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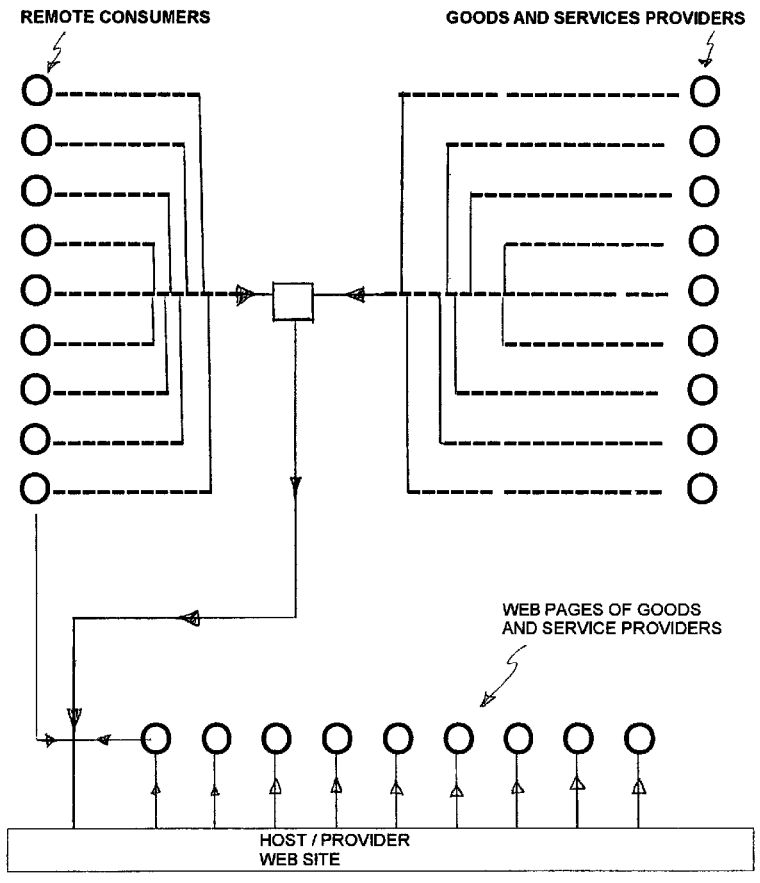
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(54) Title: INTERACTIVE ON LINE MARKETING SYSTEM AND METHOD THEREFOR



(57) Abstract: An interactive on line marketing system which allows the marketing by a supplier of products and/or services to a remote participant consumer through a supplier web site established by a host provider, wherein said remote participant consumer participates in an on line game, competition or the like via said supplier web site in return for providing an identifying consumer profile, pin number or the like to the web site of said supplier of goods and/or services; wherein the supplier of goods and services directly interacts with consumers of the providers goods and/or services or via the host.

WO 01/98954 A1

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