



FIRST
DATA
CORP.

June 10, 1996

Kathy McMahon
Philip Morris
VIA FAX

Dear Kathy:

This letter is to summarize the calls received for the Budweiser/G.I. Joe's 200 of Portland. The data is for June 08, 1996.

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| TOTAL CALLS: | 3,768 |
| AVERAGE CALL LENGTH: | 83 SECONDS |
| TOTAL VOUCHERS GIVEN AWAY: | 1,499 |
| TOTAL VOUCHERS TO BE GIVEN AWAY: | 1,500 |
| TOTAL VOUCHERS LEFT: | 1 |
| TOTAL CALLERS OPTING OUT TO AN OPERATOR: | 1,283 34% |
| TOTAL SUCCESSFUL TRANSFERS: | 1,257 98% |
| TOTAL UNSUCCESSFUL TRANSFERS: | 26 2% |

CALLERS DISCONNECT BREAKDOWN

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| HUNG UP BEFORE SCRIPT INITIATION: | 8 |
| HUNG UP AT GREETING: | 26 |
| HUNG UP AT OCR PROMPT: | 1,553 |
| HUNG UP AT WINNER MESSAGE: | 149 |
| ALREADY CALLED MESSAGE: | 151 |
| WRONG RACE MESSAGE: | 2 |
| MENU PROMPT AFTER WINNER MESSAGE: | 877 |
| TRACK DIRECTIONS: | 4 |
| TRANSFER MESSAGE: | 319 |
| THANK YOU MESSAGE: | 350 |
| ALL TICKETS GONE MESSAGE: | 329 |

There are no outstanding issue with this race that I'm aware of. If anyone has any questions or concerns please feel free to give me a call at (402) 498-7295.

Sincerely,

Gina Miller

Gina Miller
Program Manager
Call Interactive

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| Post-It® Fax Note 7671 | | Date 6/10 | # of pages 1 |
| To Kathy McMahon | From Gina Miller | | |
| Co/Dept PM | Co. CI | | |
| Phone # | Phone # | | |
| Fax # | Fax # | | |

CALL INTERACTIVE
THE CALLING ANSWER

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