- 2 JUL 2004

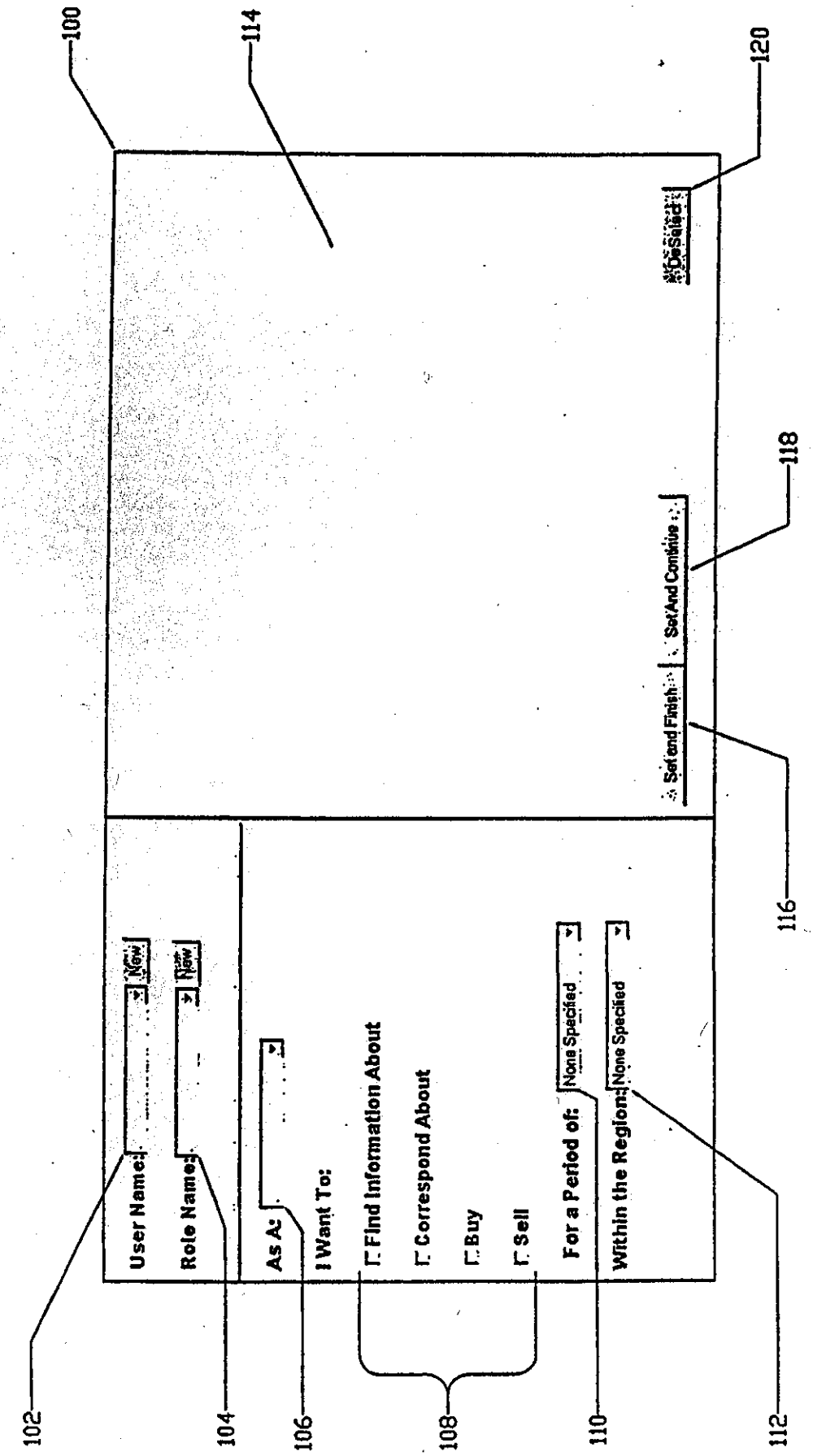


FIG. 1A

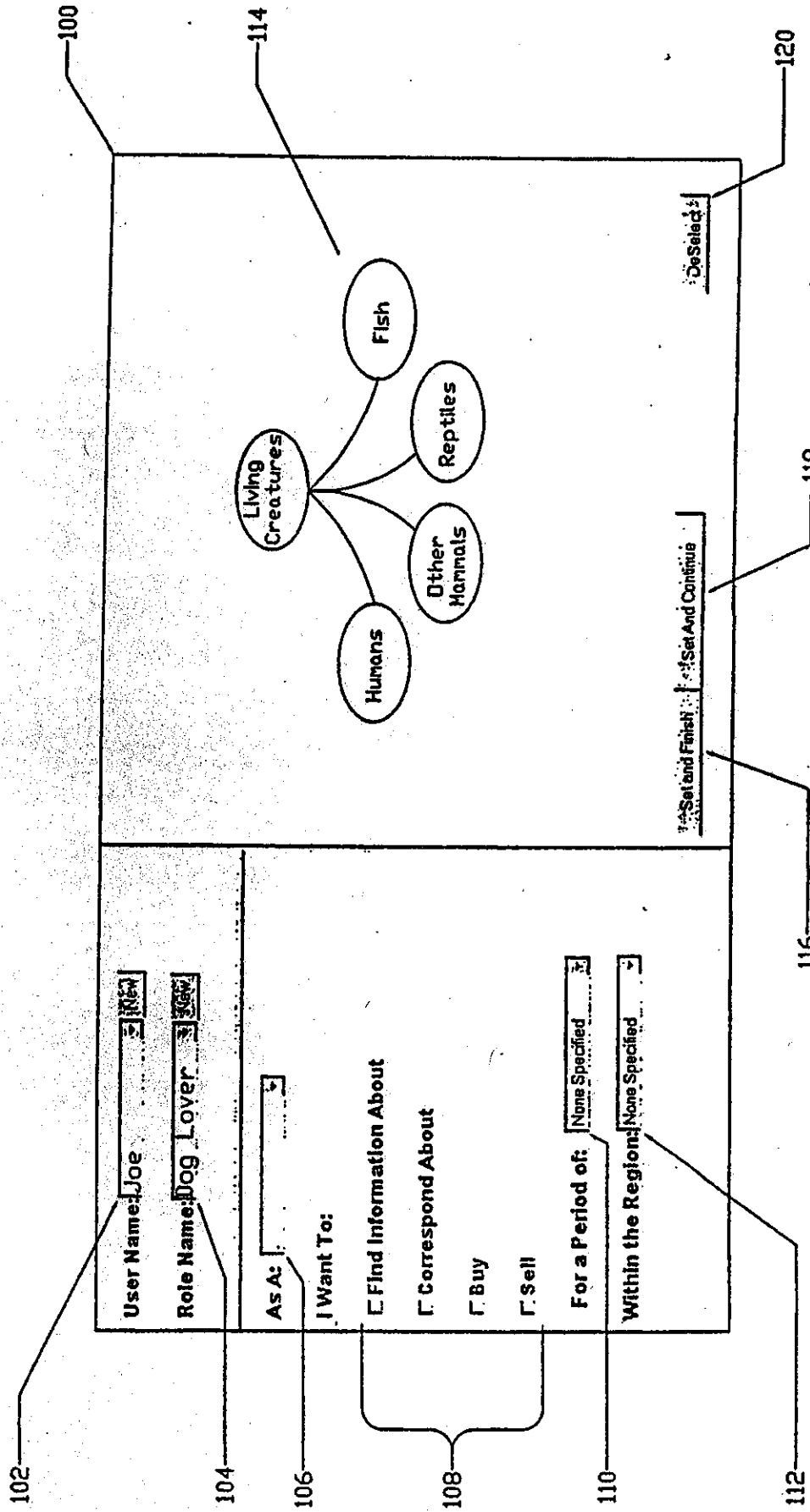

100
114
120
DeSelect
Fish
Reptiles
Living Creatures
Other Mammals
Humans
118
Set And Continue
Set and Finish
116
User Name: Joe
NEW
Role Name: Dog_Lover
NEW
As A:
I Want To:
Find Information About
Correspond About
Buy
Sell
For a Period of:
None Specified
Within the Region:
None Specified
102
104
106
108
110
112

FIG. 1B

- 2 JUL 2004

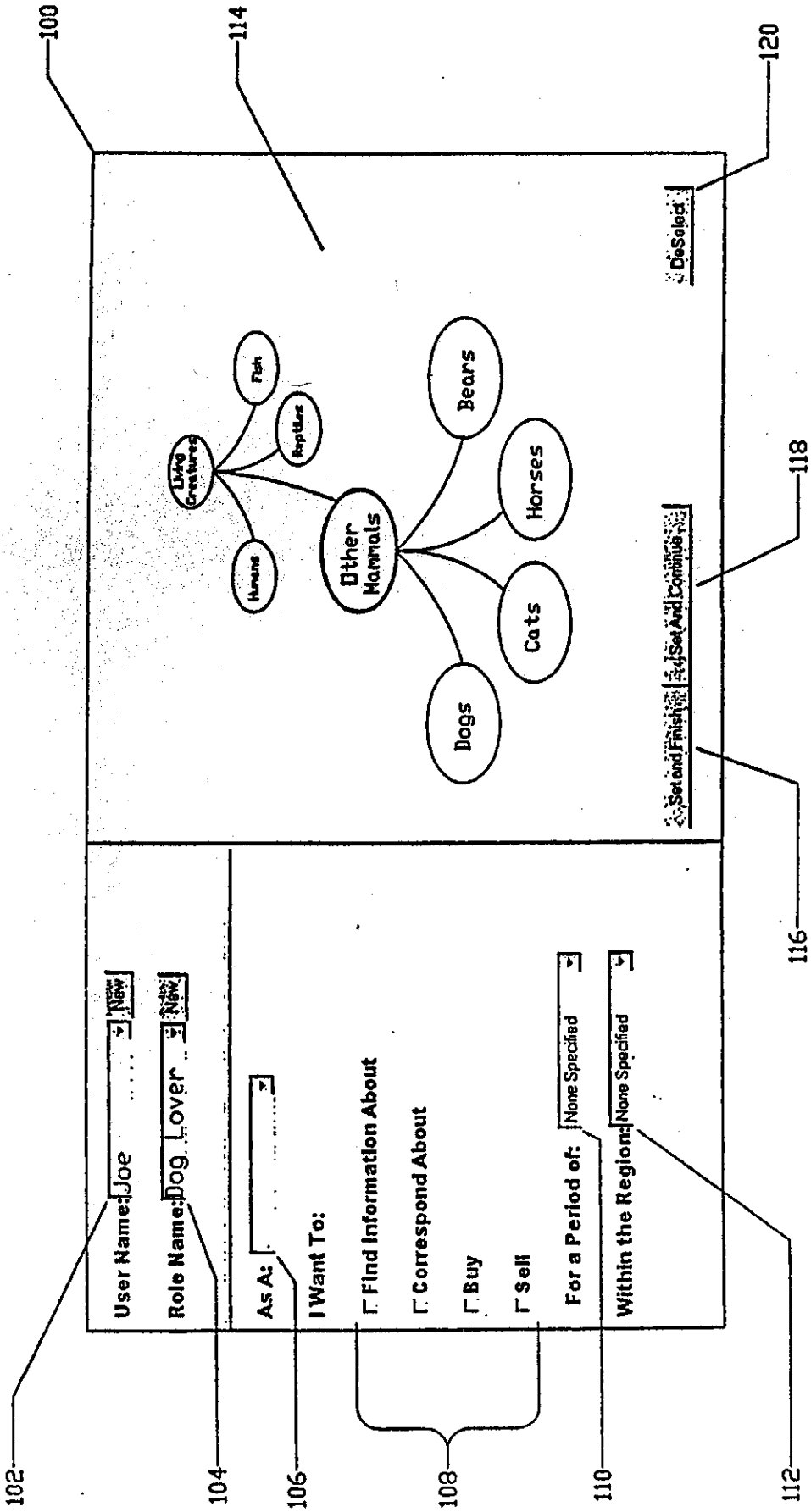


FIG. 1C

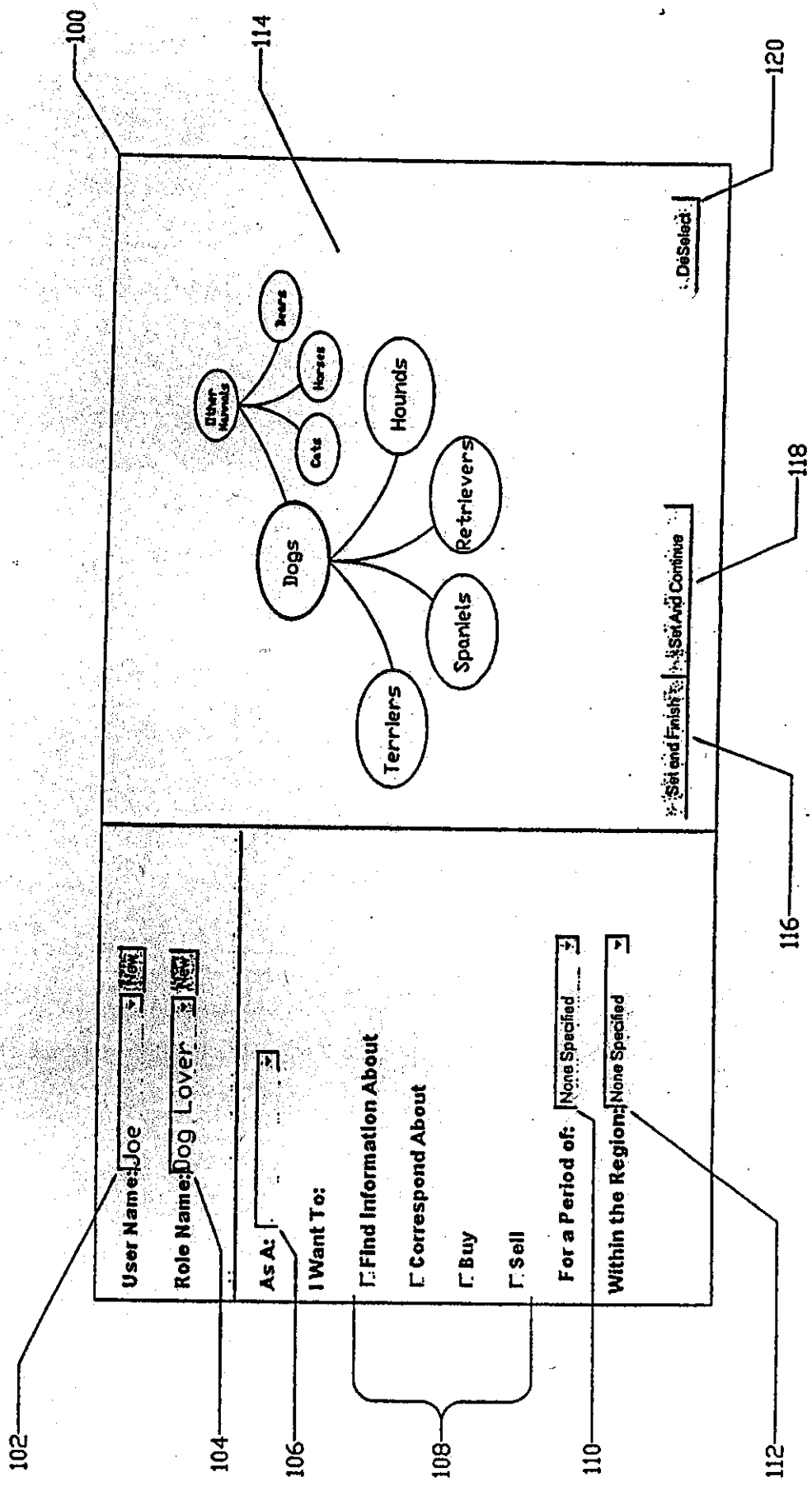

100
114
120
DeSelect
Other Animals
Bears
Horses
Cats
Hounds
Retrievers
Dogs
Spaniels
Terriers
Set and Finish
Set And Continue
118
116
User Name: Joe
New
Role Name: Dog Lover
New
As A:
I Want To:
Find Information About
Correspond About
Buy
Sell
For a Period of:
None Specified
Within the Region:
None Specified
102
104
106
108
110
112

FIG. 1D

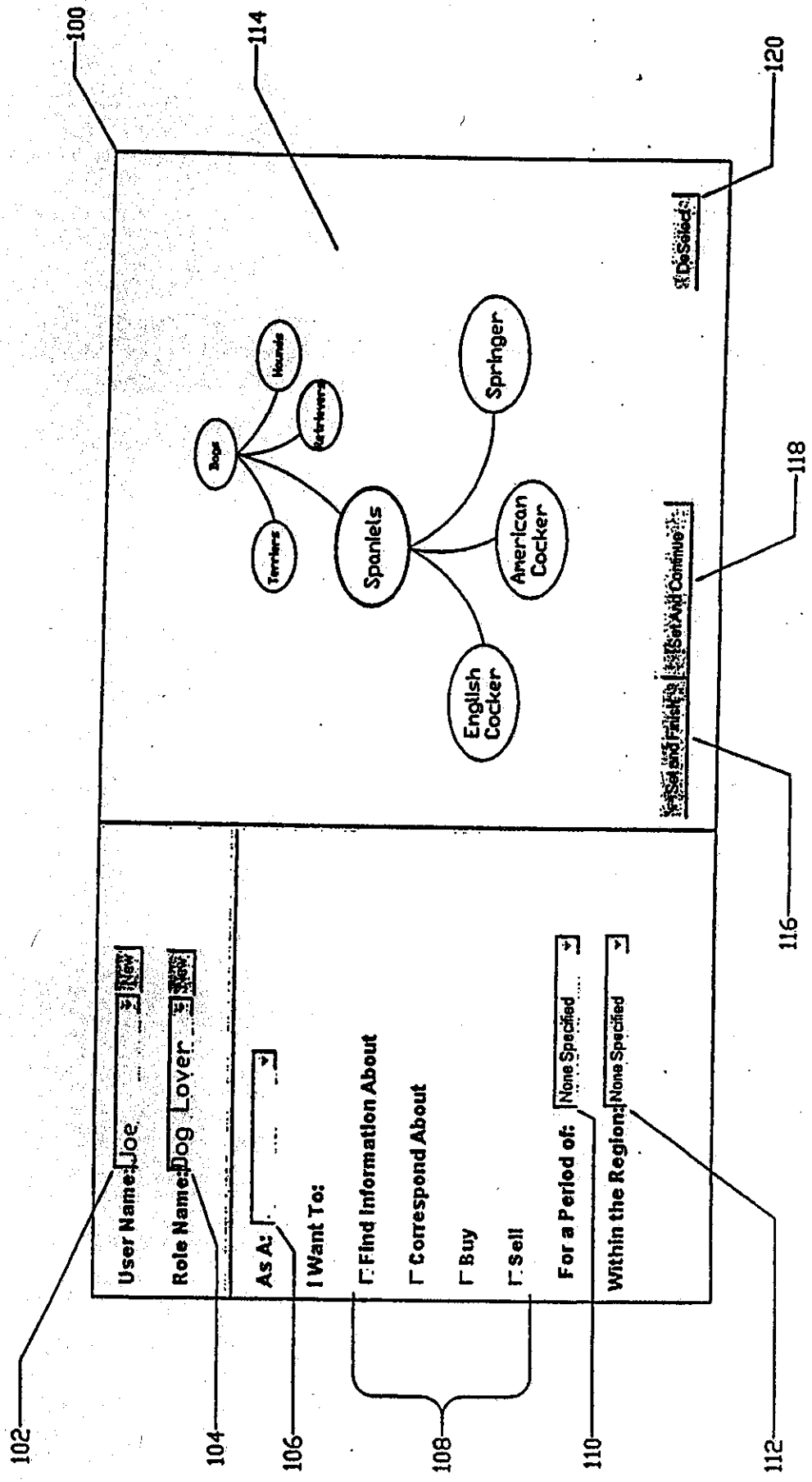

100
114
120
118
116
102
104
106
108
110
112
User Name: Joe
Role Name: Dog Lover
As A:
I Want To:
Find Information About
Correspond About
Buy
Sell
For a Period of: None Specified
Within the Region: None Specified
Spaniels
Springer
American Cocker
English Cocker

FIG. 1E

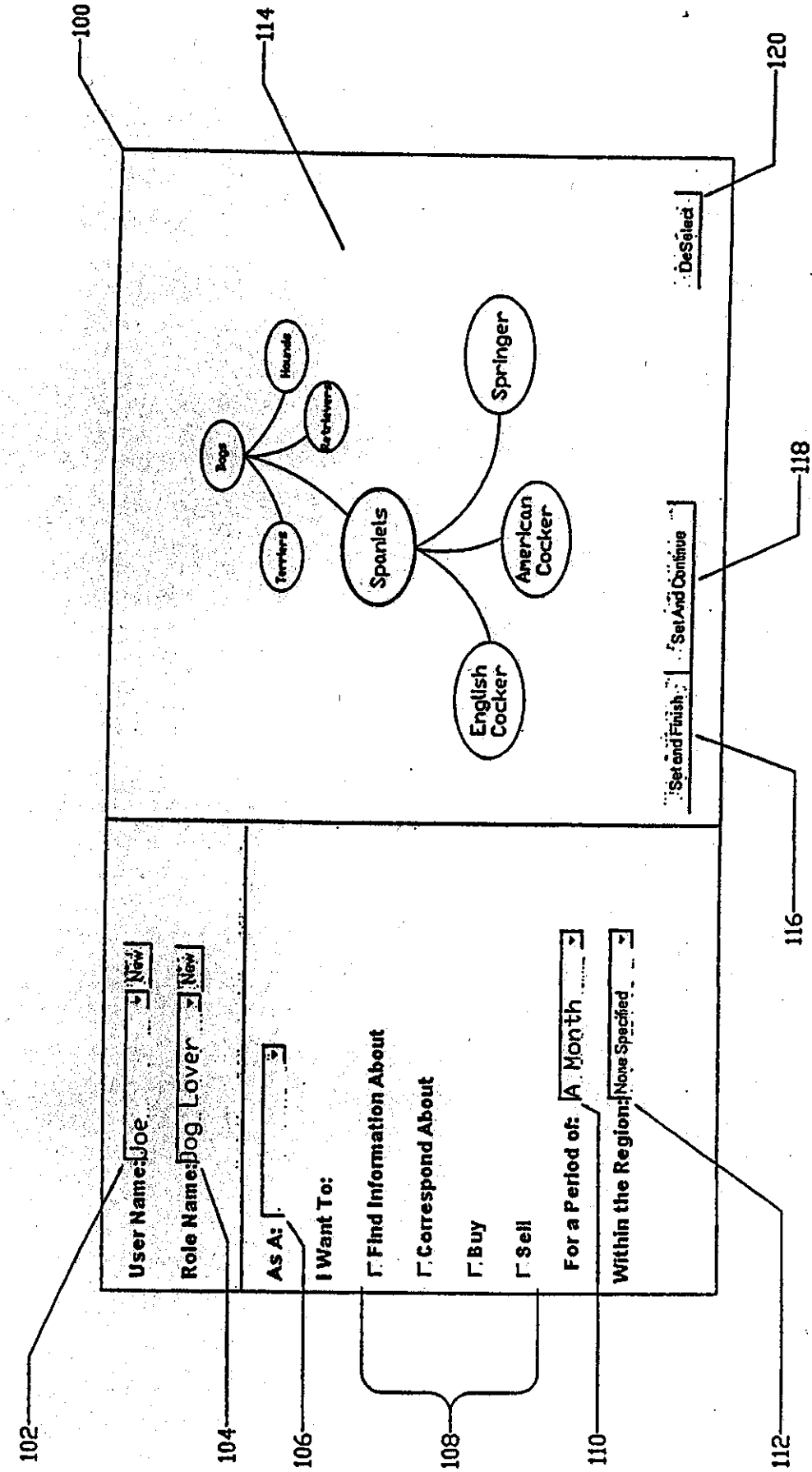

100
114
120
DeSelect
Dogs
Hounds
Retrievers
Terriers
Spaniels
Springer
American Cocker
English Cocker
Set and Finish
Set And Continue
118
116
User Name: Joe
New
Role Name: Dog Lover
New
As A:
I Want To:
Find Information About
Correspond About
Buy
Sell
For a Period of: A Month
Within the Region: None Specified
102
104
106
108
110
112

FIG. 1F

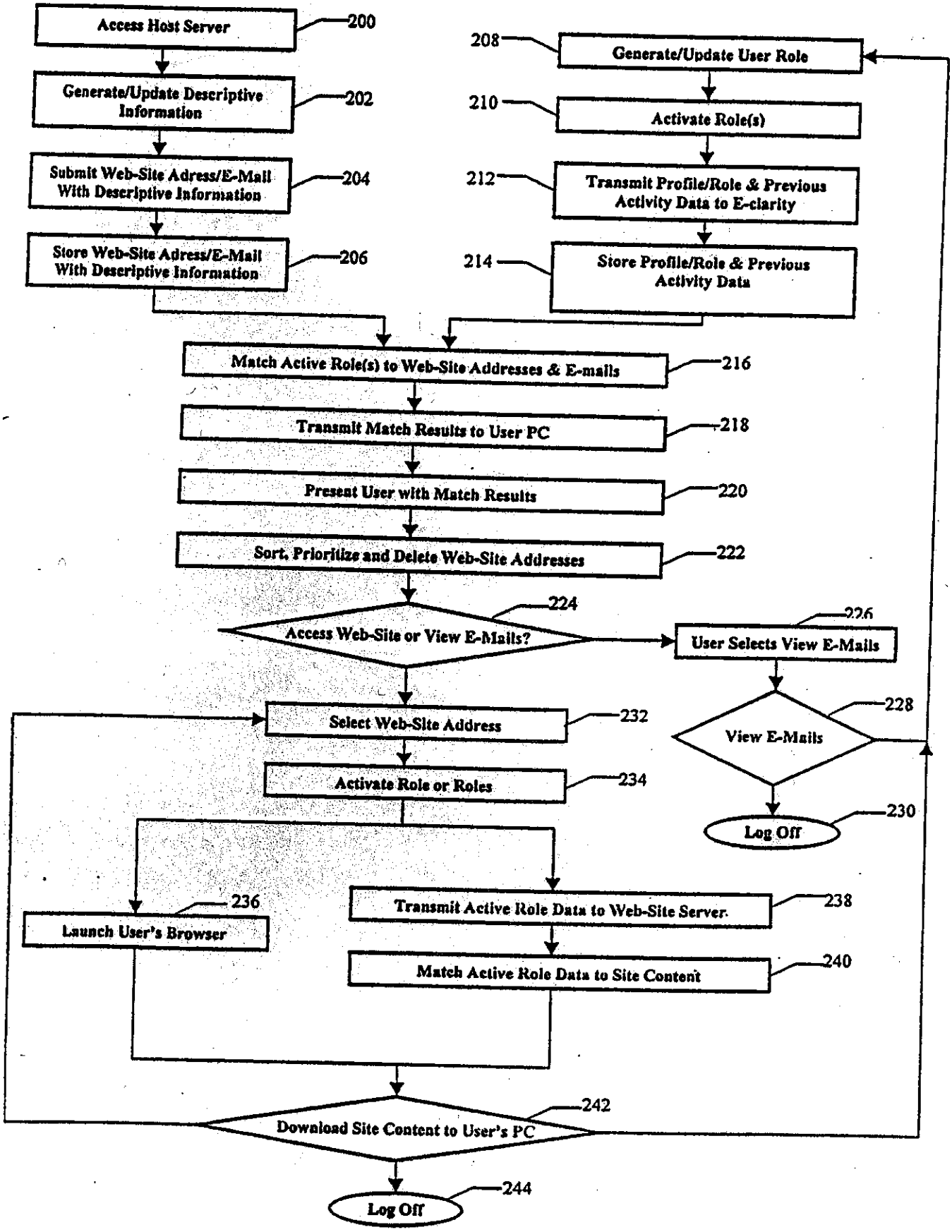

Access Host Server
200
Generate/Update Descriptive Information
202
Submit Web-Site Adress/E-Mail With Descriptive Information
204
Store Web-Site Adress/E-Mail With Descriptive Information
206
208
Generate/Update User Role
210
Activate Role(s)
212
Transmit Profile/Role & Previous Activity Data to E-clarity
214
Store Profile/Role & Previous Activity Data
Match Active Role(s) to Web-Site Addresses & E-mails
216
Transmit Match Results to User PC
218
Present User with Match Results
220
Sort, Prioritize and Delete Web-Site Addresses
222
224
Access Web-Site or View E-Mails?
226
User Selects View E-Mails
228
View E-Mails
230
Log Off
Select Web-Site Address
232
Activate Role or Roles
234
236
Launch User's Browser
Transmit Active Role Data to Web-Site Server
238
Match Active Role Data to Site Content
240
242
Download Site Content to User's PC
244
Log Off

FIG. 2

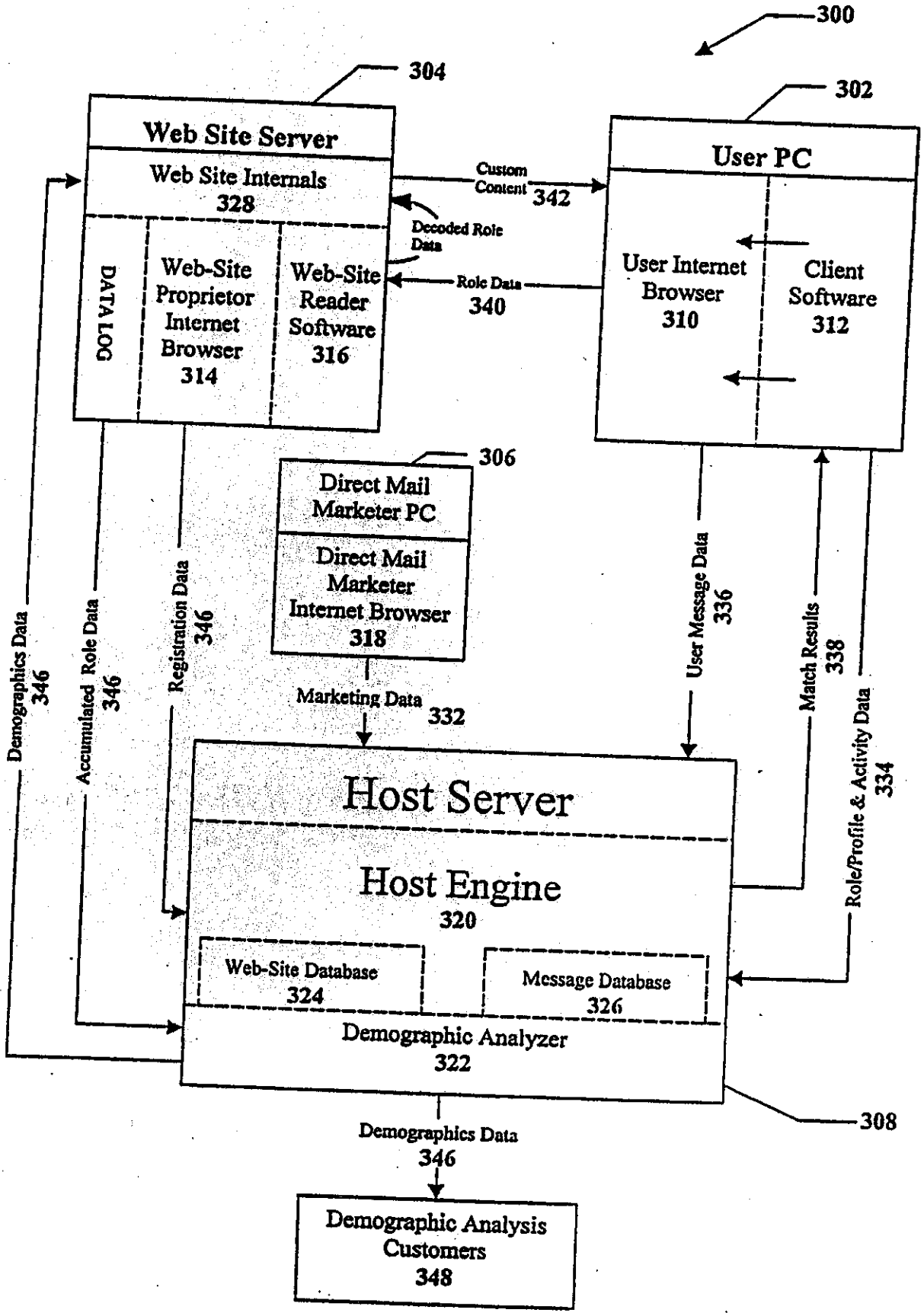

300
304
Web Site Server
Web Site Internals
328
DATA LOG
Web-Site Proprietor Internet Browser
314
Web-Site Reader Software
316
302
User PC
User Internet Browser
310
Client Software
312
Custom Content
342
Decoded Role Data
Role Data
340
306
Direct Mail Marketer PC
Direct Mail Marketer Internet Browser
318
Demographics Data
346
Accumulated Role Data
346
Registration Data
346
User Message Data
336
Match Results
338
Role/Profile & Activity Data
334
Marketing Data
332
Host Server
Host Engine
320
Web-Site Database
324
Message Database
326
Demographic Analyzer
322
308
Demographics Data
346
Demographic Analysis Customers
348

FIG. 3