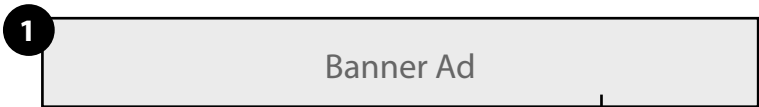



User clicks on a Yahoo hosted banner ad.



Product Information Page with Form

Qualify Instantly For A New Car!

Vehicle Information



HUMMER H3

Basic MSRP:	Basic Invoice Price:	Our Price: Ask Us
-------------	----------------------	--------------------------

Select Your Vehicle Options

Exact Model: 4WD 4-Dr
Exterior Color: No Preference
Exact Model: 4WD 4-Dr
Exterior Color: No Preference
Do you have a trade-in? ☐ Yes ☐ No

Product description text lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ultrices elit et libero. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam neque enim, dapibus eget, placerat consequat, dignissim sed, lectus.

- Kue enim, dapi bus asy
- Mue enim, dapibus
- Flsjm eibus kljh jjas df

Tell us about yourself

* Your State
Select

* Your Credit Rating
Select

SUBMIT


2
User Selects
Product
Attributes

3
User Enters
State and
Credit Rating

Pre-qual Page with With Contact Info Form

You Have Pre-Qualified!

Vehicle Information



HUMMER H3

Basic MSRP:	Basic Invoice Price:	Our Price: Ask Us
-------------	----------------------	--------------------------

You're Almost Done! Dealers are waiting to compete for you business. Your request will be instantly delivered to our network partners to provide you with up-front competitive pricing. It's the convenient, no-hassle way to shop for a new car!

Contact Information

Request Your New Car Quotes Now!

First Name*
Last Name*
Day Phone* - -
Email*
Address*
City
State
Zip
(All fields are required)

GET MY QUOTE

☒ **Local Car Dealer 1**
Details about dealer or offer go here

☒ **Local Car Dealer 2**
Details about dealer or offer go here

☒ **Local Car Dealer 3**
Details about dealer or offer go here

☒ **Local Car Dealer 4**
Details about dealer or offer go here

4
User Selects
Local Car
Dealer To
Submit Info To

5
User Enters
Contact Info

Thank you, confirmation page, exit traffic

Congratulations!

Dealers are now ready to compete for your business and will contact you shortly with a price quote in the next 24 to 48 hours.

Special Offer Available For Our Customers

Don't wait to start other important parts of buying a car!
Below you will find partner sites who can help you with Must have services.

Auto Loans Have loan officers compete

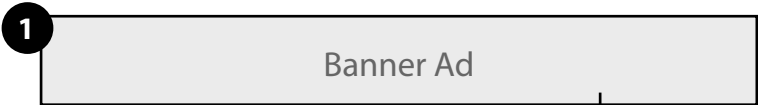
Credit Check; Learn why important

Avoid Trade-ins, Sell your Car on your own; More \$\$\$

6
Background
process sends info
to Root Market

7


User clicks on a Yahoo hosted banner ad.



Product Information Page with Form

Qualify Instantly For A New Car!

Vehicle Information



HUMMER H3

Basic MSRP:	Basic Invoice Price:	Our Price: Ask Us
-------------	----------------------	-----------------------------

Select Your Vehicle Options

Exact Model: 4WD 4-Dr
Exterior Color: No Preference
Exact Model: 4WD 4-Dr
Exterior Color: No Preference
Do you have a trade-in? ☐ Yes ☐ No

Product description text lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ultrices elit et libero. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam neque enim, dapibus eget, placerat consequat, dignissim sed, lectus.

- Kue enim, dapi bus asy
- Mue enim, dapibus
- Flsjm eibus kljh jjas df

Tell us about yourself

* **Your State**
Select

* **Your Credit Rating**
Select

SUBMIT

2

User Selects
Product
Attributes


3

User Enters
State and
Credit Rating

Pre-qual Page

You Have Pre-Qualified!

Vehicle Information



HUMMER H3

Basic MSRP:	Basic Invoice Price:	Our Price: Ask Us
-------------	----------------------	-----------------------------

- ☒ **Local Car Dealer 1**
Details about dealer or offer go here
- ☒ **Local Car Dealer 2**
Details about dealer or offer go here
- ☒ **Local Car Dealer 3**
Details about dealer or offer go here

SUBMIT

4

User Selects
Local Car
Dealer To
Submit Info To

Contact Info Page

You're Almost Done!

Dealers are waiting to compete for you business. Your request will be instantly delivered to our network partners to provide you with up-front competitive pricing. It's the convenient, no-hassle way to shop for a new car!

Contact Information

Request Your New Car Quotes Now!

First Name*
Last Name*
Day Phone* - -
Email*
Address*
City
State
Zip
(All fields are required)

GET MY QUOTE

5

User Enters
Contact Info

Thank You, Confirmation Page, Exit Traffic

Congratulations!

Dealers are now ready to compete for your business and will contact you shortly with a price quote in the next 24 to 48 hours.

Special Offer Available For Our Customers

Don't wait to start other important parts of buying a car!
Below you will find partner sites who can help you with Must have services.

Auto Loans Have
loan officers
complete

Credit Check;
Learn why
important

Avoid Trade-Ins, Sell your
Car on your own; More \$\$\$

6

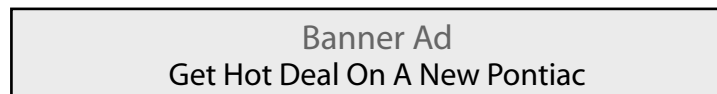
Background
process sends info
to Root Market

7

3 Page User Flow Like AOL

03/30

1 User clicks on a Yahoo hosted banner ad.



Auto, Loan Info and Contact Info Form Page

Request A FREE Car Quote

Get the best deal for Thursday, April 5th, 2007

Pontiac
Logo

Please list your vehicle preferences below with as much detail as you wish. For example, you may enter color and option choices here. Please note that the model and year information is required for the dealer's inventory search.

Select Year Select Model Select Type

Please send me a price quote for:

Please check all that apply

- ☐ I have already received a GMAC Credit Pre-Approval Certificate
- ☐ I will make a down payment of \$
- ☐ I want to trade in my current vehicle Model Year, Vehel
- ☐ I want a copy of this request e-mailed to me
- ☐ I am an eligible GM employee or supplier

Contact Information

First Name

Last Name

E-mail address

Street Address

City

State Select A State

Zip

Primary Phone

Secondary Phone

I plan to buy a car within Within 1 week

Contact me by Email Telephone

Privacy legal text lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ultrices elit et libero. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam neque enim,

SUBMIT

Prequalified Lead Form Page

You Have Prequalified!

To receive your up-front pricing we will instantly deliver your request to our network of participating dealers.

Local Dealers

☒ HUGHES PONTIAC-BUICK-GMC TRUCK
SANTA BARBARA, CA
2007 G6 Coupe GTP \$27,960
Exterior: Blue-Gold Crystal Metallic
Interior: Trim: Light Taupe Nuance Leather
Appointed
• \$1,000 Cash Allowance***
OR
• As low as 3.9% APR for qualified buyers***

☒ SIMI VALLEY PONTIAC GMC BUICK, INC.
SIMI VALLEY, CA
2007 G6 Coupe GTP \$27,560*
Exterior: Ivory White
Interior: Trim: Light Taupe Nuance Leather
Appointed
• \$1,000 Cash Allowance***
OR
• As low as 3.9% APR for qualified buyers***

National Dealers

☒ General Motors Pontiac
• 100K-Mile/5-Year Powertrain Warranty
• GM Mobility Reimbursement Program
• GM College Grad Program

Yahoo! Exclusive:
Guaranteed 24 hour loan decision

☒ Chicagoland and Northwest Indiana
• Cash Allowance or APR, take retail delivery by 4/3/2007
• Bonus Cash, take retail delivery by 4/3/2007

Consent to be Called

By submitting your information request form, you are consenting to receive telephone calls and/or e-mails from our participating lenders even if you are currently on the national or a state "Do Not Call" list. In addition, you also

☒ I consent to be called and agree to the Terms of Use.

SUBMIT

Thank You Page

Thank You *FirstName*!

Your information has been accepted and dealers are currently competing to assist you with your home financing needs.

Please expect calls from up to four dealers within 24 hours.

Don't wait to start other important services!

Auto Lease/Loan
Offer
Click Here

Extended Warranty
Offer
Click Here

Gas Coupon
Offer
Click Here

2 User Enters Auto, Loan Info and Contact Info

3 User Selects Dealers To Submit To

4 Background process sends info to RootMarkets