

APPENDIX A:

SAMPLE COMPLIANT SINGLE-MESSAGE PROGRAM

Exhibit A1: Sample Compliant Single-Message Advertisement and Service Messages

A Web Page

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Coupon Brand

Text COUPON to 12345 for 50% off your next purchase!

Message and data rates may apply.

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Opt-In Confirmation Message:

"Coupon King: Show this text at the register for 50% off your next purchase!"

HELP Message:

"Thanks for texting Coupon King! Call 1-800-123-4567 for support."


Opt-Out Message:

"Coupon King: You will receive no further messages."

Exhibit A2: Sample Compliant Single-Message Advertisement and Service Messages

A Web Page

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To confirm your account, enter your mobile number:

You'll receive one message with a passcode.
Message and data rates may apply.

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Opt-In Confirmation Message:

"Mobile Confirm: Your passcode is 9876. Enter it online to confirm your account."

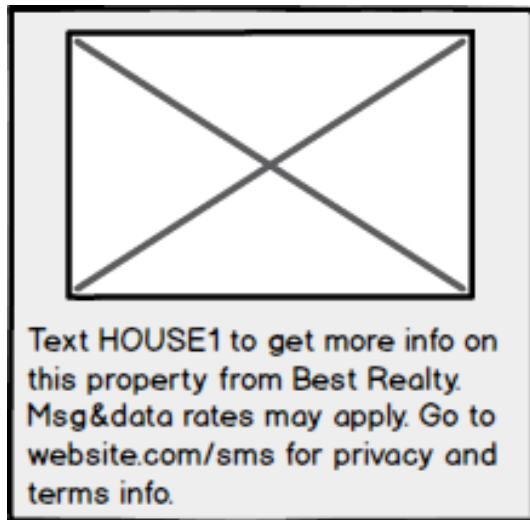
HELP Message:

"You recently created or modified an account online. Enter your passcode to confirm. Call 1-800-123-4567 for Mobile Confirm support."

Opt-Out Message:

"Mobile Confirm: You will receive no further messages from Short Code 12345."

Exhibit A3: Sample Compliant Single-Message Print Advertisement and Service Messages



Opt-In Confirmation Message:

"Best Realty: Go to bestrealty.com/house1 for more info on this property."

HELP Message:

"For Best Realty property info help, contact smshelp@bestrealty.com."

Opt-Out Message:

"You're opted out and will no longer receive Best Realty property info alerts."

Exhibit A4: Sample Compliant Single-Message Verbal Opt-In and Service Messages

Would you like a one-time reminder of your upcoming flight? We'll text the mobile number you provide with the flight status 24 hours before your scheduled departure. Message and data rates may apply. You can visit our website at flights.com/sms for privacy and terms information.

Opt-In Confirmation Message:

"Reminder: Your flight leaves tomorrow at 4:05 P.M. from Gate 1."

HELP Message:

"For assistance with Flight Reminder messages, call 1-888-123-4567."

Opt-Out Message:

"You are now opted out and will receive no further Flight Reminder messages."

Exhibit A5: Sample Compliant Single-Message Hardcopy Opt-In and Service Messages

Lifetime Trip - Enrollment Form

Enter your name and mobile number to receive a one-time alert when a spot opens up on our waiting list.

Message and data rates may apply. Go to website.com/sms for privacy and terms info.

Name _____

Mobile Number _____

Opt-In Confirmation Message:

"A spot just opened up on the Lifetime Trip waiting list. Contact your travel agent to sign up today!"

HELP Message:

"For Lifetime Trip waiting list help, call 1-888-123-4567."

Opt-Out Message:

"You're now opted out and will no longer receive Lifetime Trip wait list alerts."

Exhibit A6: Sample Compliant Single-Message POS Advertisement and Service Messages



To receive a message with a link to your receipt, enter your mobile number:

Sign Up!

Message and data rates may apply. Visit website.com/sms for privacy and terms info.

Opt-In Confirmation Message:

"For a copy of your receipt, click here: shorturl.com/eu38re8w."

HELP Message:

"For Store Receipt help, call 1-888-123-4567."

Opt-Out Message:

"You're opted out and won't receive any more Store Receipt messages."

APPENDIX B:

SAMPLE COMPLIANT RECURRING-MESSAGES PROGRAM

Exhibit B1: Sample Compliant Recurring-Messages Web Advertisement and Service Messages²⁰

A Web Page

http://



To subscribe to Weather Alerts, enter your mobile number:

*Message and data rates may apply.
Text STOP to opt out or HELP for help.*

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Advertisement

Although opt-out instructions are not required on the advertisement itself, they must appear in the terms and conditions.

Terms and Conditions

Complete terms and conditions should include customer care contact information, complete opt-out instructions, a recurring message disclosure, a product description, and a program (brand) name. Some program types (e.g., sweepstakes) have additional requirements Wireless Provider by Wireless Provider.

Opt-In Confirmation Message:

"You're now subscribed to daily Weather Alerts. Reply STOP to cancel at any time. Call 1-800-123-4567 for support. Message and data rates may apply."

HELP Message:

"Contact us at 1-800-123-4567 with questions about Weather Alerts."

Opt-Out Message:

"You have opted out of Weather Alerts and will receive no further messages."

²⁰ Opt-out information no longer needs to appear in bold typeface.

Exhibit B2: Sample Compliant Recurring-Messages TV Advertisement and Service Messages



Advertisement

Although opt-out instructions are not required on the advertisement itself, they must appear in the terms and conditions.

Terms and Conditions

Complete terms and conditions should include customer care contact information, complete opt-out instructions, a recurring message disclosure, a product description, and a program (brand) name. Some program types (e.g., sweepstakes) have additional requirements Wireless Provider by Wireless Provider.

Opt-In Confirmation Message:

"You'll now receive special offers from Good Brands! Reply STOP to opt-out. Email help@goodbrands.com with questions. Msg&Data rates may apply."

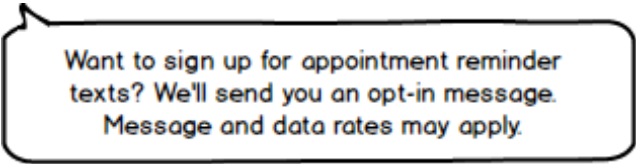
HELP Message:

"Good Brands Special Offers. Email help@goodbrands.com or call 1-888-123-4567 for support."

Opt-Out Message:

"Good Brands. You will receive no further messages from Short Code 12345."

Exhibit B3: Sample Compliant Non-Marketing Recurring-Messages Opt-In and Service Messages



Recurring-Messages Appointment Reminder

Service representative records customer's request for messages and customer's phone number. Program terms and conditions, including complete opt-out information, and privacy policy are available from the representative.

Opt-In Confirmation Message:

"Doctor Message thanks you for enrolling! You'll now receive appointment reminders. Text HELP for help. Reply STOP to cancel. Msg&Data Rates May Apply."

HELP Message:

"Email help@doctormessage.com for support with appointment reminders service. Reply STOP to cancel."

Opt-Out Message:

"You are now opted out of Doctor Message appointment reminders. You will receive no further messages."

Exhibit B4: Sample Compliant Recurring-Messages Web Keyword Advertisement and Service Messages

A Web Page

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Text COUPONS to 12345 for weekly deals!

*Message and data rates may apply.
Text STOP to opt out or HELP for help.*

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Opt-In Confirmation Message:

"You're now subscribed to weekly deal alerts from Good Brands! Reply STOP to cancel. Msg&data rates may apply. Contact help@goodbrands.com for customer support."


HELP Message:

"For Good Brands weekly deal alerts support, email help@goodbrands.com or call 1-888-123-4567."

Opt-Out Message:

"You're opted out and will no longer receive Good Brands deal alerts."

Exhibit B5: Sample Compliant Recurring-Messages POS Advertisement and Service Messages



To receive periodic Good Brand sale alert messages,
enter your mobile number:

Sign Up!

Message and data rates may apply.

Text STOP to opt out and HELP for help.
Visit website.com/sms for privacy and terms info.

Opt-In Confirmation Message:

"You're subscribed to Good Brand sale alerts! Msg&data rates may apply. Reply STOP to opt out. Contact help@goodbrands.com with questions."

HELP Message:

"For Good Brands sale alerts support, email help@goodbrands.com or call 1-888-123-4567."

Opt-Out Message:

"You're opted out and will no longer receive Good Brands sale alerts."

Exhibit B6: Sample Compliant Recurring-Messages Hardcopy Advertisement
and Service Messages



Best Realty Sign-In Form

Please enter your name and mobile number to receive weekly open house alerts.

Message and data rates may apply. Go to website.com/sms for privacy and terms info. Text STOP to opt out and HELP for help.

Name _____

Mobile Number _____

Opt-In Confirmation Message:

"You're now subscribed to receive Best Realty weekly open house alerts. Msg&data rates may apply. Text STOP to opt out. Text HELP for more info."

HELP Message:

"For Best Realty open house alerts help, email help@bestrealty.com or call 1-888-123-4567."

Opt-Out Message:

"You're opted out of open house alerts and will no longer receive messages from Best Realty."