

Policy Against Harassment and Discrimination

December 29, 2004

Informed Marketing Services Inc. and all its affiliates and subsidiaries have long standing policies against Harassment and Discrimination. All conduct in and around our workplace is required to be:

“Demographically Neutral” – uninfluenced by age, color, race creed, national origin, religious persuasion, marital status, gender, gender preference, political belief, or disability that does not prohibit performance of essential job functions.

It is prohibited for any employees to engage in any demographically influenced behaviors which would interfere with another employee’s ability to:

- Perform their job
- Attain raises
- Promotions
- Bonuses
- Recognition
- Comfort in the workplace
- Job Satisfaction

Sexual Harassment

Sexual harassment is a form of sex discrimination and, as such, is illegal under federal and state laws. Informed Marketing Services Inc. has a long standing policy against sexual harassment, which will not be tolerated in any Informed Marketing Services® workplace.

DEFINITION

As defined, sexual harassment is unwelcome verbal or physical conduct of a sexual nature, to which an employee is subjected as a condition of employment, or which has the effect of interfering with the employee's job performance or creating an offensive work environment for the employee. Three common examples of sexual harassment are:

1. Unwelcome sexual advances by a supervisor who suggests that an employee submit to such conduct in order to keep a job or obtain a salary increase or promotion.
2. Unwelcome verbal or physical conduct of a sexual nature by a co-worker, supervisor or other person, such as unwelcome sexual flirtations, unwelcome touching, off color jokes and sexual innuendoes.
3. Writing or posting of materials offensive to either gender.

Informed Marketing Services’ policy is gender neutral. The company will not tolerate discrimination based on a person’s gender, whether the person is male or female. Sexual harassment is harmful not only to the individual employee, but also to Informed Marketing Services, since it adversely affects morale and productivity. Sexual Harassment also pertains to relations with employees or associates of the vendors and clients of Informed Marketing Services.

POLICY STATEMENT

It is the continuing policy of Informed Marketing Services to provide employees a workplace free from any form of sexual harassment, discrimination, non-sexual harassment or demographically influenced behavior; collectively referred to as "Harassment." Harassment is expressly prohibited. Any employee who feels that he or she is being subjected to Harassment by a supervisor, coworker or other person in the workplace is to complain about the conduct. The complaint made in writing must include the name of the person complained about and description of the conduct complained about, including specific examples, dates, etc. The complaint maybe directed to:

<u>Contact</u>	<u>Position</u>	
Stuart Goldberg	President	516-576-0246 x130
Bob Kasper	Vice President	518-266-0909 x106

All complaints will be thoroughly investigated and will be kept confidential to the extent possible, on a need to know basis among investigators/executives of the corporation. Corrective action and disciplinary action will be taken as appropriate.

If you have any questions regarding this policy, or if you have questions about whether particular conduct might be considered sexual harassment, please contact one of the individuals listed above.

HOW TO REPORT A COMPLAINT

An employee who feels that he or she has been the object of Harassment has the right to and should complain to the company. All complaints will be promptly and thoroughly investigated.

Complaints must be made in writing. They should include the name of the complainant, the name of the person the complaint is directed against, and a description of the conduct complained of, including specific examples, dates, etc. This information should be directed to any of the contacts listed above.

If you have made a complaint to one of the persons listed above and that person has failed to take action to your satisfaction, you should repeat your complaint to the other person listed.

NO RETALIATION

Company Policy prohibits "Retaliation" against anyone who does complain about Harassment. Anyone who does complain about legitimate incidents of Harassment is guaranteed that their work environment will not be adversely affected as a result of their complaint. Retaliation will not be tolerated and must be reported to the contacts listed above.