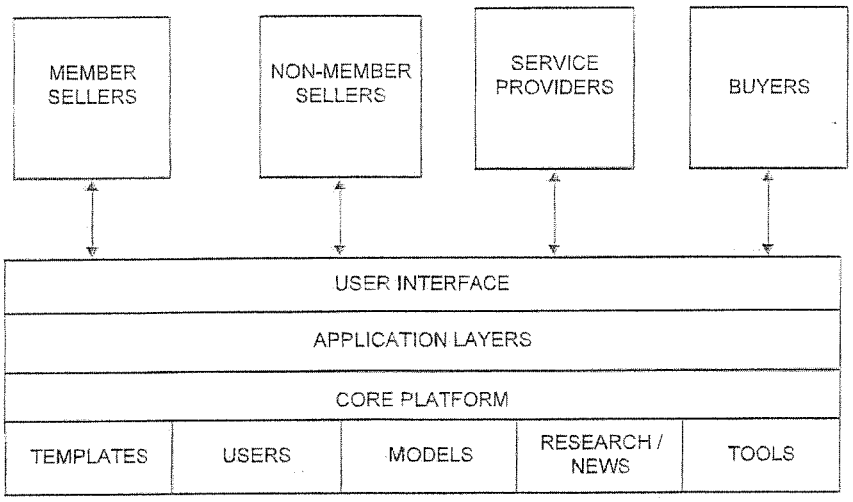

MEMBER SELLERS
NON-MEMBER SELLERS
SERVICE PROVIDERS
BUYERS
USER INTERFACE
APPLICATION LAYERS
CORE PLATFORM
TEMPLATES
USERS
MODELS
RESEARCH / NEWS
TOOLS

Figure 1A

FIG. 4 – Marketing Interface

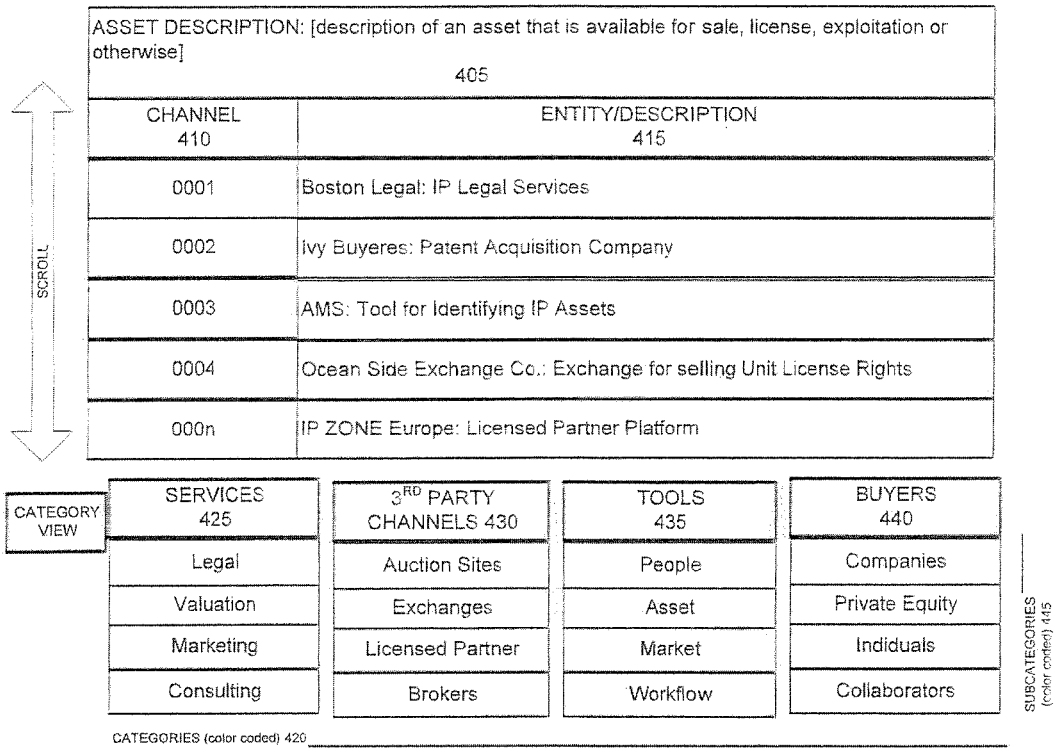


FIG. 5 – CHANNEL GUIDE CATEGORY VIEW

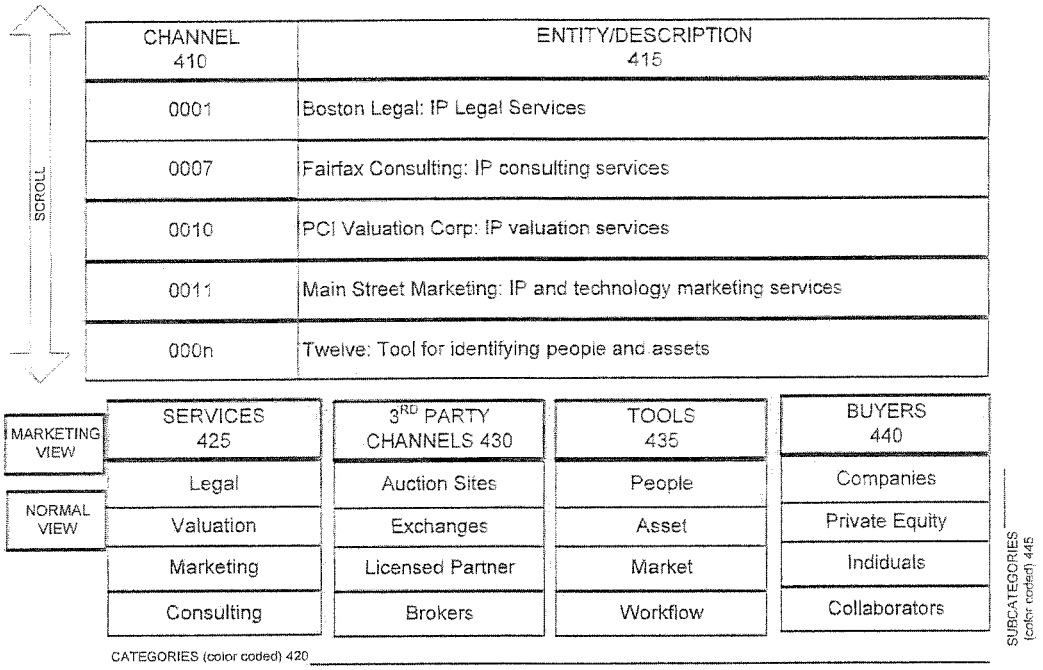


FIG. 6 – CHANNEL GUIDE SUBCATEGORY VIEW

