

DATA RETENTION POLICY

Suttle-Straus, Inc. (“Suttle-Straus”) has established the following policies and procedures with regard to the handling of “Customer Business Records” including electronic files, data, mailing lists and/or other forms of records provided by Customers to Suttle-Straus. Suttle-Straus will use Customer Business Records as directed by the Customer and for the business purpose for which it was intended and does not share Customer Business Records with any other entity for any purpose, except as required by law.

Unless otherwise specified by a Suttle-Straus Customer in writing, Customer Business Records will be maintained for 60 days after the completion of the services. At that time, all Customer Business Records will be destroyed and no further record of the files will be retained or remain in any accessible form. This policy excludes art or design files, which are retained in accordance with our document retention program.

Date of Policy establishment: August 10, 2010

Date of most recent revision: September 27, 2010