

Acquisition Cost by Campaign

Marketing Campaign	Starting Date	Ending Date	Campaign Days	Number of Responses	Total Cost of the Campaign	Cost per Acquisition
Fall Campaign	8/30/01	9/30/01	31	580	\$19,000	\$32.76
High School Activists	6/30/01	9/30/01	92	790	\$23,000	\$29.11
Costco	8/30/01	9/30/01	31	720	\$19,000	\$26.39
CompUSA	6/30/01	9/30/01	92	790	\$25,000	\$31.65
Fryes	8/30/01	9/30/01	31	980	\$21,000	\$21.43
Back to School	6/30/01	9/30/01	92	790	\$23,000	\$29.11
Summer Doldrums	5/30/01	9/30/01	123	1,030	\$18,000	\$17.48
Refer a Friend	7/15/01	9/30/01	77	450	\$9,000	\$20.00
Idea Contest	5/30/01	10/30/01	153	850	\$15,000	\$17.65

Total For All Marketing Campaigns During the Period				6,980	\$172,000	\$25.06
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