

## Factors Influencing Consumer Decisions

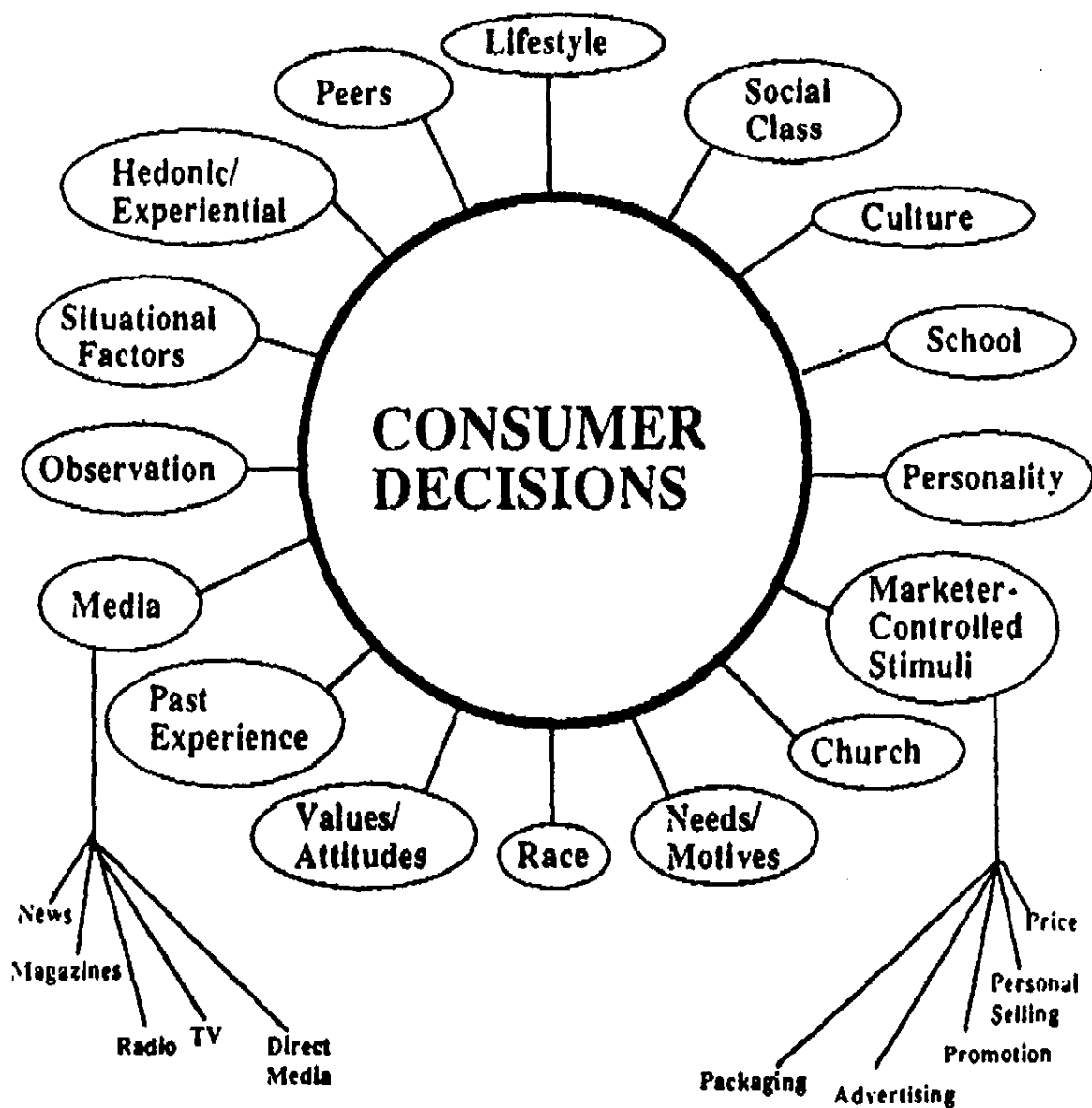


EXHIBIT  
Defendant's  
Sumenik  
3  
8/19/94

51266 5130