



April 2006

Dear Prospective Trade or Strategic Partner,

Thanks for contacting **Minority Professional Network (MPN)** regarding a potential partnership. MPN is most interested in developing an ongoing trade or strategic partnership in support of your organization, and its events, programs, functions, initiatives, value services and offerings, etc.

We are generally pleased overall with the natural growth that we have experienced over the years in attracting numerous existing and prospective clients and advertisers (i.e., Fortune 500 and mid-size corporations, large governmental entities, non-profits, colleges and universities, small businesses, etc.), and attracting hundreds of thousands of e-Subscribers and 3 Million+ aggregate web portal users representing all 50 U.S. states and over 50 international countries.

However, we are always willing to **consider** and **selectively** enter into swap, trade, event marketing, or strategic partnership agreements with various organizations, networks and others where there is a **clear "win-win"** for the **partnering entity, MPN, our audience**, and our existing and future **clients, advertisers, and partners**.

Such agreements typically provide enhanced marketing exposure to our user and subscriber community for the requesting entity while enabling MPN to generally expand our reach and strengthen our base in our targeted or new geographical markets, provide added resources and benefits for our audience, and/or involve revenue sharing.

Essentially, for events, our focus is on added branding exposure for MPN as a **listed and/or acknowledged** partner at the event, and through the partner's online, electronic communications, and other public relations outreach initiatives. In return, we would market your event via our portal and e-News updates.

Therefore, we invite you to either **send us your proposed terms** and conditions for review and consideration or for you to **review any of our standard** swap, trade, strategic partnership or revenue sharing **agreements** by visiting our **"Affiliates Partner"** channel <http://MinorityProfessionalNetwork.com/Affiliate.htm> or clicking on any of the following links to view our standard agreements, terms and conditions.

MPN Basic Marketing Display Ad Trade Agreement

<http://MinorityProfessionalNetwork.com/partners/MPN-Basic-Marketing-Display-Ad-Trade-Agreement.pdf>

- *Non-revenue, **ongoing** cross-promotional marketing display ad-for-marketing display (or print) ad basic swap agreement with relevant organizations and entities, web operators, media entities and publications, online communities, networks and other relevant web sites that can yield reciprocal strategic value and benefits and/or growth opportunities in support of MPN and/or our target audience, clients, advertisers, and partners.*

MPN Event Marketing Display Ad Trade Agreement

<http://MinorityProfessionalNetwork.com/partners/MPN-Event-Marketing-Trade-Agreement.pdf>

- *Non-revenue, **per event** trade in support of partner or media event sponsorships, and organizational events and functions that can yield reciprocal strategic value and benefits and/or growth opportunities in support of MPN and/or our target audience, clients, advertisers, and partners.*

MPN Strategic Partnership Agreement

<http://MinorityProfessionalNetwork.com/partners/MPN-Strategic-Partnership-Agreement.pdf>

- ***Ongoing** revenue sharing and strategic agreement with organizations, web operators, churches, etc. that can yield reciprocal strategic value and benefits and/or growth opportunities in support of MPN and/or our target audience, clients, advertisers, and partners.*

Please note that unless otherwise agreed in advance by MPN, any partnership, swap or trade agreement that we enter into would require zero to minimum resource allocation from MPN over and beyond the standard resources we employ or engage to continuously enhance exposure for all clients, advertisers, partners, users, and subscribers display ads, content, listings, profiles, events and initiatives, products or services, and related ads displayed or marketed via our online portal and/or e-Communications newsletters and announcements.

Therefore, partners are expected to download any standard marketing collateral (e.g., logos, display banners, program booklet print ads, etc.) required to deliver reciprocal benefits to MPN from our "**Affiliate Partners**" channel - <http://MinorityProfessionalNetwork.com/Affiliate.htm>.

If you have received proper authorization from MPN to proceed with a partnership agreement, and want to use one of our standard agreements, please proceed as instructed per the specific agreement. Otherwise, if you have any questions, concerns or require additional clarification, please e-mail or call us using the contact data below.

Again, thanks for considering or extending a partnership invitation to MPN! We wish you and your colleagues all the best and continued success.

Best Regards,

MPN Partnerships and Agreements Department

Minority Professional Network (MPN)

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Minority Professional Network

The Viable Source of Top Talent™ for Diversity Focused Employers
The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals

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