




OUTSELL, INC

Outsell's Pricing Taxonomy and Model for Evaluating and Buying Content

Attributes	Description
Audience	Describes functional group of user(s) to which the information is targeted.
Time Sensitivity	Describes how fast the information ages.
Subjectivity/ Objectivity	Describes the editorial aspect of the information.
Medium	Describes the means by which information is made available and used. CD-ROM Diskette Fax In-Person Online Email Internet Intranet Proprietary Pager Print Telephone Video tape Audio Tape
Quality	Describes the credibility/accuracy of the information.
Update Frequency	Identifies how often the information is refreshed and any embargo periods associated with updates.




Attributes	Description
Delivery Frequency	<p>Describes how often the information is sent to the user.</p> <ul style="list-style-type: none"> Real-time – continuous stream with limited or no delay Intra-daily – delivered at periodic intervals throughout the day Daily – delivered one per day Weekly – delivered once per week Bi-weekly – delivered once per month Bi-monthly – delivered every other month Quarterly – delivered one per quarter Half- year – delivered twice per year Annually – delivered one per year
Ease of use	Describes access and navigational abilities of the information and access. Includes ease of use levels a) assisted search setup or b) end user setup.
Information Filtering Mechanism	Describes the tool the user has available to select or filter content.
Coverage Period	Describes the time span of the information, including archival versus current, historical and/or forecast data, etc.
Geographic Coverage	Identifies the regions of the world topically covered by the information.
Subject Coverage	Identifies the primary focus of the information.
Sources	Types of information used to a) create the content offered or b) make up the offering itself e.g., the sources offered by an intermediary. Includes both primary and secondary sources and research methodologies.
Software Integration	Describes the degree to which information is/can be incorporated into electronic applications, including content that is directly embedded into software applications.
Index Capability	Identifies content coverage of information that is display and/or searched by the user (e.g., abstract, full text, numeric)
Sales Methods	<p>Identifies how information is sold</p> <ul style="list-style-type: none"> Company Website Direct Sales Force Independent Agent Mail Order Retail Telephone Sales



Attributes	Description
Service and Support	<p>Describes ancillary offerings that help customers effectively use an/or manage the information products.</p> <ul style="list-style-type: none"> Special billing (e.g., EDI, Tape invoice) Special usage reports Technical support <ul style="list-style-type: none"> Online In-Person via phone In-Person at client site Training and Documentation <ul style="list-style-type: none"> Documentation/manual Online In-person via phone <ul style="list-style-type: none"> In-Person via Classroom Account services via extranet User conference
Pricing	Describes the price paid and methods used to exchange content between buyer and seller.
Price	The overall dollar amount exchanged between buyer and seller during the contract period; can include free.
Pricing Allowances	<ul style="list-style-type: none"> Major account discount Multi-product discount (achieved across products, including discounts given by intermediaries for content already purchased direct from publisher) Multi-content discount (achieved within a product based on content groupings) Additional content discount (savings created by the vendor adding content at no charge) Additional contract period discount (savings created by the vendor adding time to the contract at a no charge) Flat fee discount Discount, other Rebates
Payment Methods	<p>Describes how a customer must pay</p> <ul style="list-style-type: none"> Debit/deposit account (including electronic funds transfer) Check Credit Card
Payment Frequency	<p>Describes how often a customer must pay.</p> <ul style="list-style-type: none"> All upon order Percent upon order followed by remaining percent upon completions/delivery Monthly Quarterly Annually

Attributes	Description
Licensing Model	Free Ad-supported Non-registration without ads Registration only Pay Transactional flat fee (non-ad supported) Transactional flat fee (ad-supported) Transactional variable (non-ad supported) Transactional variable (ad-supported) Subscription flat fee (non-ad supported) Subscription (ad supported) Combination
Use Privileges	Describes the guidelines on how a customer can use the information. License Lease Own Password access Cancellation penalty Redistribution Enterprise (all at) Site (all at) Department or workgroup (all at) Authorized users (all designated) Concurrent users (max. # of people allowed to use simultaneously) Hours access available (e.g., 24 hours, 9-5 etc.) Free use (\$ amount of free use per specified timeframe) Stored records allotment (how long search results can be save)
Hosting	Describes where the information resides. At client site(s) At vendor site(s) At third party site(s)
Ancillary Charges	Describes a variety of additional fees that may be associated with the information's purchase or use. Access fees Telecom connect time fees Database connect time fees Record/article/document fees Password fee (additional passwords not under contract) Search fees (including save search) Software fees (for installation and/or customization) Loading fees Gateway fees (surcharges to connect to another vendor's content) Storage fees (including downloading and archival fees)



Attributes	Description
	Services & support fees Technical support fees Online In-person via phone In person at client site Training and documentation fees Documentation /manual Online In-person via phone In-person via classroom Invoice tape fees (EDI) Special usage reports fees Account service via extranet
Contract Period	Describes the length of the agreement between client and vendor/ Spot Monthly Bi-Monthly Quarterly Half-year Annual (anniversary year) Annual (calendar year) Multi-year (anniversary year) Multi-year (calendar year)

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