

Product Purpose Addendum

- 1) The “Purpose” of the Agility Outreach product is to provide Customers with access to a database of media contacts allowing Customers to develop and cultivate relationships with such media contacts working within targeted industries relevant to Customer and Customer’s business.
- 2) The “Purpose” of the Agility Monitoring & Analysis products is to monitor and analyze media coverage relevant to Customer and Customer’s business.
- 3) The “Purpose” of the Agility Social Listening product is to monitor and analyze social media content as well as audience engagement relevant to Customer and Customer’s business.