

What a great time to be a guy!

Four years ago, the country was drowning in political correctness. A joke in the wrong elevator could get you fired. You were supposed to ask a girl if it was okay to kiss her. Black-eyed peas were known as “eyed peas of color.” Remember?

Then came Maxim.

Maxim’s irreverent tone, sincerely useful information, and drop-dead sexy production values hit the men’s market like a hammer. Its *smart, funny, sexy* attitude spread like wildfire among the 18-34 crowd, who could find no use for the existing men’s magazines. With lightning speed Maxim grew to become the biggest men’s title on the planet. Today we reach more than eleven million men in the U.S. alone, and dominate the magazine landscapes of nearly a dozen other countries.

But sexy photos, unparalleled journalism, and cutting-edge Oprah jokes alone couldn’t possibly account for Maxim’s astounding success. The magazine did far more than just breathe new life into the faltering men’s magazine market—it helped crystallize and define a very special time in guys’ lives, and did it as no one had before. Call ’em The Maxim Years. It’s that magic time when everything—careers, partying, relationships—comes together. It’s a time when a man knows what he wants and has the cash to make it happen. It’s a time when hanging with the guys is still the most important thing in his life. It’s a time when he cares a hell of a lot less about tying the perfect ascot than he does about playing the perfect poker hand. From the very start, Maxim understood that these are the most important times in a guy’s life. That’s how we became the essential guidebook for men.

With a paid circulation of 2.5 million and growing—far outpacing all the competition—Maxim is the unquestioned voice of men today. It’s everything men care about—cars, girls, sports, food and drink, travel—with no additives or cereal filler. All delivered in a humble, humorous tone that puts guys at ease—just as they should be. Around these parts we say *NO ONE READS MEN LIKE MAXIM*—we’re what men want from a magazine today.

Demographics

Readership	
RPC	4.5*
Readership (000)	9,809
Demo (%)	
Men	78
Married	29
Single	64
Age (%)	
18-34	80
25-49	50
35-44	12
45+	8
Median (yrs.)	26
(%)	
Median HHI \$	62,668
Earn over \$100k (%)	24
(%)	
College Educated	73
Employed	86

Source: 2001 MRI Fall Adults

*Rate base for 2002 is 2.5 million, resulting in a readership of 11,250,000.

Readership

Maxim's captive audience

Fiercely devoted readers make Maxim an incredibly effective, efficient advertising medium.

Total Audience	11.25 million*
Read Maxim on first day	81%
Read Maxim in first week	96%
Keep Maxim for reference	73%
Solo readership	34% of Maxim readers do not read any other magazine

Source: Maxim Research Resource, Online Study; Readership, October 2001

*Based on a rate base of 2.5 million.

Age (%)	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
18-34	80	63	37	49	53	68
25-49	50	64	57	62	66	52
35-44	12	23	27	26	26	18
Median (yrs)	26	32	39	35	34	29

Income	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
Median HHI \$	62,668	65,424	49,744	67,551	64,856	50,943
Earn over \$100K (%)	24	25	20	26	23	18

Demo (%)	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
Men	78	68	59	84	89	59
Married	29	37	42	49	44	31
Single	64	52	41	40	45	55

(%)	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
College Educated	73	68	62	70	77	61
Employed	86	89	75	84	83	80

	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
Total Paid Circ. (000)*	2,553	758.9	639.4	1,631	638.4	1,267
RPC	4.5	7.4	4.5	5.6	3.9	7.6
Readership (000)	9,809	6,341	3,068	9,211	2,586	10,109

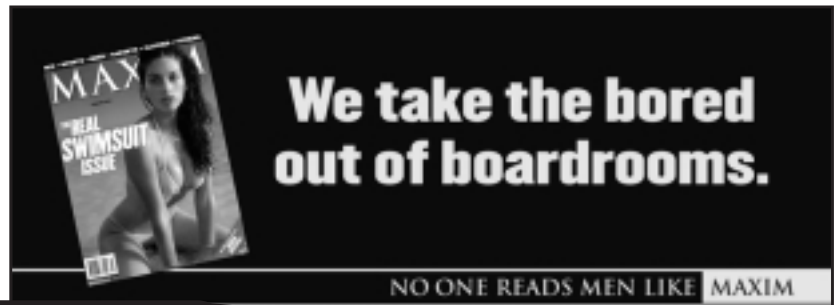
Rate base for 2002 is 2.5 million, resulting in a total audience of 11,250,000.

Source: 2001 MRI Fall Adults

*ABC Magazine Publisher's Statement, June 2001

The success story that just won't stop

It's hard not to brag when you're the most talked about magazine in America.



"Dennis Publishing has almost single-handedly re-energized the Men's category, with Maxim again maxing out across the board..."

—Media Industry Newsletter
February 19, 2001

The HOT LIST ADWEEK Top 10 Magazines 2001

Rank	Magazine	Revenue Up	Ad Pages Up	Circulation
1	FORTUNE	\$197.2 million	1,707.7	1,504,261
2	InStyle	\$80.3 million	882.9	1,504,601
3	VANITY FAIR	\$11.8 million	295.8	1,240,436
4	MAXIM	\$69.3 million	289.7	2,438,422
5	POSTCOMP	\$50.5 million	289.7	2,438,422
6	ESPN	\$50.5 million	289.7	2,438,422
7	Living	\$50.5 million	289.7	2,438,422
8
9
10

"In the men's field, Maxim continued its muscular performance: up 47.8%, to nearly 2.5 million."

—Paul D. Colford
New York Daily News, February 13, 2001

"Samir Husni, a University of Mississippi professor who has been tracking magazine launches since 1985, lists Maxim as the most notable launch of 1997."

—Advertising Age, March 13, 2000

"Some magazine experts insist a magazine needs four years to establish itself and become a hit. For British-born Maxim, it only took about four seconds...Since Maxim made its U.S. debut in 1997, the only thing...that's grown faster is the Internet..."

—Charles Pappas
Advertising Age, March 13, 2000

"In 1997, Dennis launched Maxim, which immediately became a blockbuster success. Today the American Maxim sells 2.5 million copies a month, while Esquire sells 700,000 and GQ about 900,000."

—Peter Carlson, Washington Post
July 12, 2001

"How can this magazine not appeal to men? It's simple. It's genius. It's what the women's magazine industry has been doing for decades, now in a different form for the opposite sex...Maxim manages to be cute enough to win me over."

—Amy Mertz
Capital Times, July 5, 2001

"Maxim's launch three years ago dramatically changed the look and editorial approach of men's magazines in the United States...driving the company to an aggregate gain from 1997 to 1999 of 870 percent—from \$5 million to \$52 million...Maxim's single-copy sales grew by 159 percent from 1998 to 1999, increasing from 313,604 to 813, 543...It's no surprise, therefore, that Maxim is one of the leading magazines in generating subscriptions through the Internet."

—Heather Holiday
Folio: Special Report: The 2000 Folio: 40
April 10, 2000

Activities participated in during the last 12 months

(%)	US Adults	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
Internet access available	70	91	87	78	87	83	86
Used Internet in last 30 days	55	82	76	66	76	75	74
Look at/use Internet at least once a day	30	49	41	38	45	43	39

Activities participated in during the last 30 days

(%)	US Adults	Maxim	GQ	Esquire	Men's Health	Men's Journal	Rolling Stone
Used E-mail	45	70	63	54	65	65	61
Browsed the Internet	37	64	59	47	58	61	58
Made a purchase for business use	4	6	6	5	7	5	5
Tracked investments	11	16	17	14	21	20	11
Traded stocks/bonds/mutual funds	3	5	5	4	5	5	3
Played games online	11	25	23	19	18	17	25
Visited a chat room	5	12	14	13	11	12	12
Listened to radio on Internet	7	17	17	14	13	17	17

Source: 2001 MRI Fall Adults



Overview

Maxim Research Resource gathers the most current audience information available through custom, in-house, syndicated and third party research, offering a relevant and timely snapshot of the lifestyle of the Maxim reader.

Maxim Demographic Profile

Median Age: 26 years			Women:	22%
18-34	80%	Median HHI: 63K	Hispanic:	11%
25-49	50%	Over 100K: 24%	African-American:	8%

Source: 2001 MRI Fall Adults

Cars

66% of Maxim readers are either *Enthusiasts*, *Purists* or *Epicures*: "...car lovers who know a great deal about cars and enjoy driving, particularly sporty attributes; cars are much more than basic transportation to them..."

Source: Power Car Media Report 2001

Home Ownership

39% of Maxim readers own their own homes, more than readers of any other men's magazine and more than twice the rate of adults in the U.S.

Wireless

- 75% of Maxim readers have a cell phone (U.S. adults: 40%)
- 32% of Maxim readers own a PDA (U.S. adults: 2%)

Sources: 2001 MRI Spring Adults;
Maxim in-house online study: Wireless, April, 2001

Computer, Console and Online Gaming

- 75% of Maxim readers surveyed own a gaming console, more than readers of any other men's magazine, and more than twice that of adults in the U.S. (30%)
- 40% of Maxim readers surveyed play multi-player games online

Sources: 2001 MRI Spring Adults;
Maxim in-house online study: Gaming, July 2001

Fashion

- 52% of Maxim readers cite a "known brand" as an influence when purchasing clothing and accessories
- On average, 41% of readers' wardrobes are made up of designer clothing
- 43% of Maxim readers go shopping for clothes at least once a month

Source: Maxim in-house online study: Luxury Goods, December 2001

Grooming

- 80% use fragrances at least once a week (U.S. avg.: 29%)
- More than one third of the Maxim readers surveyed spend over \$300 annually on grooming products (U.S. avg.: \$89)

Sources: 2001 MRI Spring Adults;
Maxim in-house online study: Grooming, January 2001

Holiday Shopping

1 out of 3 respondents stated they would wait until one week or less before the holidays to shop for gifts.

- 93% of Maxim readers actually enjoyed the shopping experience
- 38% got all of their shopping done in one hit
- 73% of respondents preferred to browse stores for gift ideas

Source: Maxim Custom Study: Holiday Shopping, December 2000

Leisure Activity

From golf to snowboarding, 81% of Maxim readers have participated in sports in the past 12 months, compared to 78% of Men's Health readers.

Source: 2001 MRI Spring Adults
All figures 2001 MRI Fall Adults 18-34 unless otherwise noted

To review individual studies from the *Maxim Research Resource* series, or to inquire about custom research opportunities for your brand, please contact your Maxim representative.

1st Half 2002

Rate Base - 2,500,000; Effective January 2002

Cover Premiums

	1x	3x	6x	9x	12x
2nd Cover	\$187,200	\$181,600	\$176,000	\$170,400	\$164,700
3rd Cover	\$163,800	\$158,900	\$153,972	\$149,100	\$144,100
4th Cover	\$195,000	\$189,200	\$183,300	\$177,500	\$171,600

Four Color

	1x	3x	6x	9x	12x
Page	\$156,000	\$151,300	\$146,600	\$142,000	\$137,300
2/3	\$124,800	\$121,100	\$117,300	\$113,600	\$109,800
1/2	\$93,600	\$90,800	\$88,000	\$85,200	\$82,400
1/3	\$62,400	\$60,500	\$58,700	\$56,800	\$54,900

Black and White

	1x	3x	6x	9x	12x
Page	\$109,200	\$105,900	\$102,600	\$99,400	\$96,100
2/3	\$87,360	\$84,700	\$82,100	\$79,500	\$76,900
1/2	\$65,520	\$63,600	\$61,600	\$59,600	\$57,700
1/3	\$43,680	\$42,400	\$41,100	\$39,700	\$38,400

15% discount to recognized agencies.

Payment due net 30 days from invoice date.

First time advertisers without a recognized agency to pay in advance or be subject to credit processing.

1.5% monthly finance charge on overdue amounts.

The “Maxim Mix” in a nutshell

Here is an overview of how we make Maxim a “must read” for men.

Circus Maximus:

Take a Maxim-eye look at the world in our monthly roundup of extraordinary people, places and things. It's a quick-hit communiqué from the land of the weird, honoring the bravest, the dumbest and the most unintentionally hilarious.

How to Do Everything Better:

Win at arm wrestling! Improve your memory! Control the elderly through hypnosis! Learn to do everything better with our authoritative reader service guide. Want a slapshot like Eric Lindros's? A line drive like A-Rod's? Each month our experts show you how to be the best at everything.

Says Her:

Looking for the female viewpoint? Maxim's moles are everywhere, from shoe stores to powder rooms, day spas to Jude Law movies. Our correspondents share the fairer sex's insights on sex and relationships to help the Maxim man understand women — and leave his competition in the dust.

Instant Expert:

Don't know much about history? How about philosophy, plumbing or quantum physics? We've distilled everything you need to know about complex schools of thought or hands-on professions into two info-packed pages. Today you're reading a magazine; tomorrow you will promulgate tautological postulates, fix your toilet and travel through time.

Dr. Maxim:

How can I lose that spare tire? Is this a heart attack or just gas? And where the heck is that pesky G-spot anyway? We answer all your health, sex and fitness questions, from the tremendous to the trivial.

The Edge:

Tired of being ripped off? We feel your pain. Maxim peeks behind the scenes of such closed-door businesses as restaurants, diamond sellers and divorce lawyers to learn the secrets of the trade—and to keep you from getting the shaft.

Off the Grid:

It's a big country out there – time to get off your butt and see it for yourself. Let Maxim be your travel agent. From a mob land tour of Brooklyn, to a guided tour of L.A.'s hottest scandal spots, our experts give you the inside track on some of the nation's best—and most unexpected—hot spots.

Street Legal:

Get behind the wheel of the hottest new cars coming off the assembly lines with our beyond-the-speed-limit test drives. Buckle up!

Women of Maxim:

If she's on your mind, she's on our cover: From Jessica Alba to Denise Richards to *The Sopranos'* Jamie-Lynn Sigler, Maxim is the first to feature your favorite stars in sensational, award-winning photo spreads. And look inside for the rising stars who'll be lighting up your nights in the near future.

We Want Answers!

You want straight answers from Tom Green? To find out what scares Denis Leary? Turn to our straight-dope interviews with America's male icons, and the greatest in skewed-view photographic portraits.

Maxim Investigates:

We've got the guts to go where other reporters won't, and a perspective other magazines just don't have. Read it in Maxim before it breaks as the next big true-crime bestseller.

Fashion Features:

The Maxim man wants to look good. But he doesn't want you to see him trying. We take the guesswork out of men's fashion to help readers build a sense of confidence and style.

Maxim's Must-Haves:

The bulletproof basics of every man's wardrobe. The perfect leather belt. The classic blue suit. The ONE silk tie you must have. Shop with our experts and you'll always be in style.

Maxim Reviews:

Sure, entertainment is fun...for you. For Maxim's critics, it's serious business. Pouring over a month's worth of movies, music, books and games, they separate tomorrow's mega-hits from yesterday's leftovers and serve up the verdicts in short, smart reviews. Thank us later.

Maxim Top Gear:

Which PDA gives you the most brains for the buck? Can you rent a car without getting taken for a ride? Maxim's gear team pits products and services against each other in grueling hands-on tests. The winner? The reader, who gets the most honest, objective evaluations available anywhere.

JANUARY

The Maxim Man: By the Numbers.

How much money do you make? How often do you change jobs? Watch TV? Have sex? Maxim unearths the latest figures on how American men shape up in just about every category imaginable. Where do you rank? Perfect for bragging rights or ego deflation.

Plus: Our sizzling pre-Valentine's day lingerie buyer's guide!

FEBRUARY

Return of the *Real Swimsuit* issue: The Adventure Continues

The world's most beautiful new models, hottest photographers, and steamiest tropical locales. Oh, yeah, and a few skimpy bathing suits. It's Maxim's third annual swimsuit spectacular, the bestselling special issue that's changing all the rules.

MARCH

Spring Fashion Blowout/Outdoor Adventure Special

You're almost perfect – don't blow it now. Before you shell out for a new wardrobe, check our up-to-the-minute spring style guide for real guys. And tag along in our Adventure Special for the most exciting man-vs.-nature outdoor expeditions since the Donner Party!

APRIL – 5th Anniversary Special

The Maxim City Spectacular!

Which American city has the best women? The best bars? The best restaurants? The best museums? *The best women?* Maxim throws caution to the wind and fearlessly selects the very best city in the U.S. Sorry—you'll have to wait until April to find out who gets bragging rights. **Plus:** Pop the bubbly for our long-awaited *5th anniversary celebration!*

MAY

Maxim's Annual Hot 100 Supplement

It's the latest, greatest edition of the bonus mini-mag that's become the Hollywood casting director's bible. Why? Well, where else are you going to find the world's 100 sexiest rising stars in one place?

JUNE

The Maxim Women of the Year Awards

Hate award shows? Us too. That's why we decided to reinvent the genre within the pages of Maxim. In our first annual Women of the Year Awards we celebrate the world's most incredible actresses, musicians, athletes, supermodels, and forensic entomologists. Exclusive photos! Incisive interviews! And no crappy production numbers!

Plus: Summer Travel! Summer Movies!

JULY

The Fitness Issue

Sure, the hot season's already here – but it's never too late to get rid of one of your extra chins. Our no-nonsense fitness guide lets you shape up quick, in time to enjoy all your favorite summer sports – like drinking beer while paddling around the pool in an inner tube.

AUGUST

The Music Issue

This issue goes to 11! Go backstage at the summer's hottest tours. Meet the country's hottest new bands. And rock on with our expanded reviews section.

Plus: The only concert guide you'll ever need.

SEPTEMBER

Car Special/Fashion Blowout!

You in the market? Or just like to drool over the latest dream machines? Our annual Car Special is a Detroit beauty pageant of four-wheeled sex appeal. And in case you get chilly standing outside with your nose pressed to the showroom glass, browse the coolest warm clothes for fall.

OCTOBER

Fall TV Preview

Bad TV is worse than bad sex, 'cause there's lots more of it. Don't turn on the tube without our guys' guide to new fall shows close at hand. Or chuck the box altogether and enjoy our bonus photo special of TV's sexiest new stars.

NOVEMBER

Pro Sports Blowout

From football and hockey to basketball, curling and rhythmic gymnastics (okay, we're kidding about a few of those), Maxim's Sports Blowout is the fan's best friend. The best trivia, the coolest photos, the most exclusive superstar interviews. This annual sports special is just like being at the stadium. Except there's no beery idiot with a painted face screaming in your ear.

DECEMBER

The Ultimate Gift Guide

It's a stressful time of year. After all, pretending to be elated when your girlfriend gives you tube socks for Christmas is no easy task. Time to improve the odds. Our 16-page holiday gift guide has all the cool stuff a guy could want, from cutting-edge stereo speakers to rubber band machine guns. Just leave it on your girlfriend's pillow. And thank us later.

*Editorial content is subject to change

Automotive

Armor All
BF Goodrich
Dodge Dakota
Dodge Neon
Ford
Ford Ranger
GMC Trucks
Harley Davidson Buell
Honda Motorcycles
Jaguar
Kawasaki Motorcycles
Kawasaki Water Vehicles
Lexus
Mazda
Michelin
Mitsubishi
Nissan
Nissan Frontier
Subaru
Toyota Camrey
Toyota Rav 4
Volkswagen Jetta

Consumer Electronics

Advent Speakers
AIWA
Alpine
Audiovox
Canon
Hewlett Packard
Iomega HipZip/PocketZip
Jensen Speakers
JVC Audio
JVC Video
Kodak
Motorola
Palm
Panasonic
Philips Magnavox
Pioneer Car
Pioneer Mainstream
RIO
Samsung
Sanyo Fischer
Seiko Smartpad
Sonu Minidisc
Sony Discman
Sony Screenblast
Sony Wega TV
Technics
TiVo
Yamaha

Corporate

Army National Guard
Mastercard
United Microsystems
US Army Reserve
US Navy
Visa

Direct Response

Adam & Eve
Adam's Golf
Doubleday Direct Book Club
Edge Company
Hollywood Sportsbook
Hollywood Sportswear
NASA Sports
Noble Collection
Orlimar Golf
Pabo Catalog
Phd Pharmaceuticals
Player's Choice
Playersonly.com
Royal Sports
SBG Global
Sharper Image
Sinclair Institute
S&K Labs
Skybook
Spencer Forrest
The Edge Company
The Princeton Review
Total Entertainment
Wool Bureau
World Wide Tele Sports
Xandria Collection

Entertainment/Media

Atlantic Records
BMG Music Club
Columbia DVD
Columbia House Music
Comedy Central
E! Entertainment Television
EMI Music
ESPN SportsCenter
ESPN X-Games
F/X Network
Fox Home Video
Fox Motion Pictures
Fox Sports
Fox Television
Gramercy Pictures
HBO TV/Video
Miramax
New Line Home Video
Paramount Home Video

Polygram Records
Sci-Fi Channel
Showtime Networks
Sony Home Video
Sony Home Video
Speedvision
TBS
The Learning Channel
The Travel Channel
Titus
Turner Network Television
TVT Records
Universal
Universal Entertainment
Universal Home Video
UPN
USA Films
USA Networks
Virgin Records
Warner Bros. Motion Pictures
WB TV

Fashion/Accessories

2(X)ist
AIX Armani
Abercrombie & Fitch
Aeropostale
American Eagle Outfitters
Anchor Blue
Andrew Marc
Armani
Avia
Bill Blass
Bloomingdale's
BUM
Burberry
Burdines
BVD
Calvin Klein
Carrera Sunglasses
Cat
Cerruti
Chaps Ralph Lauren
Claiborne Fashion for Men
Columbia Sportswear
Diesel
Dockers
Duckhead
Ecko
Eddie Bauer
Eureka
Free Country
Fruit of the Loom
Futuri (replaces Gattaca)
Gant
Girbaud

Guess? Denim
Guess? Eyewear
Harbor Footwear
Hugo Boss
Hugo Boss
Izod
John Henry
Kenneth Cole Unlisted
Levi's Red Tab
Levi's Silvertab
Liz Claiborne
Lugz
Mecca
Nautica Eyewear
Nautica Jeans
Nike
Ocean Pacific
OP
Perry Ellis
Polo
Polo Ralph Lauren
Polo Ralph Lauren Jeans
Ralph Lauren
Ray Ban
Reebok
REI
Reunion
Rockport
Sean John
Skechers
Slates
Sunglass Hut
Tattoo Shoes
Tommy Hilfiger Sportswear
Tommy Hilfiger Watches
Union Bay
Vans
Wilke Rodriguez

Food/Beverages

Evian
Häagen-Dazs
Kellogg's Raisin Bran Crunch
Kellogg's Rice Krispies Treats
Kraft Altoids
Milk
Nabisco Cool Mints
PowerAde
Sobe

Fragrance

Animale's Chaleur
Aramis: Tommy Hilfiger
Armani "Acqua di Gio"
Calvin Klein CkBe
Calvin Klein Escape
Calvin Klein Obsession
Cerruti Image
Chanel for Men
Christian Dior Fragrance
Clarins Chrome
Compar: 212
Coty Aspen for Men
Coty Avatar
Coty Gravity
Coty Raw Vanilla
DKNY
Emporio Armani
Estee Lauder
Ferragamo
Gucci Envy for Men
Hugo Boss
Liz Claiborne Candies
Liz Claiborne Curve
Liz Claiborne Sport
Merger
Nautica Fragrance
OP
Perry Ellis Portfolio
Pleasures
Ralph Lauren Romance
Tommy Hilfiger
White Diamonds

Gaming

(Console/PC)
3DFX
3DO
989 Studios
Acclaim
Activision
Capcom
Crave Entertainment
Dynamix
EA Majestic
Eidos
Electronic Arts
Fox Interactive
GT Interactive
Interact
Interplay
Konami
Lucas Arts
Microsoft
Midway
Namco
Nintendo
Sega

Sierra Studios
Sony 989
Sony Playstation
Square Soft
Take Two Interactive
Ubisoft

Grooming

Banana Boat
Gillette: Mach 3
Gillette: Right Guard
Hair Club for Men
L'Oréal Feria
L'Oréal Studio
Nivea for Men
Norelco
Paul Mitchell
Remington
Rogaine
SC Johnson Edge

Health

Bioflex
Centrum Performance
Durex Condoms
GNC
Klein Becker
Life Fitness
MetRx
NordicTrac
Rexall Carb Solutions
Twin Labs
Weider Communications

Liquor/Wine/Beer

Absolut Vodka
Amstel
Bacardi Light Rum
Bacardi Martini
Bacardi Limón
Beck's
Bombay Sapphire
Canadian Mist
Captain Morgan
Chivas
Crown Royal
Dewar's
Disaronno Originale
Finlandia
Grand Marnier
Grey Goose Vodka
Grolsch
Harp Lager
Hennessy
J&B Scotch
Jack Daniel's
Jameson
Jim Beam

Johnnie Walker Black
Johnnie Walker Red
Jose Cuervo
Kahlua
Killarney's
Malibu Rum
Margaritaville
Miller Genuine Draft
Miller Light
Parrot Bay
Patrone
Paul Mason Brandy
Remy Martin
Revelstoke
Rick's Spiked Lemonade
Rums of Puerto Rico
Sauza
Skyy Vodka
Smirnoff Ice
Southern Comfort
Tanqueray
Wild Turkey

Shoes

Adidas
Caterpillar
Dee Shoes
Diesel Shoes
Donald Pliner Shoes
Fila
Finish Line
Foot Locker
Guess Footwear
Harbor Footwear
Lugz
Nike
Reebok
Saucony
Skechers
Tattoo Shoes
Teva

Tobacco

Altadisusa
American Spirit
Camel
Consolidated Cigar
Conwood
Copenhagen
General Cigar
Kool
Lucky Strike
Marlboro
Newport
Parliament
Rooster
Salem
Sequoia Smokeless Tobacco

Skool
Swisher
Thompson Cigar
Winston

Technology

AOL
3DFX
Adobe
Advanced Air Solutions
Creative Labs Computer Speakers
Creative Labs Nomad
Datek
Hewlett Packard
Microsoft
Netflix
Norelco
RePlay TV
Roxio
Symantec
USSB

Travel

Caesar's Palace
Contiki Holidays
Loews Hotels
San Francisco Tourism
SuperClubs
Virgin Atlantic Airlines
Virgin Atlantic Airways

Watches

Adidas Watches
Armitron
Bell & Ross
Bulova
Cartier
Casio
Chase Durer Watches
Elgin
ESA
Gino Franco
Hamilton
Omega
Oris
Swatch
Swiss Army
Techno Marine
Timex
Valdone Watches

Miscellaneous

AT Cross Pens
Best Buy
De Beers
FTD
Sanford Pens
Zippo