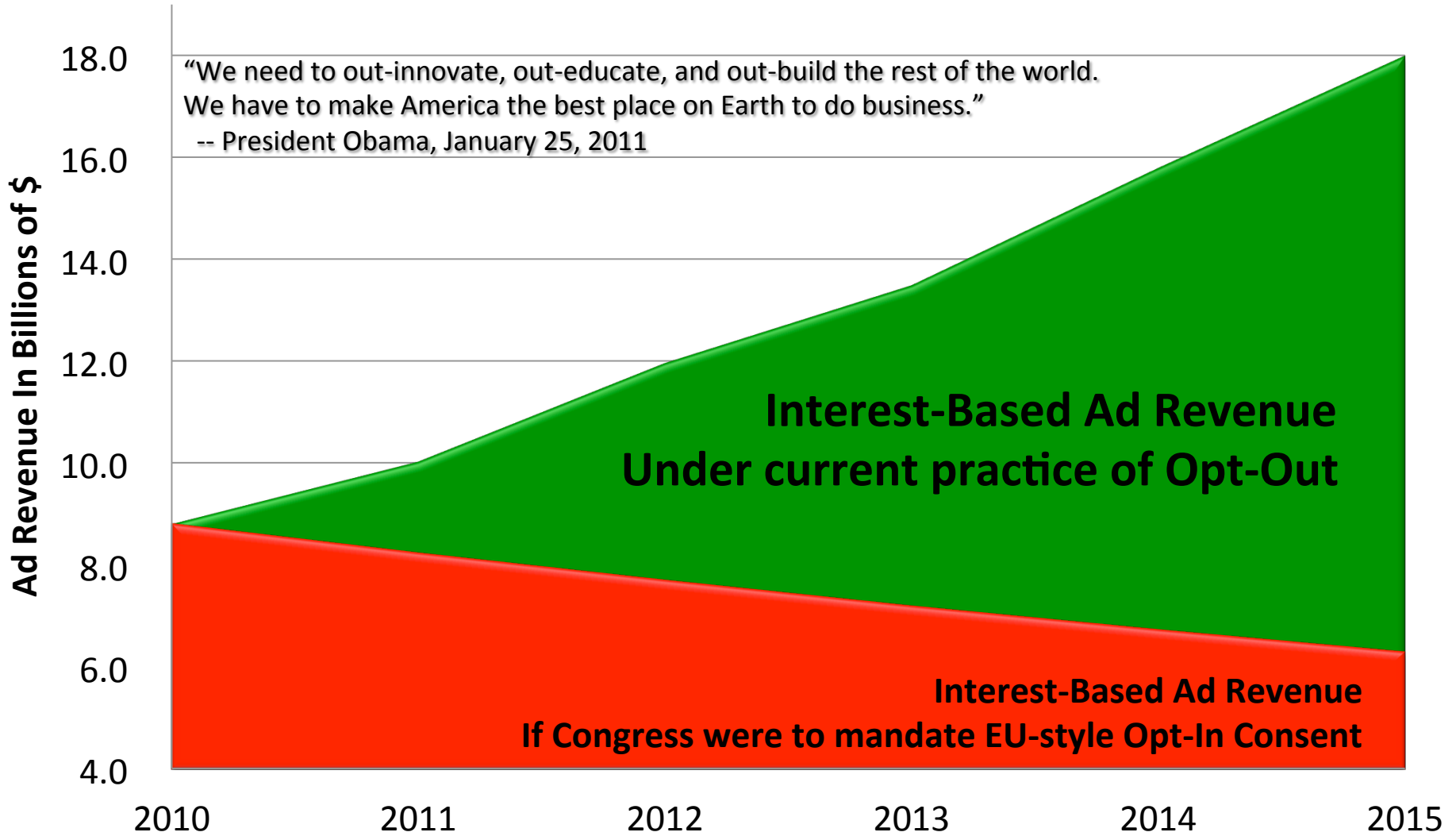


American websites would lose \$33 Billion over 5 years if Congress mandated EU-style Opt-In consent for interest-based advertising



Loss of advertising revenue based on EU research by Goldfarb & Tucker, *Privacy Regulation and Online Advertising*, Univ. Toronto & MIT (Aug-2010)

Ad revenue forecasts by Nicole Perrin, *11 Trends for 2011*, eMarketer (Dec-2010), and IAB, *\$6.4 Billion in Q3 2010 Sets New Record for Internet Advertising Revenues* (Dec-2010)

