

Paid Search Compliance Agreement

This document outlines the terms and conditions under which affiliates may promote Gaiam through paid search marketing.

Any violation of our terms and conditions will result in the following:

1. **For approved PPC affiliates:** Immediate temporary removal until compliance is re-established.
2. **For non-approved PPC affiliates:** Immediate temporary removal until the affiliate agrees to abide by this compliance document.

In either case consistent violations will result in permanent removal from the affiliate program.

Compliance on all points is required. In your reply please state that you understand and agree to comply with all points.

1. Affiliates may not bid on the Gaiam trademark through Google, Yahoo and MSN. Additionally the following keywords/keyword phrases/trademark misspellings may not be used:
 - Gaiam
 - Gaiam Lifestyle
 - Gaiam Lifestyle Choice
 - Gaiam Organix
 - Balance Ball
 - Balance Ball Fitness
 - Chi Essentials
 - Conscious Commerce
 - Harmony Naturals
 - Healing Arts by Gaiam
 - Living Arts
 - Living Yoga
 - Pilates Bodycircles
 - Real Goods
 - Self Care
 - Self Care Today
 - SelfCare.COM
 - Simple Choices Make a Difference
 - Tricord
 - Yoga Essentials
 - Budokon
 - Yoga Now
 - giam
 - gaim
 - gium
 - giam.com
 - gaim.com
 - gium.com
 - giam com
 - giam.com
 - www.gaiam.com
 - .com giam
 - giam catalog
 - Harmony Catalog
 - giam harmony
 - giam living arts
 - giam yoga
 - Living Arts Catalog
 - Real Goods Solar
 - gaiamliving.com
 - www.gaiamliving.com
 - Gaiam Living

- giammindbody.com
 - www.giammindbody.com
2. Affiliates are requested that they make every effort not to outbid or match the Official Gaiam PPC.
 3. Affiliates may not use official Gaiam site domains/URLs in their PPC ads. Display URLs affiliates may not use, include but are not limited to:

giam.com
giam.net
selfcare.com
realgoods.com
livingarts.com

4. All PPC ad copy must be accurate and may not be duplicate the official Gaiam PPC copy. If you need your copy to be checked and approved we will be happy to assist.

Gaiam has the right to change any of the compliance terms at any time and that by receiving a revised version via email and not responding within 72 hours indicates that the affiliate accepts the new terms.

Under this compliance agreement we expect there to be less people doing PPC and therefore that the overall cost to in PPC for affiliates who comply to be cheaper and therefore more profitable.

If you see other affiliates violating these terms please feel free to send us details. [You will remain anonymous at all times in our follow ups with violators.]

To state your agreement to this compliance document please reply to Pete Surrey at giam.affiliates@amwso.com stating that you understand and agree to all points.

If you have any questions, queries or suggestions please send them to Pete Surrey at giam.affiliates@amwso.com.