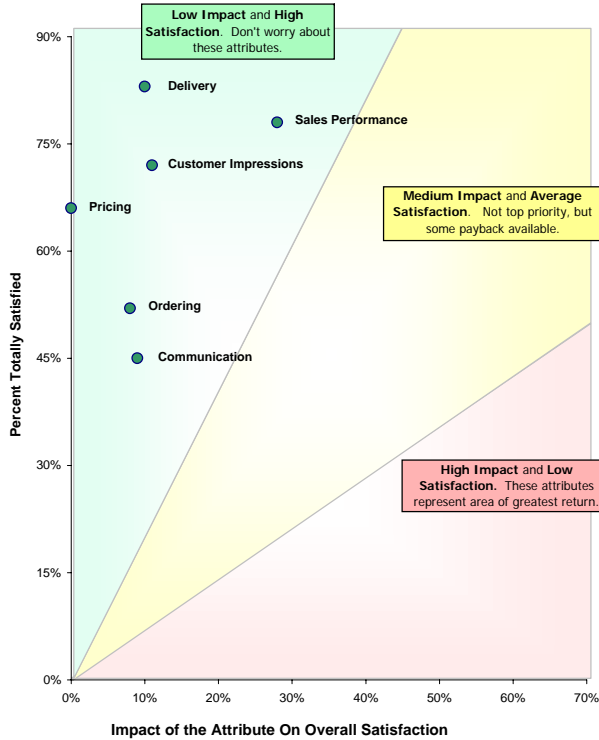


CHART 3

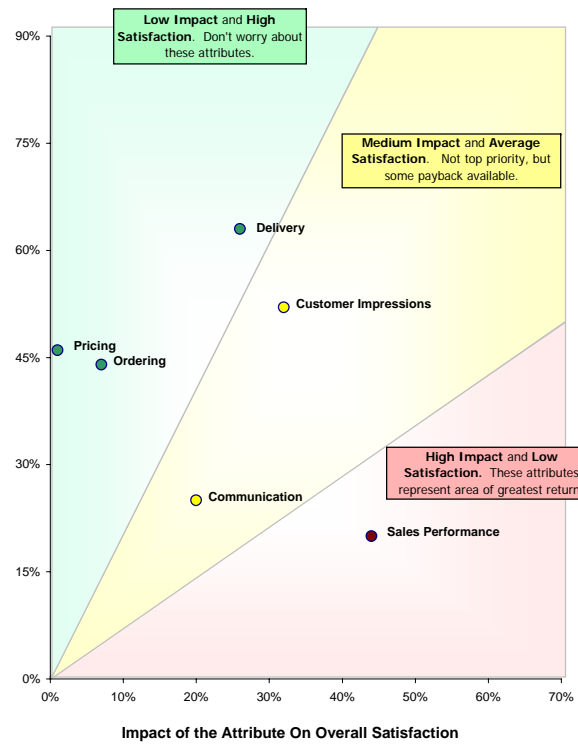
Payoff Profile

Customers Segmented By Overall Satisfaction Level

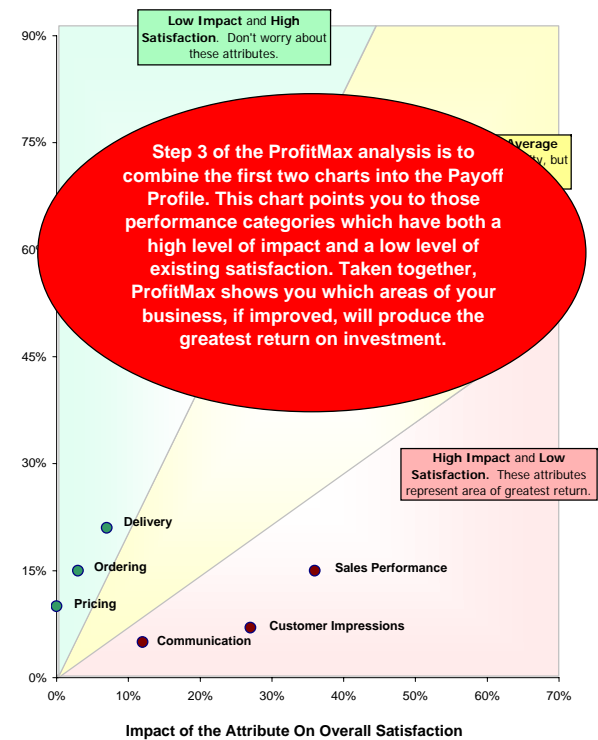
Totally Satisfied Customers



Somewhat Satisfied Customers



Dissatisfied Customers



Size of Segments

