

**EXHIBIT 5**

**Payment Direction Letter**



February 20, 2014

Fund Alliance Corporation  
77 Ho'Okele Street, Suite 101  
Kamului, Hawaii 96732 USA  
21 February 2014

**Re: Direction Letter**

Dear Mr. Dunkerley:

As set forth in the agreements, the purchase price of the Fund.com domain is to be paid \$1,000,000 on execution of definitive agreements ("Initial Purchase Consideration") and \$500,000 upon a qualified third party financing ("Deferred Purchase Consideration").

Unless otherwise instructed in writing, you are hereby authorized and directed to disburse the proceeds comprising the Initial Purchase Consideration *only* to:

Account Name: Ballybunion Caplain UK Focus Growth Fund  
Bank: Banc of California  
Account #: 01-1033545  
ABA: 122244139

Very truly yours,

A handwritten signature in black ink that reads 'Ralph Berger'.

Ralph Berger  
Co-Manager