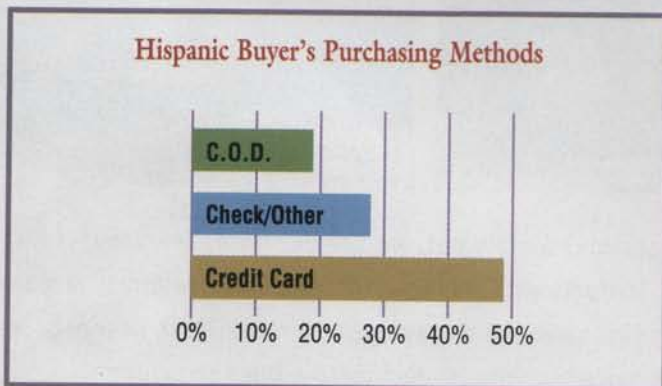
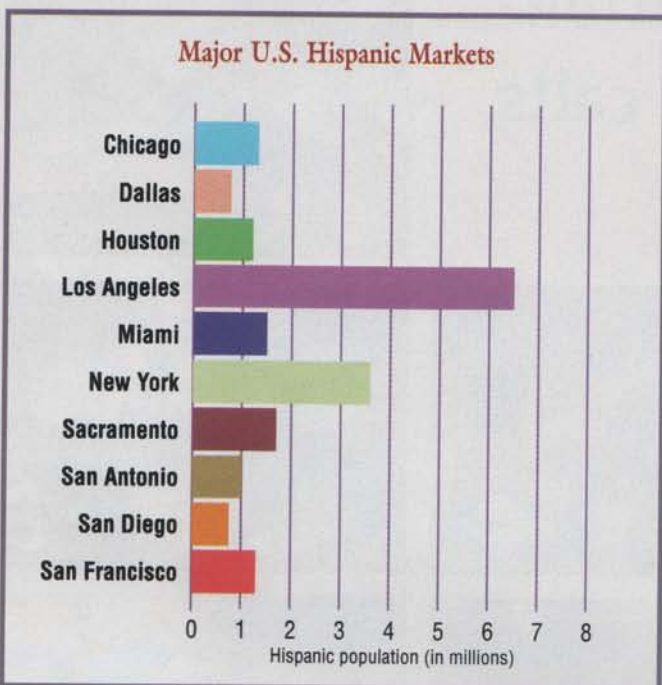


From the Lab

¿Se vende en español?

Targeting the U.S. Hispanic consumer through direct response presents new opportunities as well as challenging obstacles. When considering the Hispanic market, particular attention should be given to issues such as etiquette standards and preferred payment methods. For this edition of "From the Lab," TEST Marketing Group contacted a group of Hispanic marketing veterans to ask them what they thought were the most important things to know about the demographics and buying habits of the Hispanic consumer. Here's what TEST found.

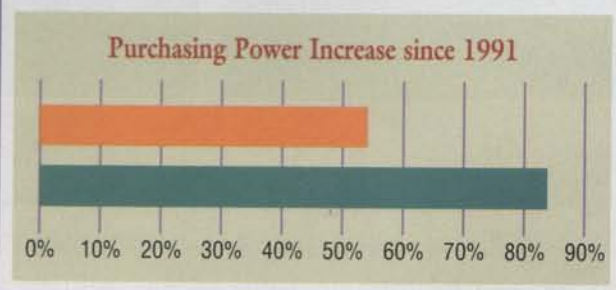
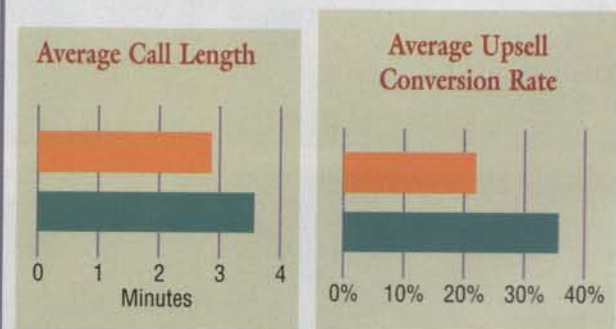
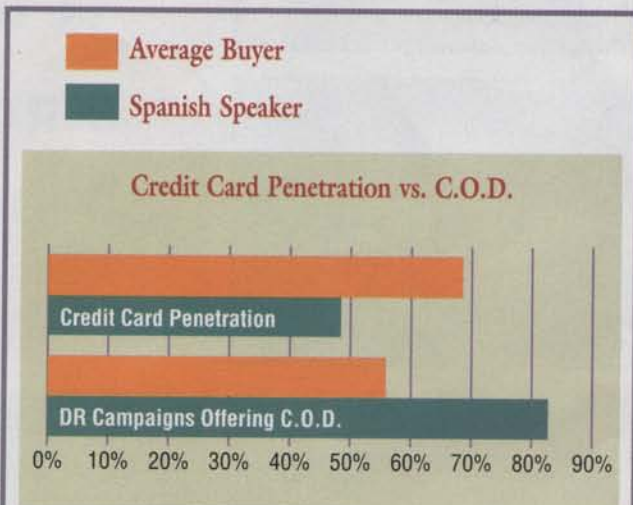


Hottest product categories, according to the panel:

Numero uno: English language courses

Numero dos: Music CDs and videos

Numero tres: Vitamins and natural health products



Founded by Adam MacDonald, TEST Marketing Group operates a "Test Laboratory," where campaigns are developed by experts in a controlled environment. The Test Laboratory is a specialized inbound/outbound phone center. The center is staffed with a group of specially-trained marketing agents working on a state-of-the-art platform designed specifically to develop and measure the most profitable sales strategies for DR campaigns. Once determined, the strategy is "rolled-out" through the primary inbound and outbound telemarketer. The preferred result of this process: massive increases in net profit. TEST can be reached at (714) 546-5555. For Adam MacDonald, TEST CEO, dial ext. 202. For Chris Walshe, TEST president, dial ext. 201.

Special thanks to the expert panel: Juan Faura, president, Grupo Samba; Corbett Mortensen, director of sales, West Teleservices; Toni Knight, president, WorldLink; Andrea Vasquez, account executive, WorldLink; Patricia Buchanan, national spot manager, Telemundo; Robert Bazan, Metrics Co.; Stacy Durand, vice president, client services, Mercury Media.