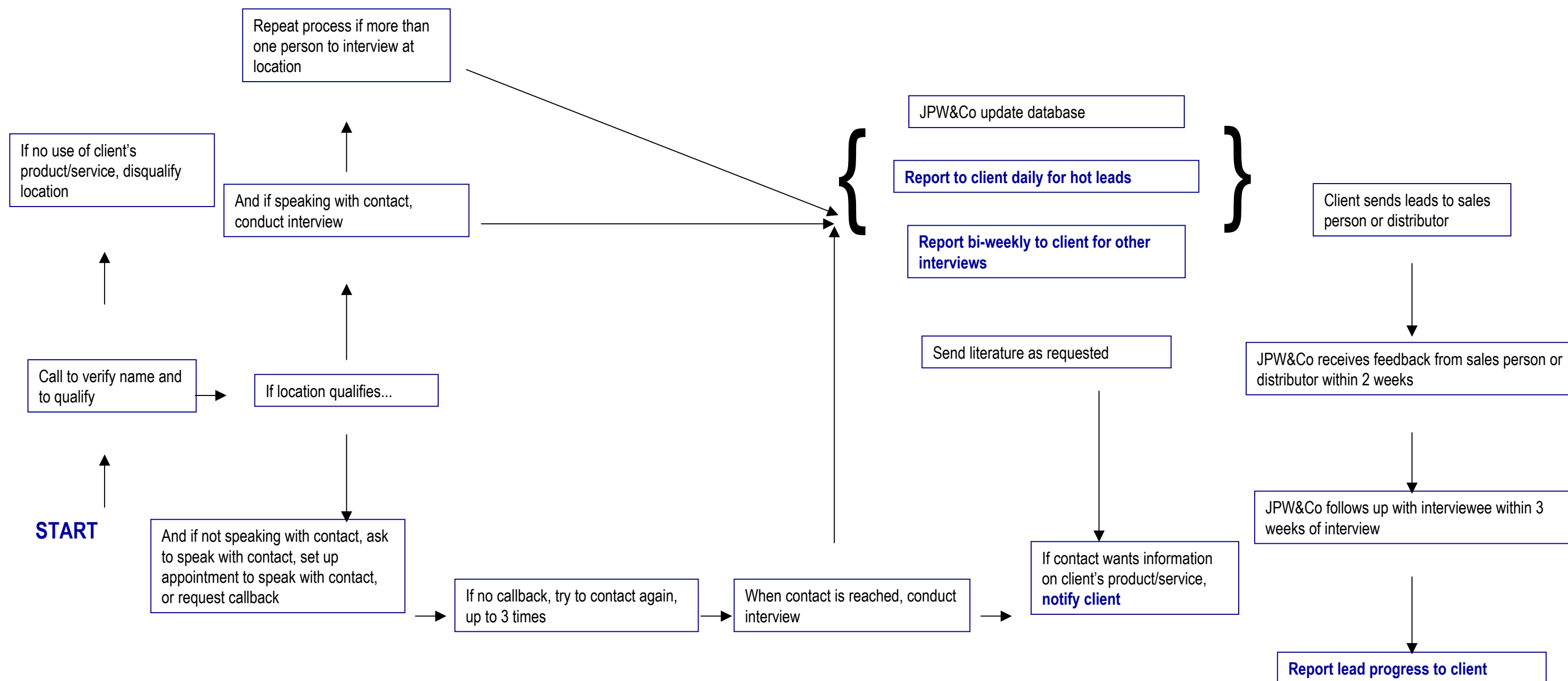


Typical Market Research and Sales Lead Development Project Flow Path - Interview and Follow-up Process



Process chart assumes: (1) JPW&Co will send literature, (2) JPW&Co will send leads to client who will send leads to sales person/distributor, (3) JPW&Co will work with client and sales person/distributor to remain current on lead progress, and (4) JPW&Co will follow up as needed with interviewees and in conjunction with client