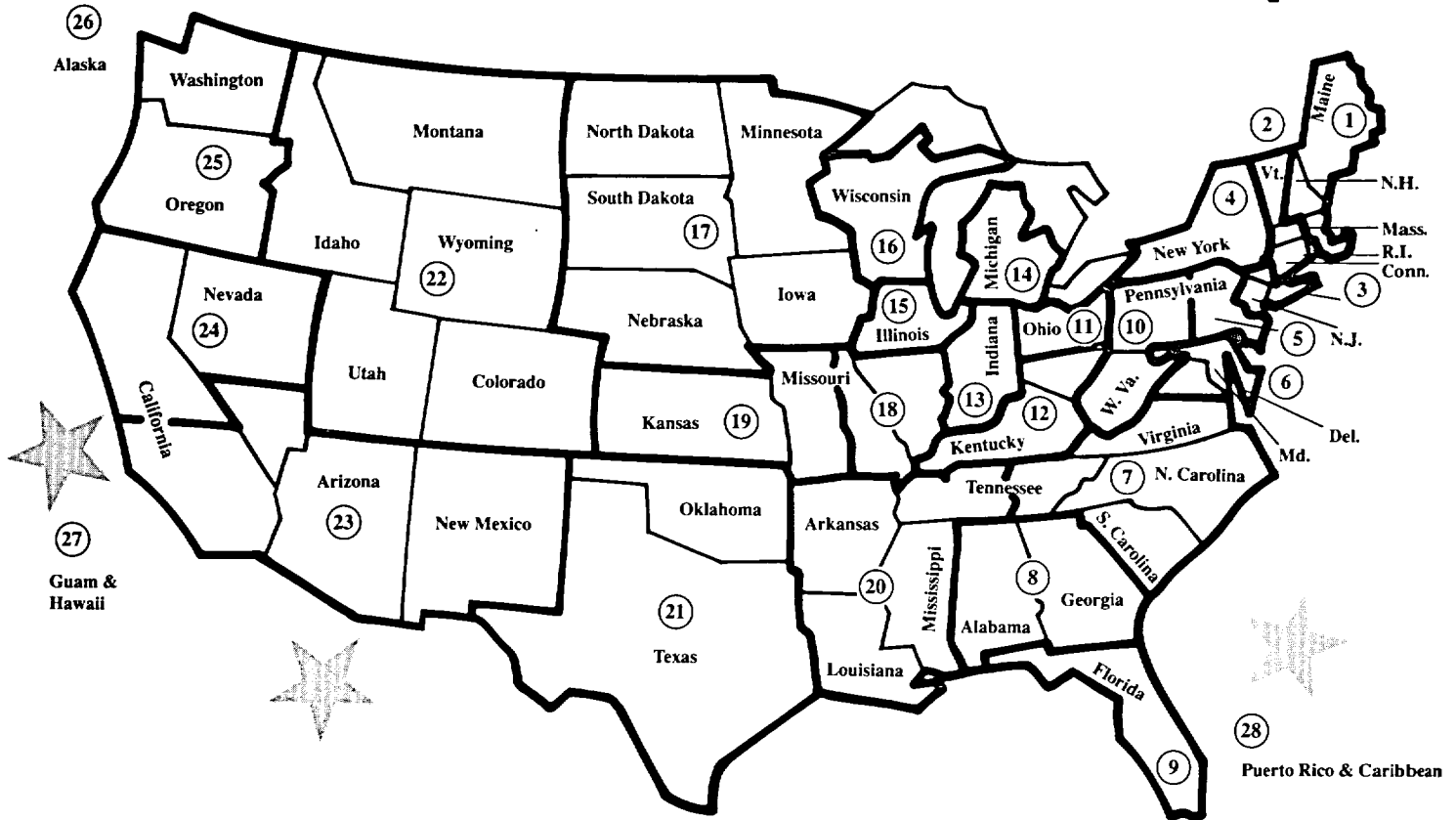


Proposed U.S. Market Segmentation



- 1. Eastern Massachusetts, Rhode Island, New Hampshire, Maine
- 2. Connecticut, Western Massachusetts, Vermont
- 3. New York City, Long Island, Westchester County, New Jersey north of Trenton
- 4. New York Upstate
- 5. New Jersey, Trenton and south, Pennsylvania east of Harrisburg
- 6. Maryland, Delaware, District of Columbia, Northern Virginia

- 7. Southern Virginia, North Carolina, South Carolina, Eastern Tennessee
- 8. Georgia and Alabama
- 9. Florida
- 10. Western Pennsylvania to Harrisburg, West Virginia
- 11. Ohio north of Route 40
- 12. Ohio south of Route 40, Kentucky
- 13. Indiana except northwestern counties
- 14. Michigan and Toledo, Ohio

- 15. Illinois, north of Rt. 36 and Lake, Porter and LaPorte counties of Indiana
- 16. Wisconsin and North-western Michigan (area northwest of Lake Michigan)
- 17. Minnesota, may include North and South Dakota and all or part of Iowa and Nebraska
- 18. Eastern Missouri, Southern Illinois
- 19. Western Missouri, Kansas
- 20. Louisiana, Mississippi, Arkansas, Western Tennessee

- 21. Texas and Oklahoma
- 22. Colorado, Utah, may include Montana, Idaho, Wyoming
- 23. California, Bakersfield and south, Arizona, Southern Nevada and New Mexico
- 24. California, north of Bakersfield, part of Nevada
- 25. Washington and Oregon
- 26. Alaska
- 27. Hawaii and Guam
- 28. Puerto Rico and Caribbean