

Park Lane Jewelry INTERNET GUIDELINES

Primary Business Options:

Representatives may not use commercial internet sites, such as E-Bay and other similar auction web/socials sites, as a primary business option. PARK LANE JEWELRY does not endorse nor support selling PARK LANE JEWELRY product through any method other than the approved methods. For clarification of the primary activities and acceptable marketing methods of a Park Lane representative, please review the terms of the Park Lane Jewelry Director Agreement for approved marketing procedures, information about unauthorized use or duplication of trademarks or copyrighted materials, and pricing of product.

TERMS AND CONDITIONS FOR INTERNET USE:

Representatives' web/social sites – Personal Website, Facebook, Twitter, Tumbler, Google+ or any similar social media outlets:

- A representative's web/social site must clearly state that it is not the official Park Lane Jewelry (PARK LANE JEWELLERY) web/social site and must not appear similar in appearance to the official PARK LANE JEWELRY web/social sites.

Example Title: "Dorris Day, Division Manager for Park Lane Jewelry" NOT "Park Lane Jewelry"

- A link to the official PARK LANE JEWELRY web/social site must be clearly available on a representative's web/social sites.
- A representative must choose a web/social domain name that does not imply that it is an official PARK LANE JEWELRY web/social site.
- The primary purpose of a representative's web/social site must be to promote her (his) business by Informing visitors about the business opportunity, not to sell products. A visitor should be directed to the representative's myparklane(.com,.ca,.com.au,.de,.com.mx) page to purchase product.
- A representative's web/social should be designed to enhance PARK LANE JEWELRY products and PARK LANE JEWELRY's company image.
- Information, photographs, videos, or images may not be copied directly from the PARK LANE JEWELRY web/social for use on a representative's web/social. (see "Conditions of Use" on the PARK LANE JEWELRY web/social for complete information)

Secondary Business Options:

- PARK LANE JEWELRY does not endorse nor support selling PARK LANE JEWELRY product through any method other than the approved methods; however, if a representative chooses to supplement her (his) PARK LANE JEWELRY business by offering current PARK LANE JEWELRY product for sale on any web/social (including the representative's own web/social site or on a commercial web/social) product must be offered for sale at the regular retail price only. Any reference to price must state the regular retail price. A discounted price may be referenced only in describing the PARK LANE JEWELRY customer bonus plan or the PARK LANE JEWELRY Five Star Hostess plan.
- The PARK LANE JEWELRY guarantee will not be valid on products sold via the internet through a site other than the official PARK LANE JEWELRY web/social sites. This must be clearly noted as part of the product description. The above Terms and Conditions are per Park Lane Jewelry Agreement paragraphs 7, 12, and 15. Violation of these Terms and Conditions will result in action by the Park Lane Jewelry Board of Directors.