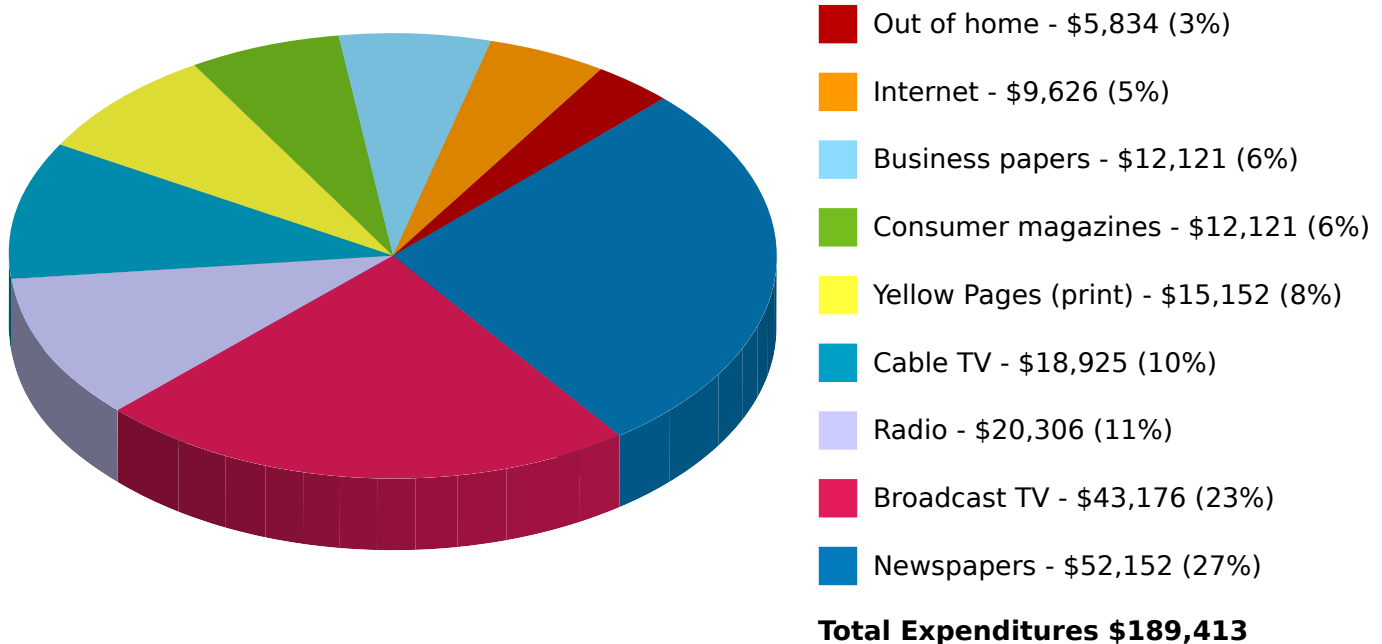


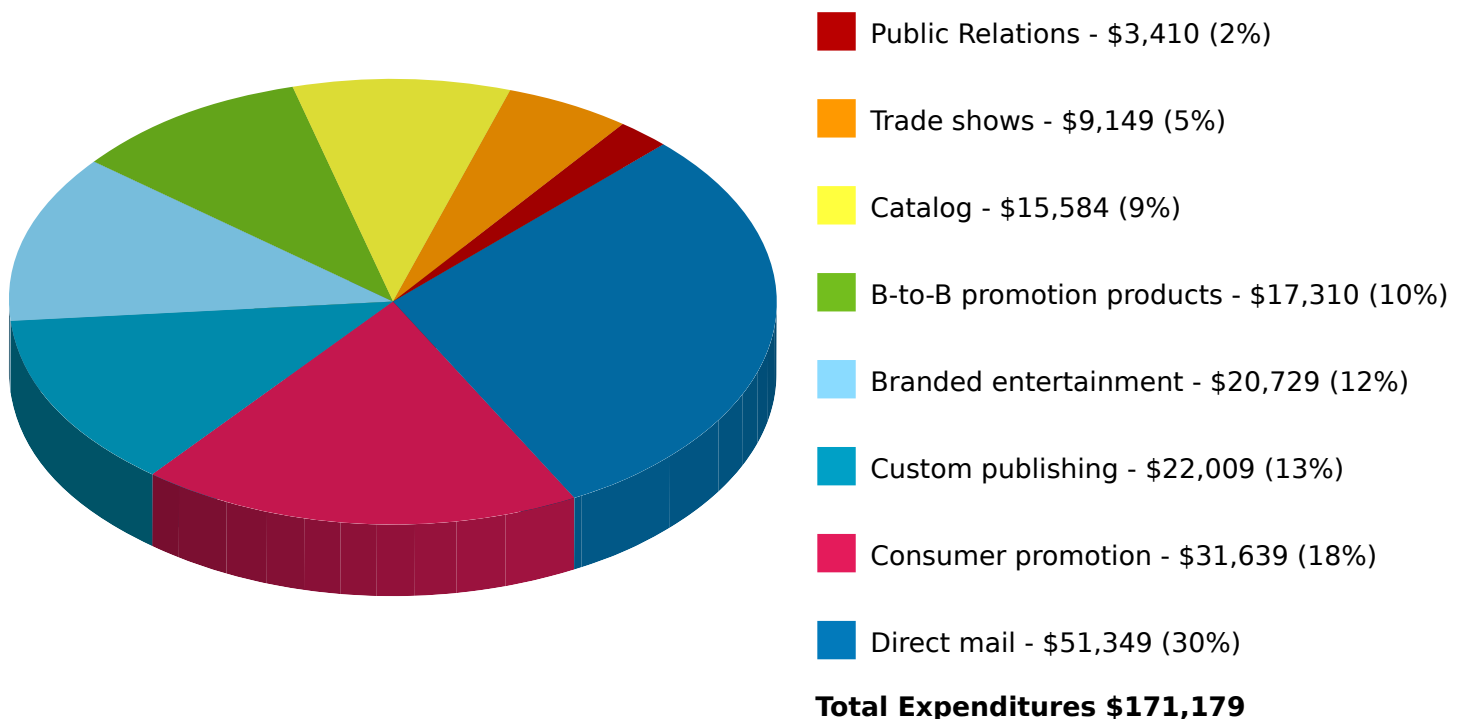
Advertising & Marketing Expenditures

(US Market Data)

Measured 2004 Advertising & Marketing Expenditures (in millions)



Unmeasured 2004 Advertising & Marketing Expenditures (in millions)



Source: Veronis Suhler Stevenson, Communications Industry Forecast, 2004