

FIG. 1

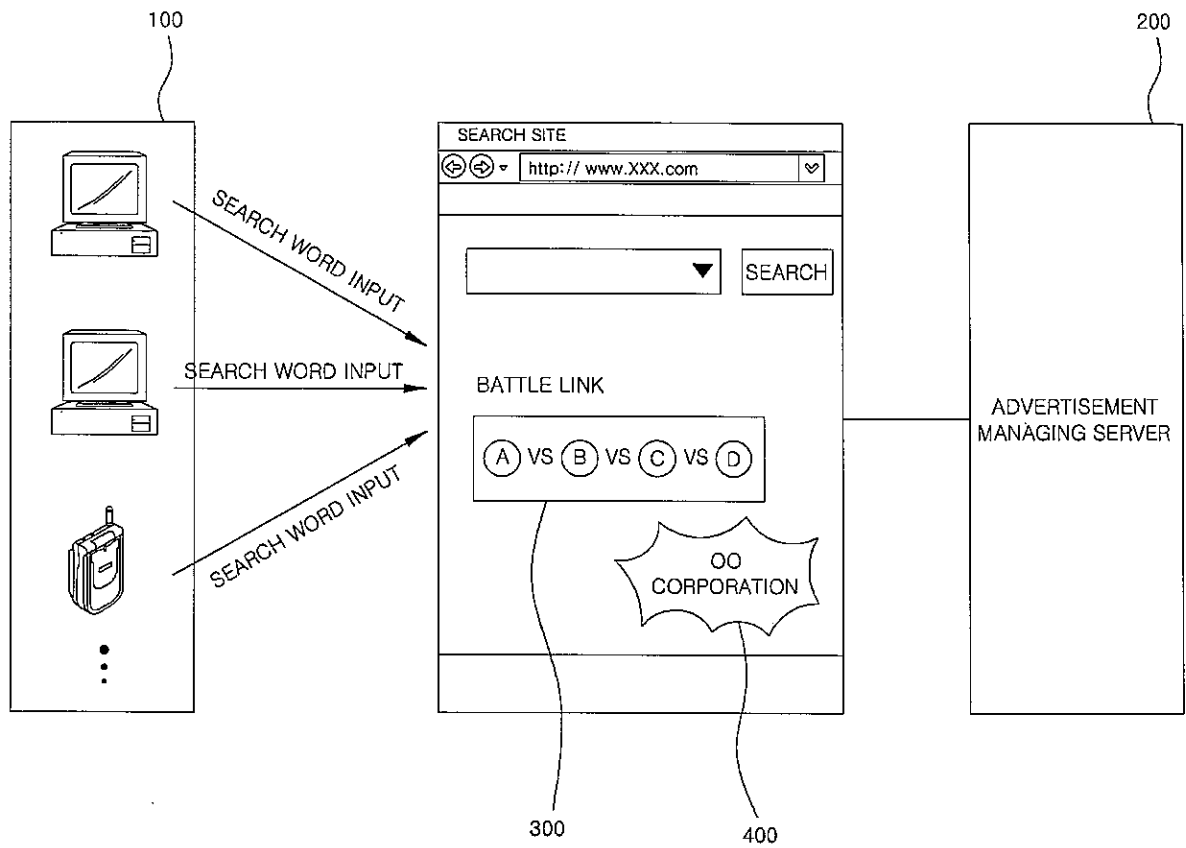


FIG. 2

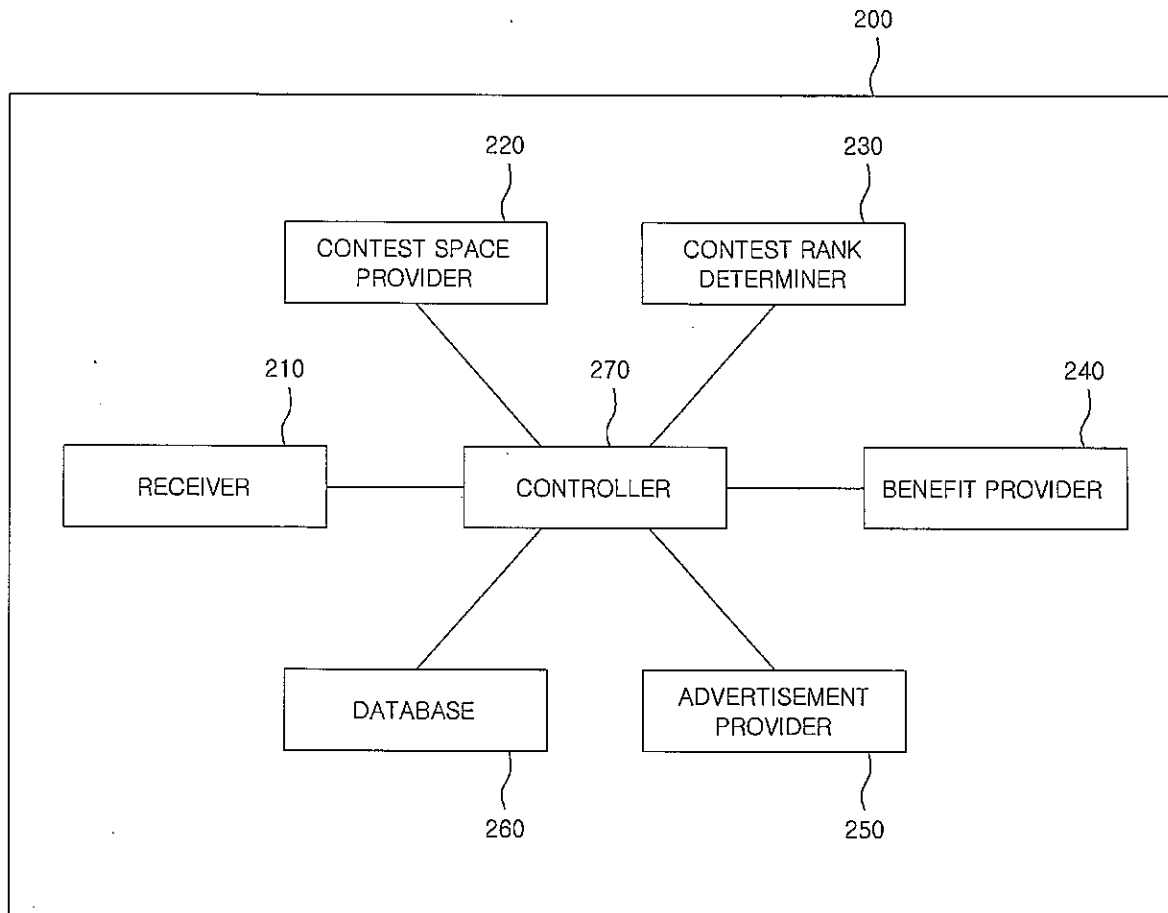


FIG. 3

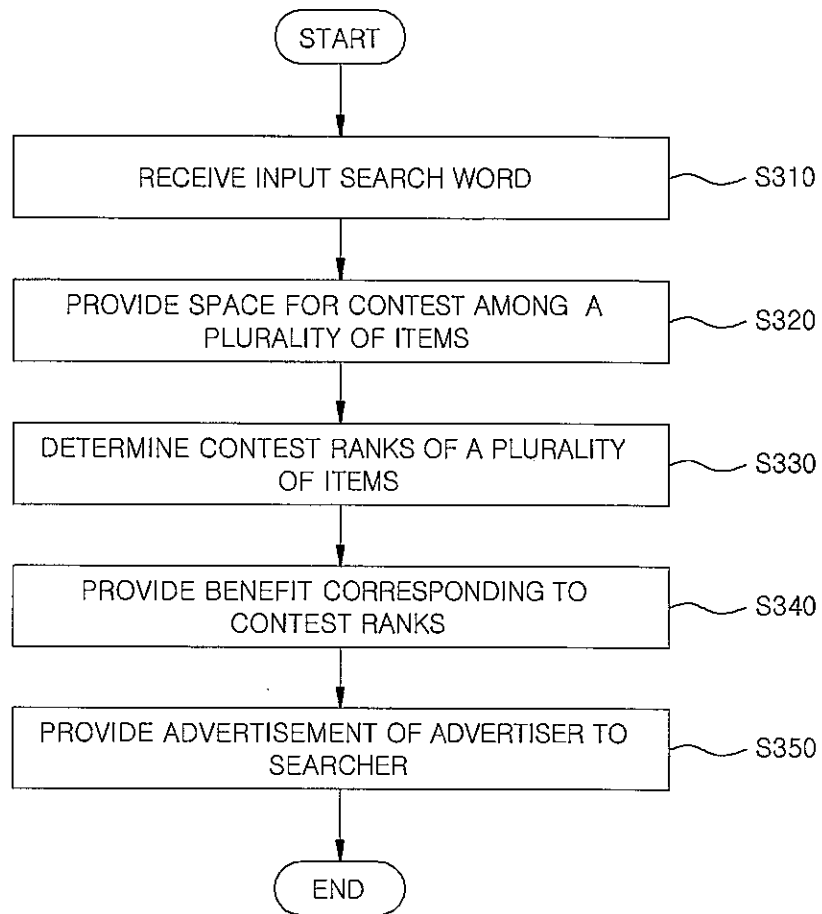


FIG. 4

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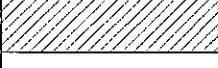
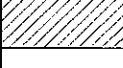
PRODUCT (STORE)	NUMBER OF LINKS (CLICKS)	SALES RECORD (NUMBER OF SOLD PRODUCTS)	CONTEST RESULT	RANK	BENEFIT		
					PURCHASER		SELLER
					CLICKER	PURCHASER	
A	1005	80	 15%	4		GIVE PRIZE	
B	1900	101	 22%	2	FREE PRINTING OF 5 PHOTOS	15% DISCOUNT	
C	300	5	 5%	5		LOSE	
D	3900	150	 40%	1	5% DISCOUNT COUPON	30% DISCOUNT	DISCOUNT 10% OF BID PRICE
E	800	80	 18%	3	ONE DOLLAR IN CYBER MONEY	ACCUMULATE 20,000 SHOPPING POINTS	

FIG. 5

