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Memorandum

Date: February, 2011

Re: MARKET CENTRAL, INC. PRIVACY POLICY

General Statement and Consent: Market Central, Inc respects your privacy and is committed to protecting it. This Privacy Policy explains what information we collect from users of our web site and what we do with it. Please also read our Terms of Use, available elsewhere on our site, regarding the terms, conditions, disclaimers and limitations of our liability which govern the use of our web site generally. By using our site, you are providing your consent to our Privacy Policy and to our Terms of Use.

What Personally Identifying Information Do We Collect: When you visit our site, we do not gather any information about you that would allow us to identify you personally. We do not collect personally identifying information about you, unless you choose to provide it to us voluntarily.

What Non-Personally Identifying Information Do We Collect: When you visit our site, we receive anonymous, statistical data about your visit, without the need for you to provide any personally identifying information. This aggregate, anonymous information includes the number of site visitors to our site in a given time frame. We use trusted third party service providers, who assist us in managing our web site, to collect this anonymous statistical information and share it with us in order to assist us in optimizing our internet communications. The transfers of such aggregate statistics do not involve Personally Identifying Information.

How Do We Use the Anonymous Non-Personally Identifiable Information We Collect: We use the non-personally identifying aggregate statistical information we gather to measure site activity, to allow us to improve the site, and to make the user experience more customer friendly.

Do We Use Cookies: A computer cookie is a piece of data that is sent to your browser from a web site, and is stored as a file on your computer. Cookies can identify you, track your web usage, and remember important information about your computer.

Market Central does not use cookies.

What Do We Do With Personally Identifying Information You Choose to Provide: When you visit certain pages on our site, you may choose to voluntarily register and provide us with your email address so that we can send you useful white papers and application notes about our products. We will use this information only for the purpose of providing the document(s) you have requested. We will not otherwise email you for marketing purposes. Except for trusted third parties who assist in the operation of our web site, and who agree to treat the information confidentially, we will not sell, exchange or transfer your personally identifying information to any other party, except as may be required in order to protect our rights or to comply with requirements of law.

How Do We Protect Your Personally Identifying Information: While no data transmissions over the internet can be guaranteed to be completely secure, we make reasonable efforts to assure the security of our systems and our facility to protect your personal information from loss or misuse.

Third Party Links: Our site contains links to third party web sites which are not owned or controlled by Market Central. These linked sites are not subject to Market Central's Privacy Policy and security measures, and may have their own privacy policies and procedures.

Changes To Our Privacy Policy: We may from time to time in the future revise this Privacy Policy. We encourage you to periodically review our Privacy Policy to become aware of any such revisions. Any new policy will affect only the information collected from and after its stated effective date.

The effective date of this Privacy Policy is February 16, 2011.

Contacting Us: If you have any questions, comments or concerns about this Privacy Policy, please contact us at Market Central, Inc, 500 Business Center Drive, Pittsburgh, PA 15205-1333; telephone (412) 494-2800.

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