

THE TWO M'S OF LEAD GENERATION

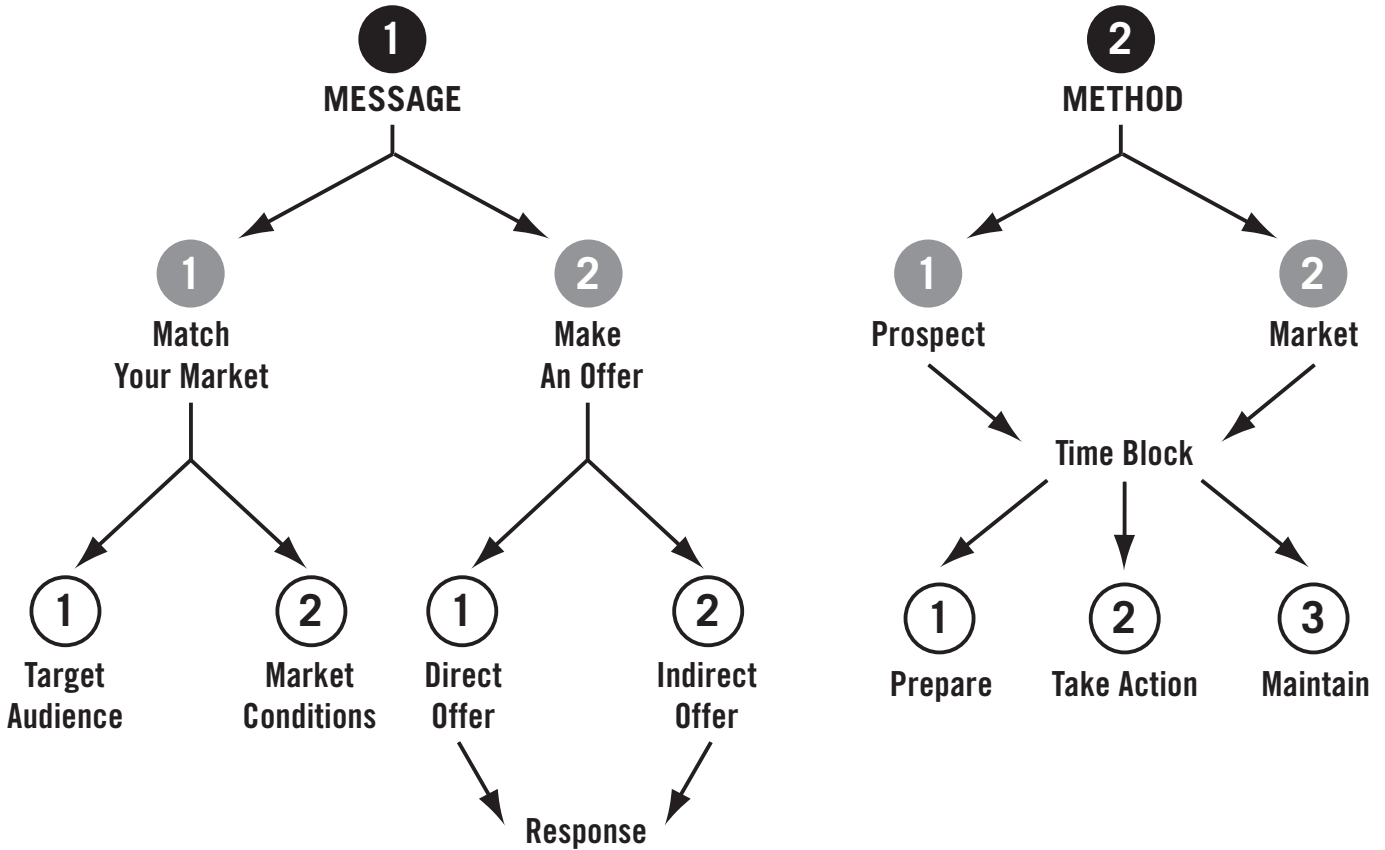


FIGURE 11