

WHITE LABEL COMMUNICATIONS, LLC

MASTER SERVICE AGREEMENT – April, 1, 2022

The services referenced in the Agreement (“Service” or “Services”) are offered to Customer (“Customer” or “Reseller”) by White Label Communications, LLC, (“White Label Communications” or “WLC”). This Agreement between White Label Communications and Reseller sets forth the legal rights and obligations governing White Label Communications offer, provisioning and delivery of services and Customer’s receipt and use thereof. Customer shall contract for, and order, Service on a White Label Communications designated Statement of Work (“SOW”). White Label Communications and Reseller are referred to herein collectively as “Parties” and individually as “Party.”

Whereas, Reseller and White Label Communications desire for Reseller to market, sell and support Services to End-Users directly, and through Reseller’s indirect channel partners on a non-exclusive basis.

NOW, THEREFORE, for good and valuable consideration, the parties agree as follows:

1. SERVICES: White Label Communications will provide to Reseller the services specified in each Statement of Work (“Services”).

2. TERM: This Agreement will commence as of the Effective Date first set forth above and will continue until the expiration or termination of the latest-ending SOW. Each SOW will specify its duration. Thereafter, this Agreement shall automatically renew for 36 months (“Renewal Term”) unless either party gives the other party written notice of termination at least ninety (90) days prior to the maturity date of each SOW.

3. PAYMENT:

(a) Reseller will pay the fees described in the SOW. Except as specified in an SOW, (i) recurring fees whether actual or as part of the monthly minimum commitment will be billed at the end of the applicable month; (ii) non-recurring fees will be due upon contract signing; and (iii) subject to Section (3.d) below, all invoices will be due and payable within ten (10) days of invoice date.

(b) Reseller will bear all taxes, duties, and other government charges relating to the Services (including interest and penalties to the extent caused by Reseller’s actions or omissions), except taxes based on White Label Communications’ income. Reseller will support any White Label Communications claim of tax exemption with appropriate documentation.

(c) Interest will accrue on past-due balances as of the date of delinquency at the lower of: (i) one and one-half percent (1.5%) per month, or (ii) the highest rate permitted by applicable law. If Services are discontinued due to nonpayment of fees and subsequently recommenced, a reconnection fee or deposit will apply, in addition to applicable interest.

(d) If Reseller disputes an invoice in good faith, Reseller may withhold the disputed amount, not to exceed one month’s recurring fees for such Service, provided that Reseller must: (a) notify White Label Communications in writing within thirty (30) days of any such invoice, specifying the nature of the dispute or inaccuracy; and (b) pay any undisputed

amounts as provided herein. Both Parties will in good faith investigate and attempt to promptly resolve any disputed invoices. Once resolved, Reseller will promptly pay any amounts owed.

4. OBLIGATIONS OF RESELLER:

(a) Reseller shall be solely responsible for taking all actions necessary and required to provide and maintain the Services for its customers, including, but not limited to: (i) procuring its own internet connection and access, as required to utilize the Services; (ii) connecting the Services provided by Reseller to its customers; (iii) providing customer service assistance to its customers; (iv) providing its customers with technical support during use of the Services; (v) providing customers with the appropriate regulatory and legal disclosures, including but not limited to Emergency Calling (911) calling notices, privacy policy, an acceptable use policy; (vi) entering into written contracts with all customers prior to providing the Services, which contracts shall include the appropriate restrictions on the use of the Services by the customer ; (vii) invoicing and collecting payments from customers; (viii) contracting with agents and subcontractors as necessary to maintain and provide the Services it agreed to provide to its customers; (ix) managing any software of the Services to ensure continually providing the obligated Services to its customers; and (x) complying with all local, state and federal statutes and regulations and paying all required taxes and regulatory fees associated with providing the Services to its customers.

(b) Reseller is solely responsible for providing the Services to its customers. Reseller is permitted to charge taxes, fees and surcharges related to providing the Services to its customers and shall be solely responsible for payment of such taxes and fees to the appropriate taxing authorities. WLC shall not be responsible for any errors of Reseller or improperly provided Services by Reseller to its customers. Such errors or improperly provided Services may result in Reseller being improperly invoiced by WLC, and Reseller shall be responsible for all such charges until such error or improper Services is remedied.

(c) Pursuant to Federal Communications Commission Rule entitled “Advanced Methods to Target and Eliminate Unlawful Robocalls”, Fourth Report and Order, 86 FR 17726, Reseller will exercise due diligence to ensure that new or renewing customers are not using White Label Communications’ Services to originate illegal traffic. Reseller will exercise caution in granting access to high volume origination calling services to ensure that bad actors do not abuse such services. Subject to Section 8 (Indemnification), Reseller will indemnify WLC from any and all losses resulting from illegal traffic originating from its customers. Any breach of this Section 4 will be deemed a material breach of this Agreement.

(d) Requirement to Respond to Traceback Requests. Reseller acknowledges and agrees that when Reseller is acting as an upstream provider originating traffic (hereinafter referred to as an “Originating Provider”) or passing traffic through (hereinafter referred to as a “Transit Provider”) and receives a request from a traceback administrator authorized by the Traceback Consortium for information regarding suspicious robocalls that have been sent to a downstream provider (hereinafter referred to as a “Traceback Request”), Reseller will promptly respond to the

Traceback Request in good faith. Reseller further acknowledges agrees that its response shall indicate if Reseller is in the call path as the Originating Provider of the calls (Reseller received the calls from its customer) or if Reseller is a Transit Provider (Reseller received the calls from another voice provider and identify the source of the calls. Reseller agrees to share this information without requiring a subpoena or other formal demand or request. Reseller is not required to respond to more than ten (10) Traceback Requests per week. Any breach of this Section (4.d) will be deemed a material default of this Agreement.

5. CONFIDENTIALITY:

(a) During the course of this Agreement, either Party may receive or have access to Confidential Information of the other. "Confidential Information" means any confidential information or data disclosed by a Party ("Disclosing Party") to the other Party ("Recipient") under or in contemplation of this Agreement, which (a) if in tangible form or other media that can be converted to readable form is clearly marked as Confidential, proprietary, or private when disclosed; or (b) if oral or visual, is identified as Confidential, proprietary, or private on disclosure. The terms "Disclosing Party" and "Recipient" include each Party's corporate affiliates that disclose or receive Confidential Information. Each Party will cause its affiliates to comply with the obligations of this Section 5, and each Party agrees that it is responsible for its affiliates' compliance with this Section 5. Actions or omissions by a Party's affiliate, that if taken by said Party would constitute a breach of this Section 5, will be considered actions or omissions of said Party. The Recipient acknowledges the economic value of the Disclosing Party's Confidential Information. The Recipient therefore, will; (i) use the Confidential Information only in connection with the Recipient's performance of its obligations or in exercising its rights under this Agreement; (ii) restrict disclosure of the Confidential Information to employees of the Recipient and its affiliates with a "need to know" and not disclose it to any other person or entity without the prior written consent of the Disclosing Party (a "need to know" means that the employee reasonably requires the Confidential Information to perform his or her responsibilities in connection with this Agreement); (iii) "employee" includes third parties retained by the Parties for temporary or consultative, administrative, clerical, programming or related services; (iv) advise those employees who have access to the Confidential Information of their obligations with respect thereto; (v) treat the Confidential Information with at least the same degree of care to avoid disclosure to any third party as is used by Recipient with respect to its own information of like importance which is to be kept secret; and (vi) copy the Confidential Information only as necessary for those employees who are entitled to receive it and ensure that all confidentiality notices are reproduced in full on such copies.

(b) Confidential Information, including copies, will be deemed the property of the Disclosing Party. The Recipient will, within twenty (20) days of a written request by the Disclosing Party return all Confidential Information (or any designated portion thereof), including all copies thereof, to the Disclosing Party or if so directed by the Disclosing Party, destroy such Confidential Information. The Recipient will also, within ten (10) days of a written request by the Disclosing Party, certify in writing that it has satisfied its obligations under this Section 5.

6. LIMITED WARRANTY:

(a) White Label Communications warrants that Services (i) will meet the applicable specifications in the SOW(s); and (ii) will be provided in a professional and workmanlike manner by individuals with suitable skills and abilities. White Label Communications will use commercially reasonable efforts to re-perform any Services not meeting this limited warranty promptly following written notice from Reseller. Except as provided in an SOW, Services will be deemed accepted when performed. White Label Communications does not warrant products, equipment, hardware, or software not manufactured or owned by White Label Communications, but will, to the extent permitted, assign to Reseller any warranties given to White Label Communications by the applicable vendor(s).

(b) EXCEPT AS EXPRESSLY PROVIDED HEREIN, WHITE LABEL COMMUNICATIONS MAKES NO EXPRESS OR IMPLIED WARRANTIES, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT. THE REMEDY STATED ABOVE, IF ANY, IS RESELLER'S SOLE REMEDY FOR A BREACH OF WARRANTY. WHITE LABEL COMMUNICATIONS EXPRESSLY DENIES ANY REPRESENTATION OR WARRANTY ABOUT THE ACCURACY OR CONDITION OF DATA OR THAT THE SERVICES OR RELATED SYSTEMS WILL OPERATE UNINTERRUPTED OR ERROR-FREE

7. LIMITATION OF LIABILITY:

(a) NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, INCIDENTAL, OR PUNITIVE DAMAGES, INCLUDING COST OF COVER.

(b) WHITE LABEL COMMUNICATIONS, LLC, ENTIRE AGGREGATE LIABILITY FOR ANY CLAIM RELATING TO SERVICES OR THIS AGREEMENT WILL BE LIMITED TO AN AMOUNT EQUAL TO THE SUM OF THE FEES PAID BY RESELLER FOR THE APPLICABLE SERVICES IN THE ONE MONTH IMMEDIATELY PRECEDING THE DATE OF THE RELEVANT CLAIM

(c) THE FOREGOING LIMITATIONS OF LIABILITY IN SECTION (7.c) ABOVE WILL NOT APPLY FOR CLAIMS RELATING TO VIOLATIONS OF WHITE LABEL COMMUNICATIONS' INTELLECTUAL PROPERTY RIGHTS (INCLUDING BUT NOT LIMITED TO SOFTWARE). THE PARTIES' OBLIGATIONS IN THE SECTIONS "CONFIDENTIALITY" AND "INDEMNIFICATION" MAY BE FURTHER LIMITED BY FEDERAL, STATE OR LOCAL LAW. ALL OF THE FOREGOING LIMITATIONS OF LIABILITY WILL APPLY, HOWEVER, WHETHER THE APPLICABLE CLAIM IS BASED ON LOST GOODWILL, LOST PROFITS, LOSS OF USE OR PERFORMANCE OF ANY PRODUCTS, SERVICES, OR OTHER PROPERTY, LOSS OR IMPAIRMENT OF DATA OR SOFTWARE, OR OTHERWISE, AND WHETHER THE APPLICABLE CLAIM ARISES OUT OF BREACH OF EXPRESS OR IMPLIED WARRANTY, CONTRACT, TORT, (INCLUDING NEGLIGENCE), STRICT PRODUCT LIABILITY OR OTHERWISE, REGARDLESS OF WHETHER SUCH PARTY HAS BEEN NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES OR IF SUCH DAMAGES WERE REASONABLY FORESEEABLE.

8. INDEMNIFICATION: Subject to Section (7.b), White Label Communications and Reseller agree to indemnify and hold harmless the other, its respective officers, agents, employees, contractors, subcontractors, suppliers, invitees, and representatives, from and against any and all third party claims, including without limitation claims by Reseller's customers, of loss, damages, liability, costs, and expenses (including reasonable attorneys' fees and expenses) for physical injury or death or damage to real property to the extent caused by the indemnifying Party's gross negligence or willful misconduct. If the indemnifying Party acknowledges in writing its obligations under this Section 8, the indemnifying Party will have the right to conduct the defense of such claim or action and all negotiations for settlement or compromise. However, the indemnified Party, at its own expense, may participate in the defense of any such proceeding through counsel of its choosing.

9. TERMINATION: If either Party materially defaults in the performance of any material provision of any SOW or this Agreement, and such default is not cured within (i) for late payments, ten (10) days; (ii) for all other matters, thirty (30) days, after notice specifying, in reasonable detail, the nature of the default, then the non-defaulting Party may by further notice terminate for cause the SOW or, if such breach affects the entire Agreement, this Agreement. Where White Label Communications is the defaulting Party, the cure period will extend for up to thirty (30) more days if White Label Communications notifies Reseller that White Label Communications has commenced cure activities and continues to use good faith efforts to cure the default. On termination for its own material default, Reseller will pay as liquidated damages and not as a penalty the sum of all remaining recurring Service fees (as well as any past due balances) due under the remaining term(s) of the affected SOW(s). Termination of one SOW will not affect any other SOW.

10. INTELLECTUAL PROPERTY: White Label Communications will have and retain full and exclusive ownership of all intellectual property rights associated with any design, data, specification, know-how, software, device, technique, algorithm, method, discovery or invention, whether or not reduced to practice, relating to any (a) Service, including any White Label Communications work product, (b) result of a Service, (c) joint development, and/or (d) enhancement or improvement to or derivative of any of the foregoing (**collectively, "White Label Communications Property"**). **The intellectual property rights associated with White Label Communications Property are referred to collectively as "White Label Communications IP"**. Except as provided in an SOW, Reseller receives no right, title or interest in or license to use any White Label Communications IP. However, Reseller does receive a non-exclusive, nontransferable, terminable license to use such of the White Label Communications IP that is necessary for Reseller to exercise its rights hereunder, but solely in connection with and only for the term of the applicable Service and subject to the terms of any applicable SOW. Reseller will not allow access to White Label Communications Property, including without limitation, software and systems, by anybody other than Reseller's employees and subcontractors who (i) are bound by law or written agreement to comply with Reseller's duties under this Agreement with respect to White Label Communications Property and Confidential Information, and (ii) require such access to assist Reseller in its permitted use thereof. Reseller will not directly or indirectly reverse engineer, decompile, disassemble or copy any White Label Communications Property. Reseller will return all White Label Communications Property to White Label Communications at the conclusion of the applicable Service. Reseller will cooperate to take

such actions reasonably requested to vest ownership of White Label Communications IP and White Label Communications Property in White Label Communications.

11. REASONABLE USE POLICY

All unlimited or unmetered plans (“Unlimited Plans”) are subject to all of the Prohibited Use and Reasonable Use limitations set forth in this Reasonable Use Policy. In addition, all unlimited or unmetered plans are subject to the following terms and conditions:

- (a) Unlimited Plans are for normal residential or business use.
- (b) Unlimited Plans cannot, under any circumstances, be used for call-in lines, call centers, autodialing, fax blasting, telemarketing (including without limitation charitable or political solicitation and/or polling), junk faxing, fax spamming, or other high volume or multi-person calling or faxing purposes.
- (c) **Excessive Use of Unlimited Plans is prohibited. (i) “Excessive Use” means usage of the service including but not limited the monthly minutes per line: excessive use is usage that exceeds used by 98% of all White Label Communications, LLC Unlimited Plan Resellers. Excessive Use is measured on a monthly basis. (ii) For example, if you use 7,500 minutes in one month per line and 98% of all White Label Communications, LLC Unlimited Plan Resellers used less than 7,500 minutes that month per line, your use would constitute Excessive use and would be in violation of this Reasonable Use Policy.**
- (d) White Label Communications, LLC provides pricing to its Resellers to give them the maximum flexibility to package their services as they see fit. The Reseller would be in violation of this Reasonable Use Policy if White Label Communications, LLC, at its sole discretion, determines the Reseller is packaging/selling its services in a manner intended, for no other practical purpose, to reduce its costs from White Label Communications, LLC.
- (e) White Label Communications, LLC reserves the right to review and monitor your use of the service and your usage of your Unlimited Plan at any time (i) to calculate Excessive Use and (ii) compliance with this Reasonable Use Policy, including that there is no Excessive Use or cost avoidance.
- (f) Except where prohibited by law, if you violate this Reasonable Use Policy, including but not limited to by Excessive Use of the Service, you hereby acknowledge and agree that White Label Communications, LLC may modify, suspend, terminate, disconnect or take any other reasonable action regarding your Service to prevent continued violation of this Reasonable Use Policy (a “Plan Modification”), including charging you \$0.02 per minute, billed in 6 second increments, for any Excess Use or automatically converting your Unlimited Plan to a metered plan. You hereby agree to pay White Label Communications, LLC, and hereby authorize White Label Communications, LLC to charge your credit card for any additional fees, charges and penalties related to any Plan Modification.

12. MISCELLANEOUS:

- (a) Force Majeure. Services may be impeded by events outside of White Label Communications reasonable control, including acts of God, floods, fires, hurricanes, earthquakes, acts of war or terrorism, technology attacks, labor actions, failure of third

party suppliers, or changes in applicable laws and regulations. White Label Communications' failure to provide the Services due to a force majeure event will be excused.

(b) Notices. All notices required hereunder will be made in writing to the addresses below the signature line. Notices will be acceptable only if provided as follows, and will be deemed given: (a) one (1) day after deposit with an overnight courier, charges prepaid; (b) three (3) days after mailing by first class, certified, or registered U.S. Mail, charges prepaid, return receipt requested; and (c) when delivered by hand or by facsimile with confirmed receipt.

(c) Material Provided for Resellers. Any tools including and not limited to excel, web based, powerpoints, word docs, etc. whether they pertain to sales and marketing, operations, legal, or any other subject matter and are provided through White Label Communications' partner portal or otherwise, is provided without any representations as to its accuracy or fitness for a particular purpose. It is intended as a sample and is used at the sole risk of the Reseller. It should not in any way replace Resellers own diligence and judgment related to selling and/or delivering the service or replace Resellers consulting with their Professional Advisors which would include but are not limited to; Lawyers, Accountants, etc.

(d) Independent Contractors. The Parties are independent contractors, and nothing herein will be construed to any other effect. Each Party alone will determine, supervise and manage the method, details, and means of performing its obligations. Except as agreed in writing, neither Party will act or attempt to act or represent itself, directly or by implication, as the other Party's agent. Each Party will be solely responsible for the withholding and payment of all applicable federal, state, and local taxes for its own employees.

(e) Exclusivity and Competition. It is understood that White Label Communications makes a significant investment in training and support. Based in part on that significant investment, during the Initial Term or any Renewal Term hereof, it is understood and specifically agreed that White Label Communications shall have the exclusive right to provide the Services to Reseller within any area of the United States of America or Canada where the Services are available. Nothing herein shall prohibit White Label Communications from providing services similar or identical to the Services provided to Reseller hereunder to any other entity or person; provided, however, that White Label Communications does not use Confidential Information of Reseller to do so. During the term of this Agreement, Reseller agrees that it will not compete with White Label Communications in the marketing or sales of services similar or identical to the Services provided hereunder.

(f) No Third Party Beneficiaries. This Agreement benefits Reseller and White Label Communications. There are no intended third party beneficiaries, including without limitation Reseller's customers.

(g) Severability; No Waiver. Any provision of this Agreement that is prohibited or unenforceable will be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions. No course of dealing or failure of a Party to enforce strictly any term or provision of this Agreement, or to exercise any right, obligation, or option provided hereunder, will waive such term, provision, right, obligation, or option.

(h) Interpretation. In this Agreement, the term “including” means “including, without limitation”, and the term “days” refers to calendar days. This Agreement and each SOW is the joint work product of White Label Communications and Reseller, and no inference may be drawn, or rules of construction applied against either Party to interpret ambiguities. Should the terms of this Agreement and a SOW conflict, the terms of the SOW will govern for that SOW only. No preprinted or form terms on a purchase order will apply.

(i) Assignment. This Agreement will be binding on the successors and assigns of both Parties, provided, however, Reseller will not assign, delegate or transfer this Agreement (an “Assignment”) without White Label Communications’ prior written consent. Such consent will not be required, however, for an assignment involving a sale of all of Reseller’s stock or a substantial portion of Reseller’s assets that relate to this Agreement. Any other assignment or transfer will be void and of no effect.

(j) Governing Law; Venue. This Agreement and all acts, transactions, rights, and obligations relating thereto will be governed by and construed under the laws of the commonwealth of Pennsylvania, without giving effect to principles of conflicts of law. All disputes will be resolved exclusively in the federal or state courts located in Allegheny County, Pennsylvania, and each Party consents to the personal jurisdiction and exclusive venue of those courts for that purpose.

(k) Laws, Regulations, Permits. Each Party will comply, at its own expense, with all applicable federal, state, county, and local ordinances, regulations, and codes in performing its obligations hereunder. Each Party represents that it has or will obtain all consents, licenses, permits and certificates required to receive or perform the Services and to do business in the United States. If White Label Communications reasonably believes that continued performance of the Services would cause White Label Communications or Reseller to be in violation of any applicable law, statute, ordinance, court order or regulatory agency rules, White Label Communications may cease performing the applicable Service(s) to the extent reasonably required to correct or avoid the violation and its failure thereafter to perform applicable Service(s) will be excused and will not subject White Label Communications to legal liability or damages.

(l) Tax Information. For the benefit and convenience of its Resellers, White Label Communications has integrated Suretax into the Atlas platform. Suretax is a third party company whose service is to provide a tax table database for federal, state, and local taxing authorities applicable to services sold by an Internet Telephony Service Provider (ITSP). White Label Communications may also work through third party companies from time to time, for the purpose of mapping those services to the Suretax database in order to calculate, charge for, and remit for applicable taxes. **DISCLAIMER: WHITE LABEL COMMUNICATIONS DOES NOT PROVIDE AS ANY OF ITS SERVICES FOR THE PURPOSE OF GIVING ACCOUNTING OR TAX ADVICE. WHITE LABEL COMMUNICATIONS DOES NOT CLAIM TO OR REPRESENT ITSELF AS HAVING ANY EXPERTISE OR PARTICULAR KNOWLEDGE IN THE DISCIPLINE OF EITHER ACCOUNTING OR TAXATION. ANY STATEMENTS MADE BY WHITE LABEL COMMUNICATIONS EMPLOYEES REGARDING ACCOUNTING OR TAX MATTERS SHOULD NOT BE RELIED UPON BY RESELLER. IT IS THE RESPONSIBILITY OF THE RESELLER TO VERIFY THE RATING OF ANY ITEM PROVIDED AS RATED BY WHITE LABEL COMMUNICATIONS AND TO RATE ANY ITEMS NOT RATED IN THE WHITE**

LABEL COMMUNICATIONS PORTAL. WHITE LABEL COMMUNICATIONS IN NO WAY REPRESENTS OR WARRANTS THE ACCURACY OF ANY INFORMATION PROVIDED BY ANY THIRD PARTY COMPANY WHETHER PROVIDED THROUGH THE WHITE LABEL PORTAL OR OTHERWISE. RESELLER ACKNOWLEDGES THAT WHITE LABEL COMMUNICATIONS HAS NO EXPERTISE OR SERVICES AS IT RELATES TO ACCOUNTING OR TAXATION AND THE RESELLER SHOULD IN NO WAY RELY UPON WHITE LABEL COMMUNICATION FOR EXPERTISE IN THOSE AREAS.

(m) Authority. Each Party represents to the other that (i) it has full authority to enter into and perform under this Agreement (ii) the person signing this Agreement on its behalf is properly authorized; and (iii) it has read this Agreement, understands it, and agrees to be bound by all of its terms, conditions, and provisions.

(n) Survival. All enforceable obligations including but not limited to Sections 3, 5, 6, 7, 8 and 10 will survive the expiration or termination of this Agreement or any SOW.

(o) Entire Agreement. This Agreement, together with any SOW(s) or executed amendments, constitutes the Parties' entire understanding, and supersedes any prior written or oral agreements or understandings, related to the subject matter hereof. This Agreement or any SOW may be modified only by a mutually executed amendment. This Agreement is not enforceable unless properly executed by both parties.

(p) White Label Communications may from time to time at its sole discretion engage in activities that result in lead generation of end user opportunities. White Label Communications will distribute these lead(s) to the Reseller(s) of its choosing at its sole discretion. White Label Communications is under no obligation to either generate leads or provide them to any specific Reseller. To the extent that White Label Communications provides a lead to a Reseller and the Reseller pursues the lead Reseller is prohibited from offering any service that competes with any service White Label Communications provides. Further, if Resellers is successful in converting the lead into a customer within 6 months of receiving the lead from White Label Communications then Reseller is prohibited for the life of its relationship with that customer from providing any service White Label Communications provides either directly or through another provider. For the avoidance of doubt, it is the Resellers' responsibility to market and sell services and leads provided by White Label Communications are again at its sole discretion and only intended to augment not replace the Resellers own marketing and sales efforts.