

**Letter of Intent for Red Monkey Jeans**  
**Presented by Brandon Chang**  
**May 14, 2008**

***This letter of intent will outline the scope of work with specific deliverables, timing and terms of agreement between Brandon Chang (“Brandon”) and Red Monkey Jeans (“RMC”) as follows:***

1. Brandon will produce two websites for RMC: [www.RedMonkeyBrand.com](http://www.RedMonkeyBrand.com) and [www.RedMonkeyRMC.com](http://www.RedMonkeyRMC.com)
2. [www.RedMonkeyBrand.com](http://www.RedMonkeyBrand.com) will be the official Red Monkey Jeans website in both Chinese and English. The goal is to be the one place online for everything related to Red Monkey Jeans. The website will promote awareness of the brand and will feature the entire Red Monkey Jeans product line. There will not be a store – the products will be sold on Brandon’s Street Culture website (“Store”).
3. [www.RedMonkeyRMC.com](http://www.RedMonkeyRMC.com) will be the SEO (search engine optimization) website to increase page rank in Google, Yahoo and other major search engines for [www.RedMonkeyBrand.com](http://www.RedMonkeyBrand.com) and the Store.
4. Both websites will be designed as hybrid HTML and Flash sites that solve the accessibility, search engine and bookmarking issues of pure Flash sites.
5. The Store will be the exclusive worldwide source for buying Red Monkey Jeans for end-users. The Store will also be the exclusive worldwide wholesaler/distributor for Red Monkey Jeans for all markets except the UK, where [www.togged.com](http://www.togged.com) has a distribution deal.
6. Brandon will forward all orders for Red Monkey Jeans to RMC. RMC will ship the product to the customer. Brandon will not carry any inventory.
7. Profit sharing will be based on net profit. The percentages will be negotiated at a later time.

**Timing:**

- Jun 30 2008: [www.RedMonkeyBrand.com](http://www.RedMonkeyBrand.com), the Store and [www.RedMonkeyRMC.com](http://www.RedMonkeyRMC.com) prototype
- Sep 30 2008: [www.RedMonkeyBrand.com](http://www.RedMonkeyBrand.com) and the Store full site launch
- Oct 30 2008: [www.RedMonkeyRMC.com](http://www.RedMonkeyRMC.com) full site launch