

Fig. 6

Name	Address	License No.	Birthdate
Joe Smith	1074 Coral Dr., Minneapolis, MN 55120	421346	06/28/62
Kathleen King	1234 Main Street, St. Paul, MN 55110	411268	08/26/61
Ann T. Young	3527 Lynn Dr., Fridley, MN 55418	396126	01/15/57
Thomas P. White	14 Peony Lane, Plymouth, MN 55426	381121	07/04/54
Peter J. Anderson	38 Chisolm St., Edina, MN 55438	420231	03/16/49

Fig. 7(a)

License No.	Name			Address				Birthdate
	Last	First	MI	Street	City	ST	ZIP	
381121	White	Thomas	P	14 Peony Lane	Plymouth	MN	55426	07/04/54
396126	Young	Ann	T	3527 Lynn Dr.	Fridley	MN	55418	01/15/57
411268	King	Kathleen		1234 Main St.	St. Paul	MN	55110	08/26/61
420231	Anderson	Peter	J.	38 Chisolm St.	Edina	MN	55438	03/16/49/61
421346	Smith	Joe		1074 Coral Dr.	Minneapolis	MN	55438	03/16/49/61

Fig. 7(b)

ABC Grocery Store

Account Balance	Award Level
< 600 points	None
≥ 600 points	1
≥ 1200 points	2
≥ 1500 points	3
≥ 2500 points	4

Fig. 8(a)

XYZ Fast Food Restaurant

number of hamburger purchases in 1 month	award		number of visits in 3 months	award
2	medium soft drink		5	any sandwich
3	large soft drink		6	any sandwich & salad
≥4	hamburger, french fries & medium soft drink		≥7	sandwich, salad & soft drink

Fig. 8(b)

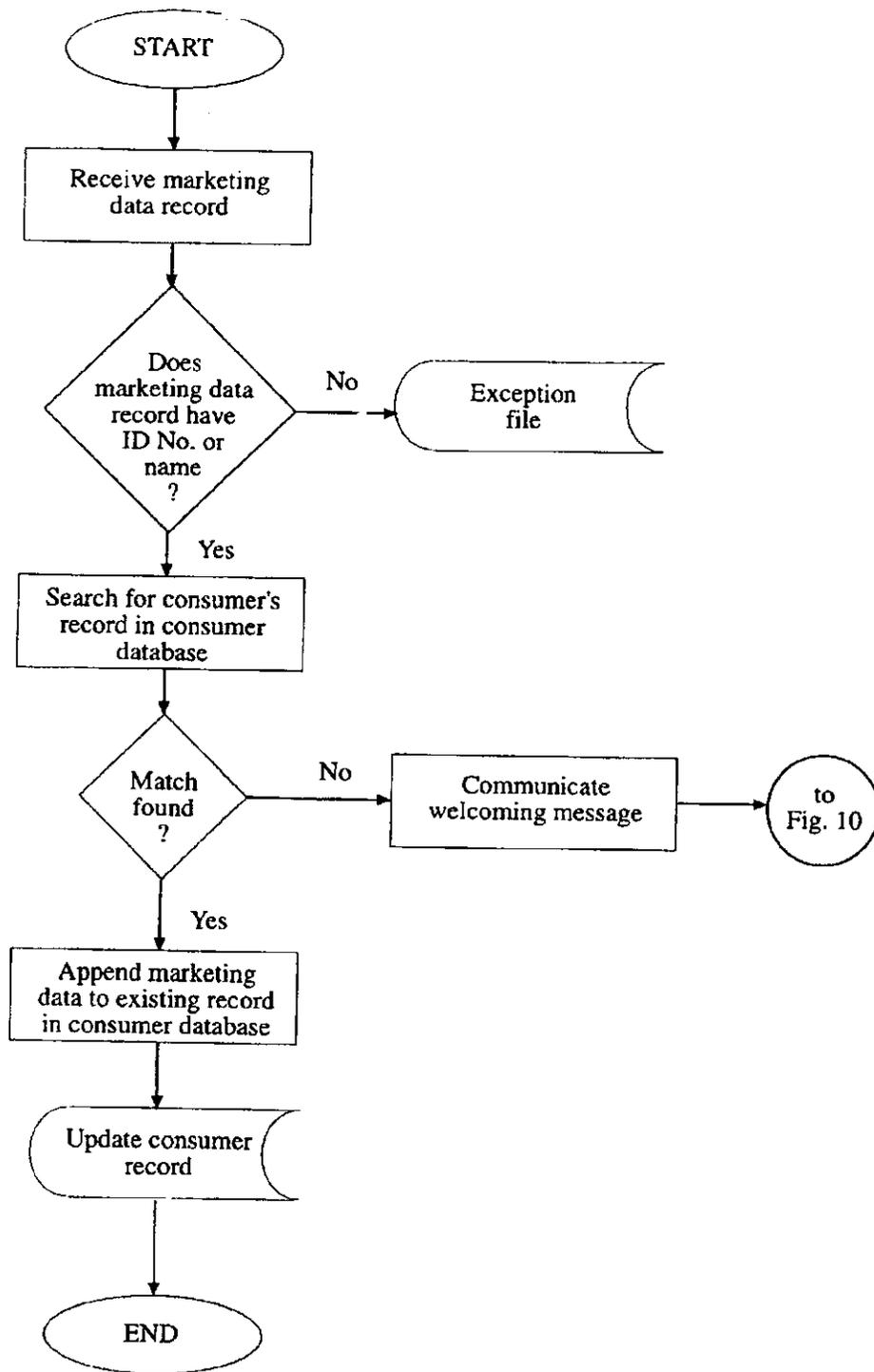


Fig. 9

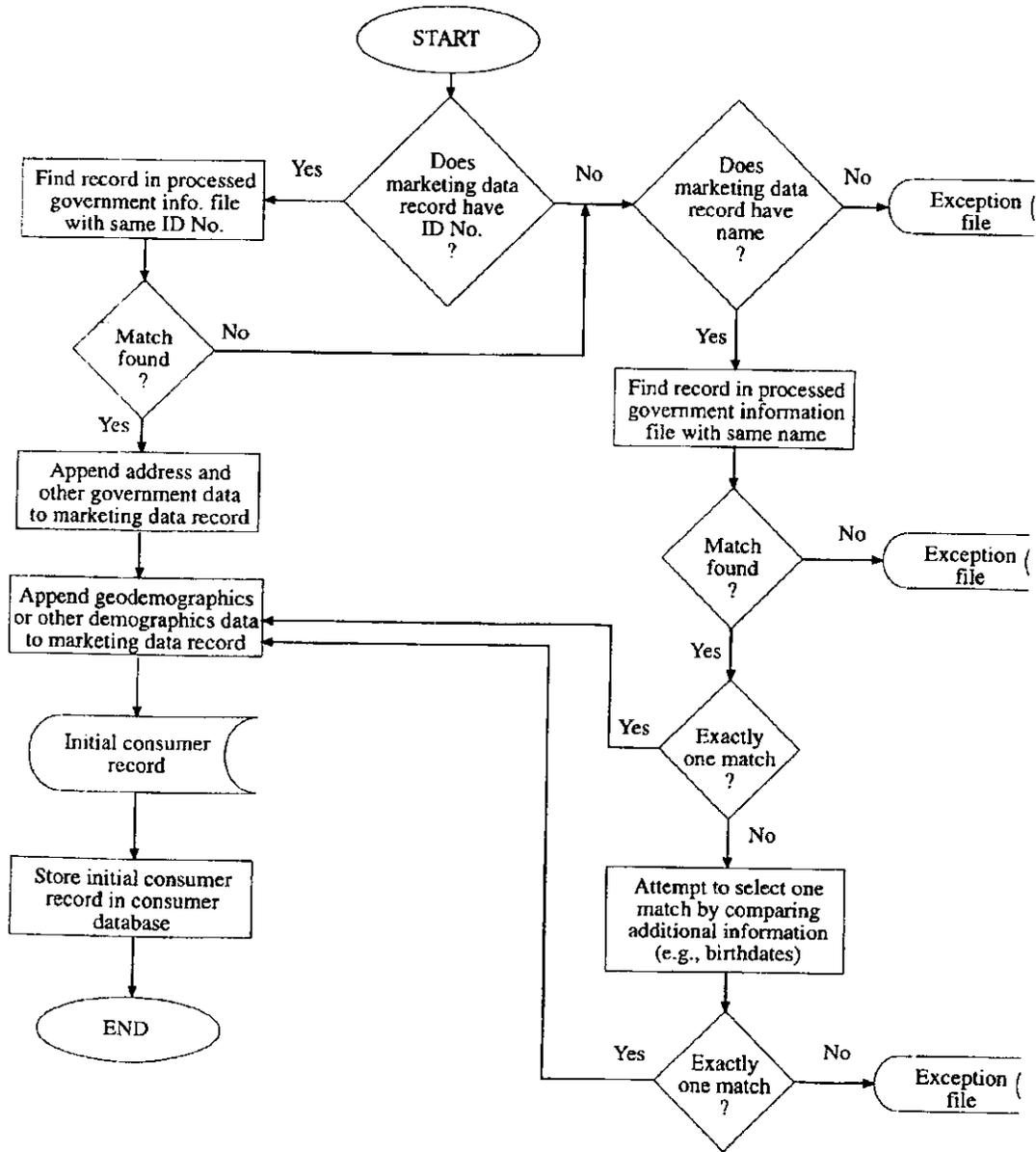


Fig. 10

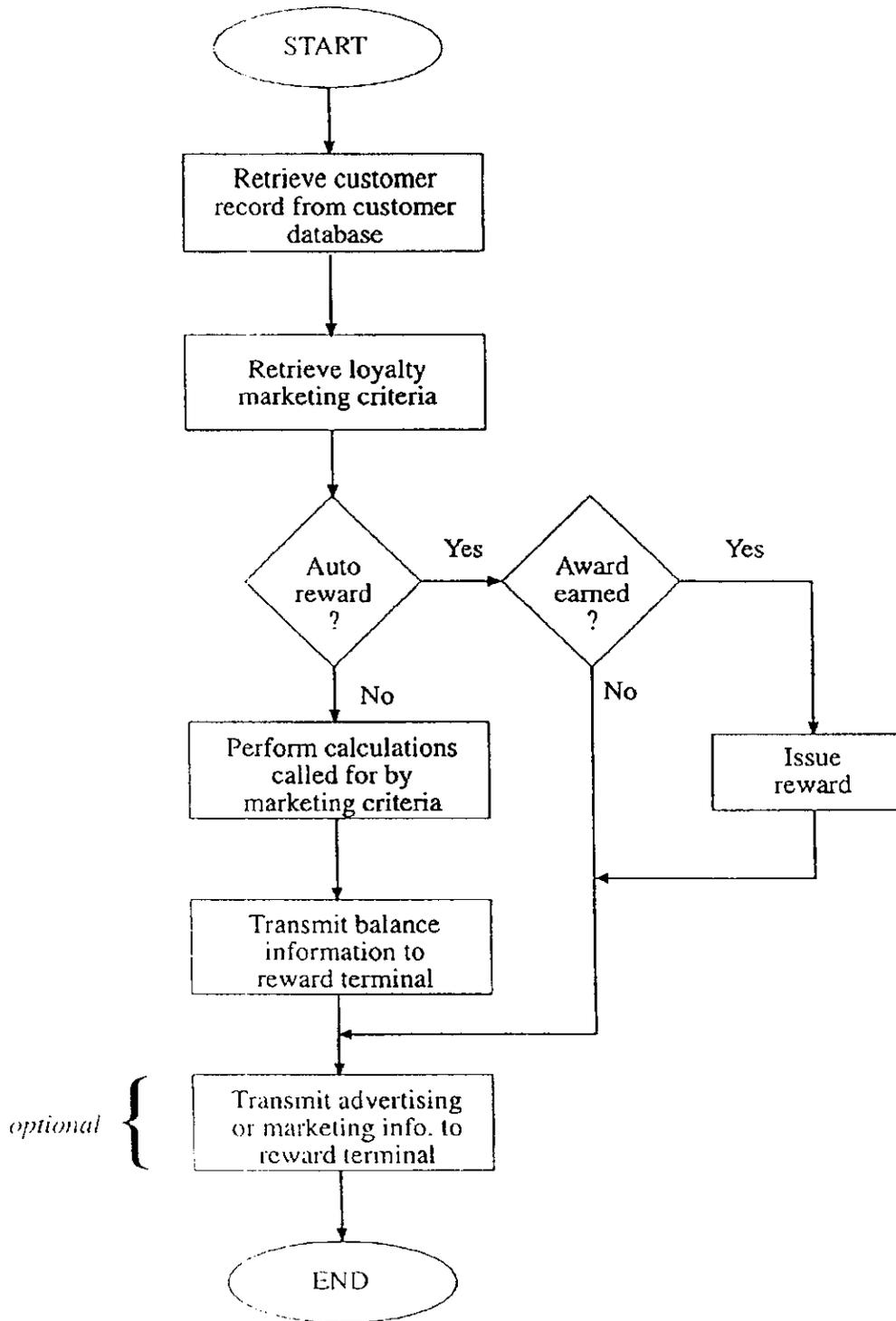


Fig. 11