

WHISTLEBLOWER NOTICE

To:All Employees of Inuvo, Inc.
From:The Inuvo Audit Committee
Contact the Inuvo Audit Committee

If anyone suspects any illegal, improper or inappropriate activities of any nature by any director, officer or employee of Inuvo, we request that you inform us of your suspicions or concerns by promptly contacting our Audit Committee. Inuvo employees are required to report all concerns and may do so anonymously if desired, without any retaliation for submitting a report if the employee acts lawfully and reasonably believes that the report involves a violation of law or Company policy. You may submit the complaint or question in writing or orally to the following:

Inuvo Audit Committee
c/o Charles Pope
Chairman of Committee
500 President Clinton Avenue, Suite 300
Little Rock, AR 72201
727-324-0211 x4357

Contact the Board of Directors

Inuvo shareholders and employees who want to communicate directly with the Company's Board of Directors, any committee of the Board, or any individual director may submit their questions or concerns by mailing or delivering a communication addressed to "Board of Directors," c/o Charles Pope at the address listed above. Each communication should specify the applicable addressee or addressees to be contacted, as well as the general topic of the communication. The Company will initially receive and process communications before forwarding them to the addressee. Communications may also be referred to other departments within the Company. The Company generally will not forward to the Board any communication that it determines to be primarily commercial in nature, that relates to an improper or irrelevant topic, or that requests general information about the Company.