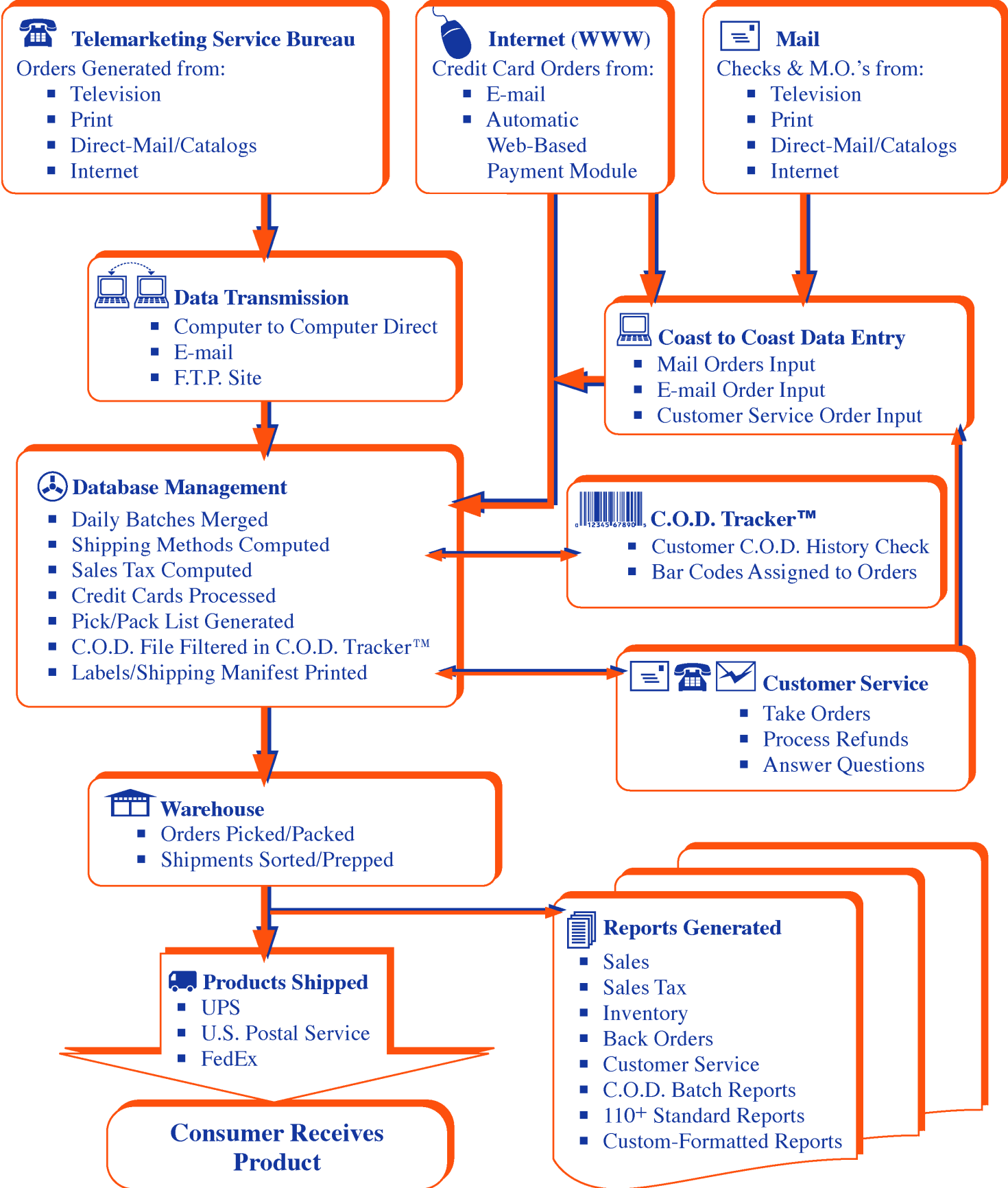


Direct-to-Consumer Coast to Coast Order Processing



Telemarketing Service Bureau

Orders Generated from:

- Television
- Print
- Direct-Mail/Catalogs
- Internet

Internet (WWW)

Credit Card Orders from:

- E-mail
- Automatic Web-Based Payment Module

Mail

Checks & M.O.'s from:

- Television
- Print
- Direct-Mail/Catalogs
- Internet

Data Transmission

- Computer to Computer Direct
- E-mail
- F.T.P. Site

Coast to Coast Data Entry

- Mail Orders Input
- E-mail Order Input
- Customer Service Order Input

Database Management

- Daily Batches Merged
- Shipping Methods Computed
- Sales Tax Computed
- Credit Cards Processed
- Pick/Pack List Generated
- C.O.D. File Filtered in C.O.D. Tracker™
- Labels/Shipping Manifest Printed

C.O.D. Tracker™

- Customer C.O.D. History Check
- Bar Codes Assigned to Orders

Customer Service

- Take Orders
- Process Refunds
- Answer Questions

Warehouse

- Orders Picked/Packed
- Shipments Sorted/Prepped

Products Shipped

- UPS
- U.S. Postal Service
- FedEx

Reports Generated

- Sales
- Sales Tax
- Inventory
- Back Orders
- Customer Service
- C.O.D. Batch Reports
- 110+ Standard Reports
- Custom-Formatted Reports

Consumer Receives Product