



Attn: Trading and Market Making / Legal and Compliance / Operations / Systems
UNIFORM PRACTICE ADVISORY (UPC # 006-2004) January 15, 2004

Paid, Inc. – Common Stock (OTCBB:PAYD)

On December 8, 2003, the above company effected a name change from Sales OnLine Direct, Inc. to Paid, Inc. The symbol changed from PAID to PAYD on that date. The Company also had announced an amendment to its bylaws to require that all stock certificates held in street name or otherwise must now include the name of the beneficial holder. A mandatory exchange date of December 8, 2003 was set. NASDAQ was unaware of this at the time the corporate action was processed.

In order to facilitate and comply with the Company's bylaws, the Company has decided to set a second mandatory exchange date of January 16, 2004. As of that date, the CUSIP number will change to 69561N204.

Members are advised that certificates representing the new CUSIP may not be issued at this time in the name of The Depository Trust Company (DTC) or its nominee name, Cede & Co. Consequently, DTC will not be processing the reorganization. Participants should contact DTC directly for instructions on withdrawing their positions.

Considering the foregoing, trading and quotation on the OTC Bulletin Board (OTCBB) will be changed to a when-issued basis effective 1/16/2004. The symbol will be changed to PAYDV on that date.

All certificates in the name of Sales OnLine Direct, Inc. (CUSIP 794661108) or Paid, Inc. (CUSIP 69561N105) ***must be exchanged for new certificates with the new CUSIP number (69561N204).*** All inquiries with regard to the surrender and exchange of certificates should be made directly to Olde Monmouth Stock Transfer at (732) 872-2727.

Questions regarding the registration and eligibility status at DTC should be directed to your relationship manager at DTC.

Questions regarding this notice should be directed to: Market Integrity Department, 203.375.9609.

Tara Petta
Associate Director