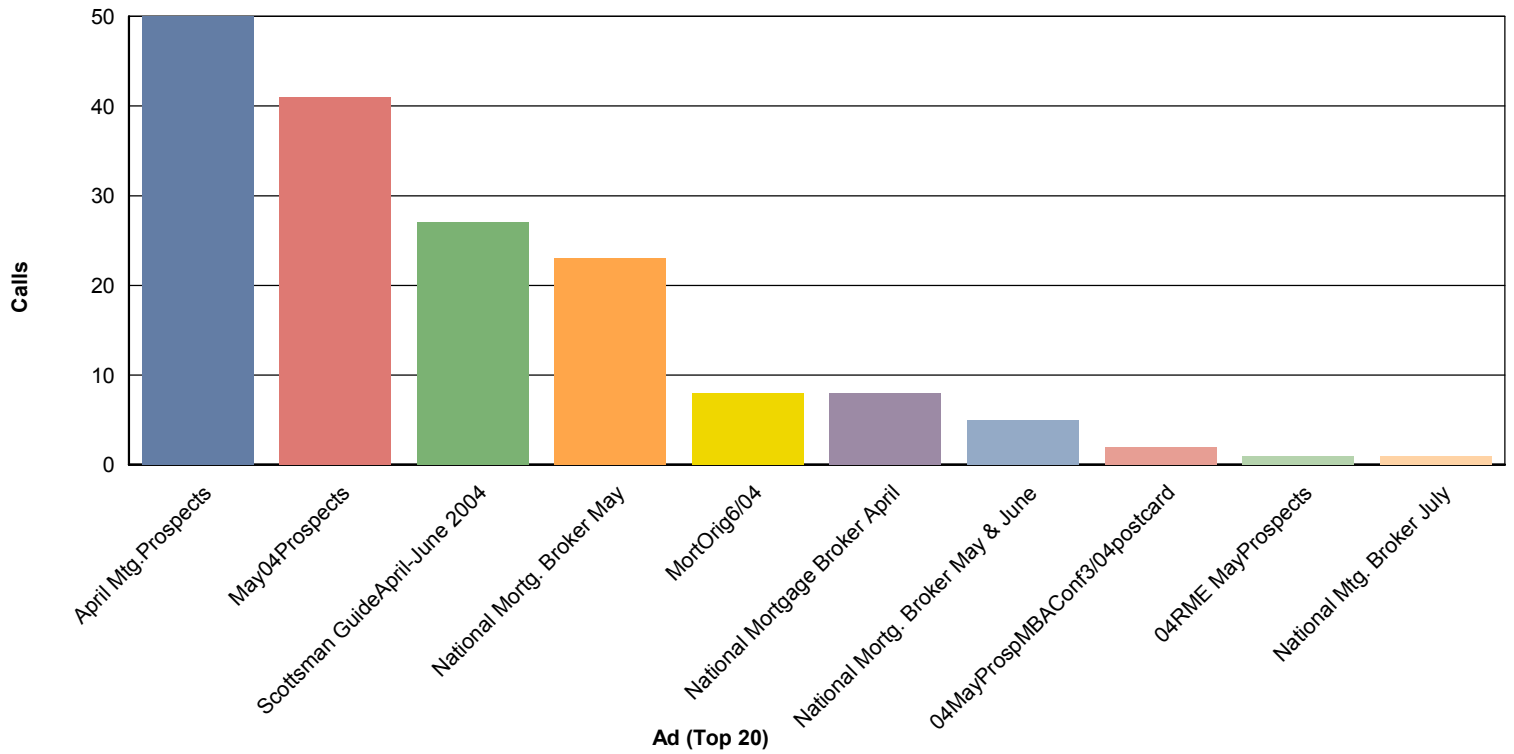


# Calls per Ad for RME

From 4/01/2004 to 6/01/2004

Ad Type: All, Ad Group: All



		Calls	Percentage
April Mtg. Prospects	(866) 698-2014	50	30%
May04Prospects	(866) 833-9383	41	25%
Scottsman GuideApril-June 2004	(866) 532-2141	27	16%
National Mortg. Broker May	(866) 698-2025	23	14%
MortOrig6/04	(866) 833-9375	8	5%
National Mortgage Broker April	(866) 608-1726	8	5%
National Mortg. Broker May & June	(866) 698-2025	5	3%
04MayProspMBAConf3/04postcard	(866) 833-9382	2	1%
04RME MayProspects	(866) 833-9384	1	1%
National Mtg. Broker July	(866) 833-9387	1	1%
<b>Total</b>		<b>166</b>	<b>100%</b>