



SCREENWISE PANEL

215 O'Neill Avenue
Belmont, CA, 94002-4001

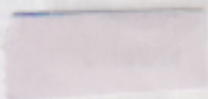
Dear Current Resident:

As we mentioned a few days ago, your household is invited to participate in the **Screenwise Panel**, an important and exciting new research study conducted by GfK for **Google**. The five dollars attached to this letter is our way of saying "**Thank You**" for your time and consideration.

- By participating you will help Google understand how people like you use media by using computers, tablets and smartphones.
- With your help, the project will enable Google to improve its products for all consumers like you.
- The study will help experts at universities to conduct important research on trends in the ways people use media.
- All of the information gathered from your household will be kept confidential in accordance with our privacy policy (available at www.screenwisepanel.com).
- If you are qualified and agree to participate by taking our enrollment survey, you will receive **a gift worth \$20 right away and then at least \$100** once you set up your household. For each month that you participate, you will receive **at least \$30 and up to \$50 or even more**. You will also receive a free top-of-the-line wireless router during the time you participate. At no cost to you, we will install the router at a time convenient to you.

Please read the enclosed brochure for details about why participation is important, what you get for participating, and how your data will be collected and used.

The only way to join is to visit our website www.screenwisepanel.com and enter this code:



There you will see the answers to frequently asked questions, the privacy statement, and the enrollment survey.

We sincerely hope you will agree to join the **Screenwise Panel**. If you have additional questions, please call us toll free at 1-855-206-3342. We are always happy to answer your questions.

Thank you,

J. Michael Dennis, Ph.D.
Director, Screenwise Panel
GfK Custom Research, LLC
Palo Alto, CA

Para español, vea el otro lado



A consumer research project conducted by GfK and Google.