copy
- Featured Image
- Expiration/Polls Close Dates
- Categories
- Tags/Descriptors

Then, after filling those in:

- Save as Draft or Publish

To Begin:

Login to OPandGO.com: Go to OPandGO.com. In the upper right of the screen, click on Login or Register.

Topic Input Screen: After you have logged in, there is now an addition black bar at the top of the screen. At the top, go to OPandGO/Dashboard. From the Dashboard screen, on the left, go to Topics/Add Topics. You are now at the article input screen.

Left side of the input screen

(For content guidelines on the specific article components listed below, please refer to the Writers Kit.)

Headline: Input the headline in initial caps (not all caps). Headlines are limited to 70 characters.

Topic Copy: Input the main copy for the topic. Topic copy is limited to 300 words. Please do not add indents for paragraphs or double spaces between sentences. Leave this blank section blank if you are inputting a "T1" which has one Takeaway and 60 words or less (input the copy into the Summary).

Summary: Input a short topic summary of one to two sentences. The summary is limited to 60 words. (This will appear below the headline and above the topic copy when published on the website.)

Takeaways: There is one line available for the first Takeaway. To add more, click on Add Takeaway. You can input up to 3 Takeaways for users to give their opinion on. Takeaways should be entered as statements for users to agree or disagree with (not questions).

Tweet: Input copy that will be automatically posted to a Twitter account. Tweets should be about 100 characters to allow for topic link and retweeting. (Twitter has 140 character limit)

Email Teaser Copy: Input Email Teaser Copy. Teaser copy is limited to 70 characters. This is meant to generate interest and get the user to click on the link in the email sent to users. It can be a question. (For example: Headline - World Leaders Meet; Teaser: Will the fighting stop?)

Featured Image: The contributor must add an image and image credit for each topic they post. Adding an image is a three step process.

First, find the image you want and put it on your computer if it's not already there. If you are downloading from the internet, it is easiest to put it on your desktop. It should be saved as a jpg image. Make note of the image credit as you will need it later. (For stock photography or on Wikipedia, the image credit will be given. Also, make sure you have the right to use the image or, in the case of Wikipedia, that the image is either in the public domain or uses a Creative Commons licensing agreement.)

Second, click on Set Featured Image. A Media Library window will open. Drag and drop your image from your desktop to this window. In the Media Library window, make sure your image is selected on the left part of the screen and then check the text fields on the right. In the Caption field, input the image credit (for example: BobsPhotos/Wikipedia). When done, select Set Featured Image button in the bottom right.

Right side of the input screen:

Expiration/Polls Closed Dates: Input dates for Expiration and Polls Closed. They can be the same. If different, Polls Closed should end before Expiration.

Categories: Select the section within which the topic will be published.

Tags/Descriptors: Input tag or tags which will show up on the homepage next to the topic. Use 2–3 tags.

Additional:

Demographics: If your topic requires specific demographics, select them here to make sure the user will be prompted to input the selected information if it is not in their profile.

Publish

Save as Draft/Publish: At the top right of the screen, go to the Publish box. Click Save Draft if you are not finished and want to return to it later. Click Preview to see how it will look when published on the site.

The topic can be scheduled to be published later by editing Publish which is above Expiration. At the bottom of the box, click Publish or Save for Review depending on what is available to you.

To check topics that have been published, go to OPandGO/Visit Site in the upper left.

Terms and Conditions

Welcome to OPandGO. Please read these Terms and Conditions before using, or submitting content in any form or medium for publication on, OPandGO. By continuing to use us, or by submitting content for publication on OPandGO, you agree to abide, and that you are bound, by these Terms and Conditions. We reserve the right to change these Terms and Conditions at any time, and you agree (including by virtue of your continued use of our site) to be bound by any such changes. Unless explicitly stated otherwise, any new features or functionality (including, without limitation, video and related projects) that augment or enhance our site shall be subject to these Terms and Conditions. The most current version of these Terms and Conditions can be viewed at any time at: opandgo.com.

1. We May Discontinue or Suspend Our Site or Terminate Your Use: We reserve the right at any time and from time to time to modify or discontinue, temporarily or permanently, our site (or any part thereof) with or without notice. You agree that OPandGO shall not be liable to you or any third party for any such modification, suspension or discontinuance of our site. In addition, we reserve the right to terminate your access to our site for any reason, and to take any other actions that OPandGO, in its sole discretion, believes to be in the interest of our company and of our users as a whole.

2. We Have All Rights In Our Site and Content; You Grant Us Certain Rights When You Submit Content to Us: (a) Our site (including all text, photographs, graphics, video and audio content contained on our site) is protected by copyright as a collective work or compilation under the copyright laws of the United States and other countries, and we (subject to the rights of our licensors and licensees under applicable agreements, understandings and arrangements) have all rights therein. All individual articles, takeaways, statistics, demographics, videos, content and other elements comprising our site are also copyrighted works, and we (subject to the rights of our licensors and licensees under applicable agreements, understandings and arrangements) have all rights therein. You must abide by all additional copyright notices or restrictions contained on our site.

(b) By posting or submitting content on or to our site (regardless of the form or medium with respect to such content, whether text, videos, photographs, audio or otherwise), you are giving us, and our affiliates, agents and third party contractors the right to display or publish such content on our site and its affiliated publications (either in the form submitted or in the form of a derivative or adapted work), to store such content, and to distribute such content and use such content for promotional and marketing purposes. Without limiting the generality of the foregoing, with respect to any video submissions to us made by you from time to time, you understand and agree that (unless you and we agree otherwise) we may, or may permit users to, based solely on functionality provided and enabled by our website, compile, re-edit, adapt or modify your video submission, or create derivative works therefrom, either on a stand-alone basis or in combination with other video submissions, and (unless you and we agree otherwise)

you shall have no rights with respect thereto and we or our licensees shall be free to display and publish the same (as so compiled, re-edited, adapted, modified or derived) for any period.

(c) You shall be solely responsible for your own submissions and the consequences of posting or publishing them. In connection with each of your submissions, you affirm, represent, and/or warrant that: (I) you own or have the necessary licenses, rights, consents, and permissions to use and authorize us to use all patent, trademark, trade secret, copyright or other proprietary rights in and to any and all such submissions to enable inclusion and use of such submissions in the manner contemplated by us and these Terms and Conditions; and (II) you have the written consent, release, and/or permission of each and every identifiable individual person in such submissions to use the name or likeness of each and every such identifiable individual person to enable inclusion and use of such submissions in the manner contemplated by us and these Terms and Conditions. In furtherance of the foregoing, you agree that you will not: (I) submit material that is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the material and to grant us all of the rights granted herein; (II) publish falsehoods or misrepresentations that could damage us or any third party; (III) submit material that is unlawful, obscene, defamatory, libelous, threatening, pornographic, harassing, hateful, racially or ethnically offensive, or encourages conduct that would be considered a criminal offense, give rise to civil liability, violate any law, or is otherwise inappropriate; or (IV) post advertisements or solicitations of business. We reserve the right to remove or not publish submissions without prior notice. You understand that when you submit content in any form to OPandGO we may authorize such content to be distributed or syndicated to or published on other OPandGO-branded environments.

Please be advised that our site uses services and products protected by one or more of U.S. Patents.

3. You Have Rights if You Believe Your Copyright is Being Infringed: If you are a copyright owner or agent thereof and believe that any of our content infringes upon your copyright, please inform us in writing.

4. Your Use of Our Content is Restricted: (a) Unless expressly permitted, you may not copy, reproduce, distribute, publish, enter into a database, display, perform, modify, create derivative works from, transmit or in any way exploit any part of our site or any content thereon, except as permitted under the last sentence of this Section 4(a) and except that you may make one print copy that is limited to occasional articles of personal interest only. Without limiting the generality of the foregoing (but subject to the last sentence of this Section 4(a)), you may not distribute any part of this site or any content thereon over any network, including, without limitation, a local area network, or sell or offer it for sale. In addition, these files may not be used to construct any kind of database. Just as we from time to time excerpt materials from other sources in order to support the various commentaries and writings contained

herein, we respect the right of others to make “fair use” of the materials contained on our site; accordingly, you may from time to time excerpt and use materials set forth on this site consistent with the principles of “fair use”.

(b) We are concerned about the integrity of our site when it is viewed in a setting created by a third party that includes advertising or other materials that we have not authorized to be displayed with the content of our site. Neither you nor any third party shall make use of the contents of our site in any manner that constitutes an infringement of our rights, including copyright or that has not been authorized by us.

5. We are an Internet Service Provider, e.g., We are Not Responsible For and Do Not Necessarily Hold the Opinions Expressed by Our Content Contributors: Opinions and other statements expressed by users and third parties (e.g., bloggers) are theirs alone, not opinions of OPandGO. Content created by third parties is the sole responsibility of the third parties and its accuracy and completeness are not endorsed or guaranteed. You acknowledge that by providing you with the ability to view and distribute content through our site, OPandGO is not undertaking any obligation or liability relating to the content. OPandGO and its affiliates, successors, assigns, employees, agents, directors, officers and shareholders do not undertake or assume any duty to monitor our site for inappropriate or unlawful content. OPandGO and its affiliates, successors, assigns, employees, agents, directors, officers and shareholders assume no responsibility or liability which may arise from the content thereof, including, but not limited to, claims for defamation, libel, slander, infringement, invasion of privacy and publicity rights, obscenity, pornography, profanity, fraud, or misrepresentation. Notwithstanding the foregoing, OPandGO reserves the right to block or remove communications, postings or materials at any time in our sole discretion.

6. You Will Be Responsible for Any Harm We Suffer as a Result of Your Violation of These Terms and Conditions or Any Breach by You of Your Representations and Warranties: You agree to indemnify and hold harmless OPandGO and its affiliates, and their respective members, directors, officers, managers, employees, shareholders, agents, and licensors, from and against all losses, expenses, damages and costs, including reasonable attorneys’ fees, resulting from any violation by you of these Terms and Conditions or any breach by you of your representations and warranties hereunder. We reserve the right to take over the exclusive defense of any claim for which we are entitled to indemnification under this Section 6. In such event, you shall provide us with such cooperation as is reasonably requested by us.

7. Your Use of Our Site is Subject to Certain Disclaimers: our site is available “as is.” We do not warrant that our site will be uninterrupted or error-free. There may be delays, omissions, interruptions and inaccuracies in the news, information or other materials available through our site. We do not make any warranties, express or implied, including, without limitation, those of merchantability and fitness for a particular purpose, with respect to our site or any information or goods that are available or advertised or

sold through our site. We do not make any representations, nor do we endorse the accuracy, completeness, timeliness or reliability of any advice, opinion, statement or other material or database displayed, uploaded or distributed on this site or available through links on our site. We reserve the right to correct any errors or omissions on our site. Although we intend to take reasonable steps to prevent the introduction of viruses, worms, “trojan horses” or other destructive materials to our site, we do not guarantee or warrant that our site or materials that may be downloaded from our site do not contain such destructive features. We are not liable for any damages or harm attributable to such features. If you rely on our site and any materials available through our site, you do so solely at your own risk.

Our site may contain various combinations of text, images, audiovisual productions, opinions, statements, facts, articles, market data, stock quotes or other information created by us or by third-parties. Due to the number of sources from which content on our site is obtained, and the inherent hazards of electronic distribution, there may be delays, omissions or inaccuracies in such content. Accordingly, such content, including market data, is for your reference only and should not be relied upon by you for any purpose. Such content is not intended for the purpose of tax or investment advice and it does not advocate the purchase or sale of any security or investment. Information created by third parties that you may access on our site or through links is not adopted or endorsed by us and remains the responsibility of such third parties

8. We are Not Responsible for Linked Sites: We are not responsible for the availability or content of other services that may be linked to our site. Because we have no control over such services, you acknowledge and agree that we are not responsible for the availability of such external services, and that we do not endorse and are not responsible or liable for any content, accuracy, quality, advertising, products or other materials on or available from such services. You further acknowledge and agree that we shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any content, goods or services available on or through such services.

9. We May be Legally Compelled to Disclose Certain Information: You agree that in the event we receive a subpoena issued by a court or from a law enforcement or government agency, we shall comply with such subpoenas without your consent or prior notice to you and may disclose your IP address, username, name, IP location or other information in response thereto.

10. Our Liability to You is Limited: OPandGO and its affiliates, and their respective members, directors, officers, managers, employees, shareholders, agents and licensors are not liable for incidental, indirect, consequential, special, punitive, or exemplary damages of any kind, including, without limitation, lost revenues or profits, loss of business or loss of data, in any way related to this site or for any claim, loss or injury based on errors, omissions, interruptions or other inaccuracies in our site (including, without

limitation, as a result of breach of any warranty or other term of these Terms and Conditions). Any claim against us shall be limited to the amount you paid, if any, for use of our site.

11. Any Dispute Between Us Will be Governed by New York Law: These Terms and Conditions shall be governed by the laws of the United States and the State of New York, applicable to agreements made and to be performed therein without regard to conflict of laws principles. BY CONTINUING TO USE OUR SITE, YOU AGREE TO ABIDE BY THESE TERMS AND CONDITIONS. The caption to each Section of these Terms and Conditions are for convenience of reference only and shall be ignored in the construction or interpretation hereof.