

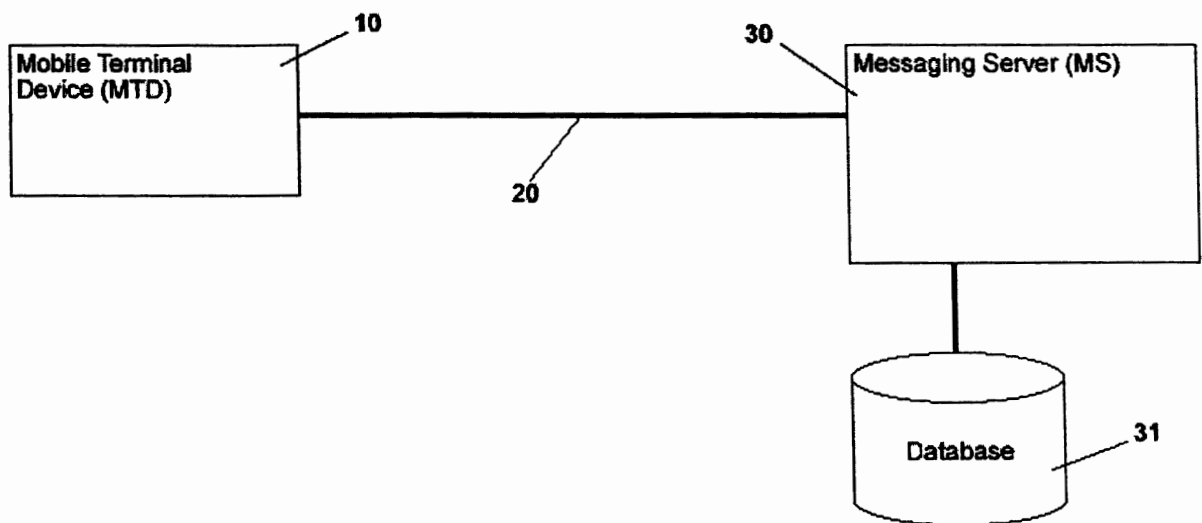


FIGURE 1

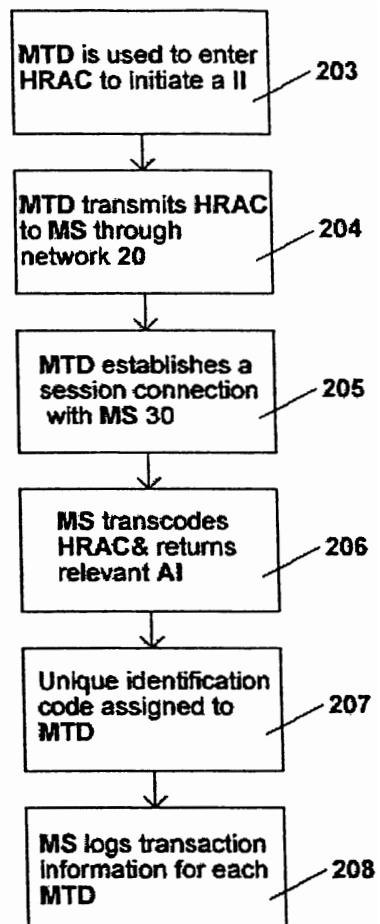


FIGURE 2

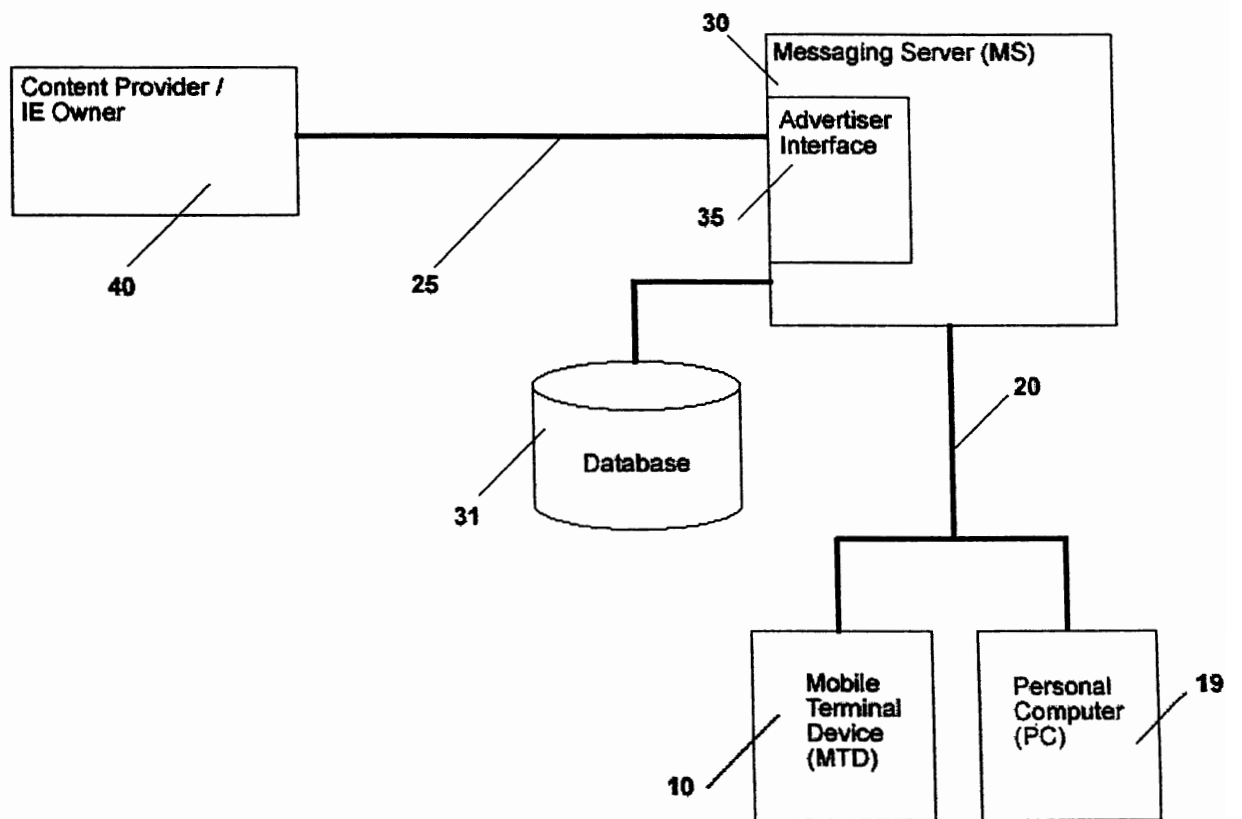
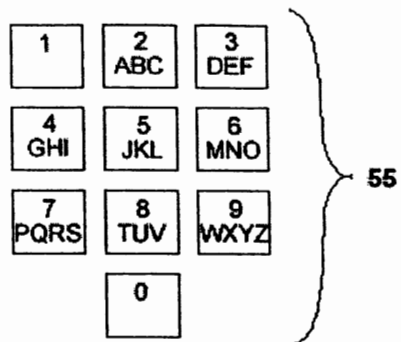
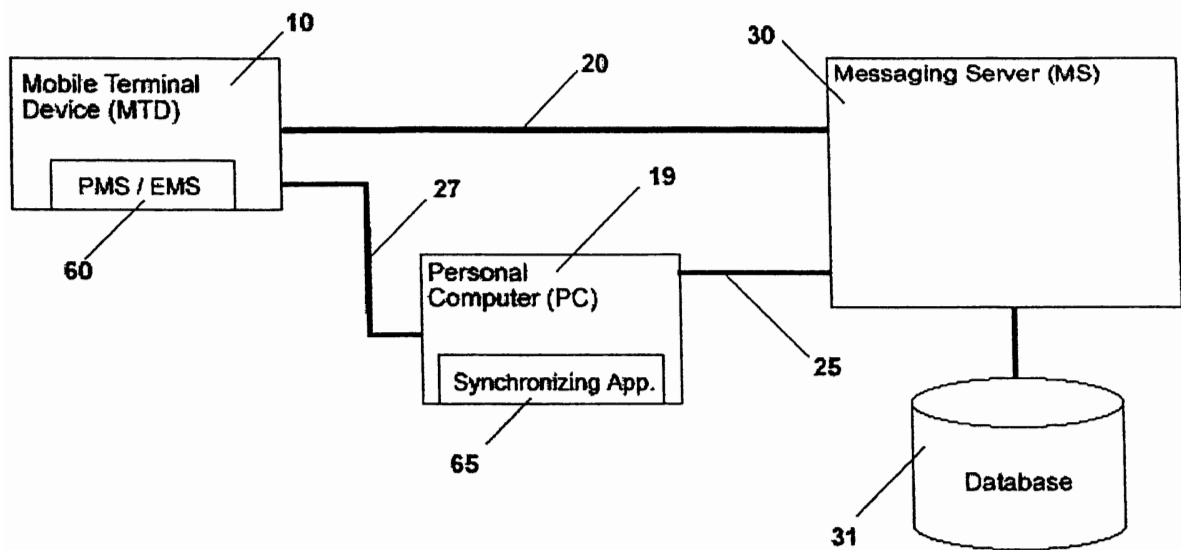


FIGURE 3



Basic Telephone Keypad

FIGURE 4

**FIGURE 5**

Create Event (Basic)

(*) required field.

*Event Name: 802

*Category: 803

*Start Date: 804

*End Date: 805

*HRAC Size: (3 to 8 characters) 806

*Num of Codes: (1 to 10) 807

Comments: 808

Response: (160 chars max) 801

FIGURE 6

Event Summary

From Date: Apr 01 2003 00 00
 To Date: Apr 30 2003 23 59
 Month: April (short cut)

Event Summary					
Account Number	Package	Units Sold			
		1	2	3	Total
Viewing Preference	5	22	0	0	C 22
Total	5	22	0	0	0

FIGURE 7

Reply letter a-j

- a) JEWELRY
- b) CARS
- c) NIGHT CLUBS
- d) MOVIES
- e) RADIO
- f) SURVEY
- g) ALCOHOL
- h) BEEPID
- i) CONCERTS
- j) DEMO

801

FIGURE 8