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Benchmark Ad (“The Company”)

~~AAAAAAAAAAAA~~ The Company shall keep confidential all business, products or services information disclosed to it by the Customer under the terms of this Agreement together with the provisions of this Agreement.

~~AAAAAAAAAAAA~~ The Company undertakes not to disclose such information to any third party without the prior written consent of the Customer unless required by law, regulatory authority or court order.

No announcements or press releases shall be made by either party in relation to the terms of this Agreement without the prior written consent of the other, such consent not to be unreasonably withheld.

Notwithstanding the foregoing provisions, the Customer permits the Company to disclose to third parties the Company's involvement with the Customer in connection with the plaques on the terms and strictly in accordance with the provisions set out in this Agreement.