

The Golden Retriever SelectRebates Software

A recent posting on www.BenEdelman.org makes a series of serious allegations that ShopAtHomeSelect Golden Retriever SelectRebates ("SelectRebates") software is intentionally downloaded without consumer consent. The three posted examples on www.BenEdelman.org alleging this activity highlight **other companies' software** being downloaded but- do not show our SelectRebates software being downloaded.

This fact sheet contains answers to frequently asked questions about our software and details on these incorrect postings relative to our software and an explanation of why Edelman is mistaken with regard to his allegations.

What is the Golden Retriever SelectRebates Software ("SelectRebates")?

ShopAtHomeSelect.com is a major cash back loyalty site, serving millions of consumers and generating sales for more than 1500 leading domestic and international merchants. To respond to consumer demand, we developed downloadable free software that consumers can use to ensure they get their rebates if they do not go to our website prior to shopping. The free SelectRebates software allows our consumers to go directly to our participating merchant sites, while maintaining eligibility for cash rebates via an automatic redirect through our site.

Who created the SelectRebates Software?

We did. We decided that it was best to develop our own rebate software and thereby to control how the Software operates.

How can an End User get the Software?

Our Software is distributed through three major channels:

- 1 - Downloads from our site
- 2 - Downloads from our promotional efforts (Search, Direct Mail, Email, Banners, ActiveX, etc.)
- 3 - Downloads along with other software that the End User chooses to download.

In each of these three cases, an end user must opt-in to receive our software. We neither condone nor use drive by downloads and specifically ban download partners from using drive-by download tactics. The consumer must take an Action (opting in) to receive our software. We also require our download partners to agree in writing that in all downloads of SelectRebates Software, our Software is highlighted on the First Screen of the End User License Agreement along with links to our own EULA. We follow the same rules ourselves.

Does our Software overwrite Affiliate links?

ShopAtHomeSelect is extraordinarily careful not to overwrite affiliate links, and has worked closely with each of the major networks (LinkShare; BeFree; Performics; Commission Junction and others) for several years to make sure we do not overwrite affiliate links. The affiliate industry has established standards and controls to identify and protect affiliates from overwriting of links. ShopAtHomeSelect is in full compliance with these standards and controls.

Golden Retriever SelectRebates Software

Is the Software easy to remove?

Yes. Our Software is clearly highlighted in the Microsoft Windows Add/Remove screen, and fully and easily uninstalled through that function. We also provide a second set of instructions for users who wish to uninstall the software through a different means.

Do Consumers know what information we need to collect in order to obtain their cash back rebates?

Both our Privacy Policy <http://www.shopathomeselect.com/privacy.asp> and End User License Agreement <http://www.shopathomeselect.com/termsandconditions.asp> are posted on our site. We are very clear that in order to obtain cash back, we need to track a consumer's purchases through Affiliate Network Systems.

Why are complaints posted about your Software on Ben Edelman's Site?

We investigate complaints concerning our software quickly and thoroughly. We reviewed Edelman's allegations and believe that his allegations are mistaken. Unfortunately, our SelectRebates software often gets confused with other rebate sites and other companies' software with which we have no association.

For example, Edelman reported that SelectRebates Software was documented to have been downloaded without a Consumer Opt-In. Upon clicking on the posted Video showing our alleged non-opt-in download, our Software was nowhere to be seen in the download or in the Add/Remove Programs. While we were not installed in the highlighted video or screen shots, other company's cash back software was installed (see Attachments A and B).

We suspect that Edelman may be confusing our software with other cash back or rebate software with which we have no affiliation, including but not limited to:

- Exact Advertising
- CashBack (i.e., Software labeled in Add/Remove as CashBack – this software, owned by Exact Advertising, is known as CashBack from Bargain Buddy)
- TopMoxie Products
- TopRebates
- Bargain Buddy
- Web_rebates

What is your position concerning Advertising on Hate Related or Adult Only sites?

ShopAtHomeSelect will not advertise on hate related or pornographic sites. Our Advertising Contracts, regardless of media, specifically prohibit the use of ShopAtHomeSelect or our Software in association with hate or Adult Only sites.

Recently, we discovered that we were being advertised on an adult only site. We immediately tracked down the offending distributor, and terminated our business relationship with that distributor.

How are Belcaro Group, ShopAtHomeSelect.com and SelectRebates software related?

Belcaro Group is a twenty-year-old company that does business as ShopAtHomeSelect.com, ShopAtHome.com, ShopAtHome Catalog of Catalogs, and ShopAtHome HomeSpaces. SelectRebates software is wholly owned and controlled by Belcaro Group. All of these ShopAtHome media channels are vehicles for customer acquisition on a cost per action basis for more than 1,500 leading direct response companies.

Attachment A
Allegation of Non-Opt-In Install

A recent posting on www.benedelman.org alleges that ShopAtHomeSelect is installed in the guise of a browser enhancement, and is not included in the referenced licensed agreement (see below). In this case, Edelman appears to have confused our software with the competing Cashback program (Cashback from Bargain Buddy, a Division of Exact Advertising). The referenced installation below shows the Cashback program being installed. We were unable to find any indication of ShopAtHomeSelect being installed or involved in any way in this referenced installation.

Edelman's False Allegation as posted on <http://www.benedelman.org/news/081105-1.html> 8/11/2005

"In other instances, ActiveX popups pressure users to accept multiple advertising programs in the guise of "browser enhancements" (or similar). In February 2005, I observed an ActiveX popup that labeled itself "website access" and "click yes to continue," but immediately installed SAHS if users pressed yes once. More recently, I posted an analysis of the [PacerD ActiveX](#). (Screenshot at left.) PacerD's ActiveX popup links to a license agreement which discloses installation of eight advertising programs -- but doesn't mention SAHS, though Pacer in fact does install SAHS. So even when careful users take the time to examine Pacer's 1,951-word license, in hopes of learning what they're getting, there's no way to learn that SAHS will be installed, not to mention grant or deny consent."

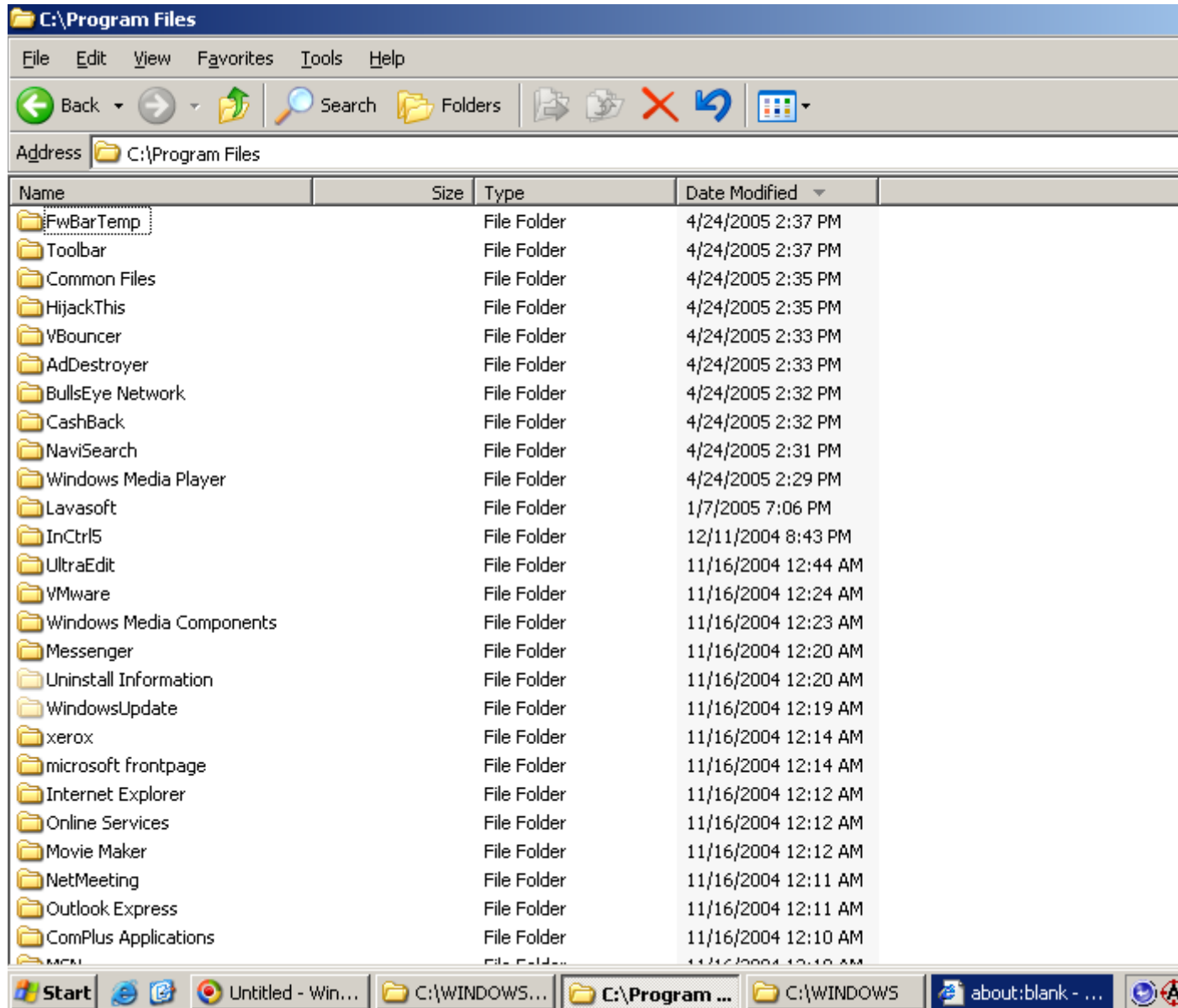
Attachment A (Continued) Allegation of Non-Opt-In Install

The CashBack reference below does not pertain to ShopAtHomeSelect software.

“Page 2 New Folders Created

Note new folders created, included FwBar emp, Toolbar, VBouncer, AdDestroyer, BullsEye, CashBack, and NaviSearch.”

Source: <http://www.benedelman.org/spyware/installations/pacerd/> updated 4/25/2005



Source: <http://www.benedelman.org/spyware/installations/pacerd/details.html#3> site indicates that all screen shots captured in April 2005

Attachment B
Allegation of Non-Opt-In Install

A recent posting on www.benedelman.org alleges that ShopAtHomeSelect is installed without consent (see below). Our review of the referenced 16-minute video shows an Ask Jeeves installation, but no indication of ShopAtHomeSelect being installed or involved in any way.

Edelman's False Allegation as posted on <http://www.benedelman.org/news/081105-1.html>
Video Link 8/11/2005

"ShopAtHomeSelect is widely known to become installed without meaningful consent -- or, in many cases, without any consent at all. Most egregious are installations through security exploits, without any notice or consent. I continually test these installations in my lab, and I have repeatedly observed SAHS appearing unrequested -- more than half a dozen such installs, occurring on distinct sites on distinct days. I posted [one such video](#) in May, and I retain the others on file."

Attachment C False Allegation of Non-Opt-In Install

A recent posting on www.benedelman.org references a 3D Flying Icons Screensaver EULA and states that our software is not included in the 3D Flying Icons EULA (see below). The referenced screen shot below shows no indication of ShopAtHomeSelect being installed or involved in any way.

In this case, Edelman appears to have confused our software with the TopRebates program. A further link <http://www.benedelman.org/spyware/installations/3d-screensaver/details.html#3-2> from the 3D Flying Icons Screensaver shows TopRebates being included in this download. Neither Belcaro Group, parent of ShopAtHomeSelect.com, nor ShopAtHomeSelect.com is in any way affiliated with TopRebates.



Edelman's False Allegation as posted on: <http://www.benedelman.org/news/081105-1.html> 8/11/2005

"SAHS's improper installations extend to many of SAHS's bundling partners. I have repeatedly seen (and often recorded) SAHS disclosed midway through lengthy license agreements; users often have to scroll through dozens of pages to learn of SAHS's inclusion. [MOVE THIS ALLEGATION IN THE NEXT ATTACHMENT. YOU SHOULD RESPOND TO IT.] Even worse, some programs that bundle SAHS nonetheless fail to mention SAHS's inclusion. See e.g. [3D Flying Icons](#), which shows a 12-page 2,286-word license that makes no mention of SAHS, yet 3D installs SAHS anyway. (Screenshot at right)"