



Pay-Per-Call: How Does It Work?

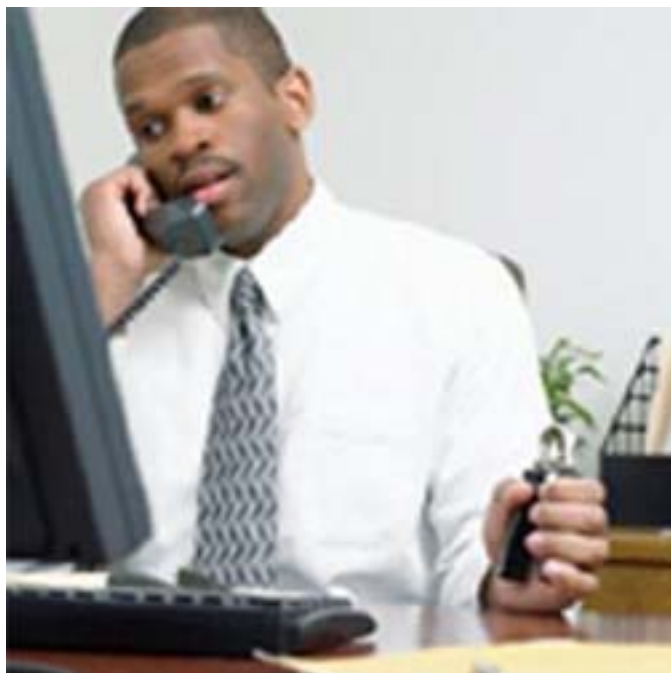
Rather than displaying a link to a website as the result of a search inquiry, MIVA Pay-Per-Call listings display toll-free telephone numbers. When the searcher clicks on the Pay-Per-Call listing, the user is presented with a "details" page containing additional information about your business.

MIVA Pay-Per-Call flexible and easy to use. You can:

- Sign-up in minutes with our sign-up wizard.
- Customize the page customers will see, including a description of your product or service, promotional offers, your street address, a map and logo.
- Switch your listing on and off and/or forward calls to an after-hours number to suit your work schedule.

How Effective is Pay-Per-Call?

MIVA Pay-Per-Call revolutionizes Performance Advertising by connecting your business to customers - in the right place at the right time. Telephone leads are a proven way to develop customer relationships, open doors and close business. Studies confirm what you, and we, know to be a business fundamental: talking with a prospective customer is infinitely more effective than leaving a buying decision to chance. In fact, it is about 45% more effective.



*Incoming calls convert to sales 45.1% of the time. The Kelsey Group, 2004.