

From: [REDACTED] [REDACTED]@webloyalty.com]  
Sent: Wednesday, February 11, 2009 4:04 PM  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Continue Button

[REDACTED],

No worries. I appreciate you reaching out to me about the issue. Removing the "Continue" button is more than a simple cropping task and requires that we get you a new banner altogether. We can do that but my concern is that the program performance without the "Continue" button will be even worse than it has been since the last change was made. With these changes your CEO is decimating a program that delivered more than \$516,000 in pure profit to you in 2008. If you operate your web site on a 10% net profit margin, our payments to you represent over \$5 million in sales revenue. Your CEO appears to be reacting to what is truly a tiny number of complaints relative to the number of happy customers of yours who have joined our program (over 35,000 in 2008) and did not have complaints. Is a single complaint or two worth giving up this profitable business?

Since you have already taken the button down, can we schedule a meeting with your CEO to discuss this issue before putting a new button up? We think there are compelling reasons to believe that our marketing is clear and easily understood by the vast majority of consumers. Given the conservative elements we are introducing to our marketing in the near future, we are hopeful that your CEO might agree. I will be traveling for the next week and a half but could be in your offices on February 26th or 27th, right after eTail. Will that work?

[REDACTED]

Office - [REDACTED]  
Cell - [REDACTED]

From: [REDACTED] [mailto:[REDACTED]@1800petmeds.com]  
Sent: Wednesday, February 11, 2009 3:33 PM  
To: [REDACTED]  
Subject: Continue Button

Sorry to bother you with this, but [REDACTED] is out, so you're the only contact I got. I need you guys to crop out the "continue" button until we can get some new creative to test. CEO mandate. I had to take the button down until we can crop out that grey "continue" button.....

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[REDACTED]  
[REDACTED]  
1800PetMeds.com  
v: [REDACTED]  
f: [REDACTED]