

DTC Brand Status Agenda (9/30/99)

Latest Information on PM plans

DTC "Live" Test Results

Line Item Descriptions

State Approval Status

Of 38 States:

- Group 1 (Licensed states): nine (NC, TX, CA, KY, IN, OK, MN, AZ, DE)
- Group 2 (Anticipate License by 10/10): ten (OH, MI, TN, GA, SC, WV, CO, UT, NH, VT)
- Group 3 (Anticipate License by 11/1): ten (IL, PA, NY, OR, WA, NV, KS, NE, RI, ND)
- TBD: nine (FL, NJ, MA, ID, NM, MT, WY, AK, HI)
- CML Plan: Print/Image Group 1 & 2, Print Group 3, Image at later date

DTC Contingency Plans

- V/M/N Early November
- PMX, Low BDI, High BDI states
- 2 Cell Test

Pricing Calculations/Options

52923 5879