

**UNITED STATES BANKRUPTCY COURT  
Middle District of Florida**

In re SendTec, Inc.,  
Debtor

Case No. \_\_\_\_\_

Chapter 11

**LIST OF CREDITORS HOLDING 20 LARGEST UNSECURED CLAIMS**

Following is the list of the debtor's creditors holding the 20 largest unsecured claims. The list is prepared in accordance with Fed. R. Bankr. P. 1007(d) for filing in this chapter 11 [or chapter 9] case. The list does not include (1) persons who come within the definition of "insider" set forth in 11 U.S.C. § 101, or (2) secured creditors unless the value of the collateral is such that the unsecured deficiency places the creditor among the holders of the 20 largest unsecured claims. If a minor child is one of the creditors holding the 20 largest unsecured claims, state the child's initials and the name and address of the child's parent or guardian, such as "A.B., a minor child, by John Doe, guardian." Do not disclose the child's name. See 11 U.S.C. § 112 and Fed. R. Bankr. P. 1007(m).

(1)	(2)	(3)	(4)	(5)
<i>Name of creditor and complete mailing address including zip code</i>	<i>Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted</i>	<i>Nature of claim (trade debt, bank loan, government contract, etc.</i>	<i>Indicate if claim is contingent, unliquidated, disputed or subject to setoff</i>	<i>Amount of claim [if secured also state value of security]</i>

Google, Inc. Dept 34256 PO Box 39000 San Francisco, CA 94139	1,280,408.95
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White & Case LLP 23802 Network Place Chicago, IL 60673-1238	635,681.68
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(1)	(2)	(3)	(4)	(5)
<i>Name of creditor and complete mailing address including zip code</i>	<i>Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted</i>	<i>Nature of claim (trade debt, bank loan, government contract, etc.</i>	<i>Indicate if claim is contingent, unliquidated, disputed or subject to setoff</i>	<i>Amount of claim [if secured also state value of security]</i>
MyPoints.com, Inc. c/o Greg Kaplan, Sr. V.P. 525 Market Street Suite 3400 San Francisco, CA 94105				382,132.36
Burnham Hill Partners 590 Madison Ave. New York, NY 10022				350,000.00
Holland & Knight LLP PO Box 32092 Lakeworth, FL 33802-2092				204,196.29
Grover T. Allison 920 Water Lily Court NE St. Petersburg, FL 33703				158,333.32
MTV Networks - Spike PO Box 13683 Newark, NJ 07188-0683				132,600.00
Haynes and Boone LLP PO Box 841399 Dallas, TX 75284-1399				130,208.35
Microsoft Online, Inc. PO Box 847543 Dallas, TX 75284-7543				103,618.03

(1)	(2)	(3)	(4)	(5)
<i>Name of creditor and complete mailing address including zip code</i>	<i>Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted</i>	<i>Nature of claim (trade debt, bank loan, government contract, etc.</i>	<i>Indicate if claim is contingent, unliquidated, disputed or subject to setoff</i>	<i>Amount of claim [if secured also state value of security]</i>
Lifetime P.O. Box 7247-8295 Philadelphia, PA 19170-8295				102,208.25
KTVD-TV Dept. 0223 Denver, CO 80291-0223				86,933.75
USA Networks Bank of America Lockbox PO BOX 402971 Atlanta, GA 30384-2971				79,985.00
Jeff Miller 11399 80th Avenue N. Seminole, FL 33772				79,500.06
Dedicated Marketing Solutions c/o RMS 4836 Brecksville Rd. P.O. Box 509 Richfield, OH 44286				77,360.50
RevShare 32836 Wolf Store Road Temecula, CA 92592				75,945.15
My Savings, Inc. 5130 North Federal Hwy #10 Ft. Lauderdale, FL 33308				62,084.00

(1) Name of creditor and complete mailing address including zip code	(2) Name, telephone number and complete mailing address, including zip code, of employee, agent, or department of creditor familiar with claim who may be contacted	(3) Nature of claim (trade debt, bank loan, government contract, etc.	(4) Indicate if claim is contingent, unliquidated, disputed or subject to setoff	(5) Amount of claim (if secured also state value of security)
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WABC-TV GPO-P.O. Box 5723 New York, NY 10087-5723	59,500.00
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My Network TV 1211 Avenue of the Americas 21st Floor New York, NY 10036	54,400.00
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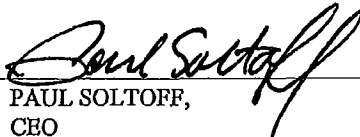
Discovery Health PO Box 79965 Baltimore, MD 21279-0965	53,762.50
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KUTP 4466 Collections Center Drive Chicago, IL 60693	52,795.41
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DECLARATION UNDER PENALTY OF PERJURY ON BEHALF OF CORPORATION OR PARTNERSHIP

I, [the president or other officer or an authorized agent of the corporation] named as debtor in this case, declare under penalty of perjury that I have read the foregoing LIST OF CREDITORS HOLDING 20 LARGEST UNSECURED CLAIMS and that it is true and correct to the best of my information and belief.

Date 6-15-09

Signature   
PAUL SOLTOFF,  
CEO