



Expand **into**  
new markets **and**  
win new business

Connect **with**  
**the right** decision makers  
**at the right** companies —  
in print, online **and** in person

Turn the page to see some of the top companies and brands whose key executives read **PROMO**. **PROMO** helps you build a program that connects you with the right buyers in the right companies across a variety of market categories.

Sample of **PROMO** subscriber companies in each category.

## **AGENCIES**

141 Communicator  
360 Youth  
A Team  
Alan Taylor  
Communications  
Alcone Marketing Group  
Arnold Worldwide  
August Lang & Husak  
B.A.R.C. Communications  
Bates Advertising  
BBDO Worldwide  
BDS Marketing  
BEN Marketing Group  
Bensussen Deutsch &  
Associates  
Beyond DDB  
BFG Communications  
Blackwood Martin/CJRW  
Botsford Group  
Bounty SCA Worldwide  
Bozell Worldwide  
Brigandi & Associates  
Bronner Slosberg  
Humphrey  
Burson Marsteller  
Campbell-Ewald  
Carlson Marketing Group  
Catalyst Marketing Int'l.  
CCM  
Centra Marketing &  
Communications  
Civic Entertainment Group  
Clarion Marketing and  
Communications  
CMI  
CoActive Marketing Group  
Cohen-Friedberg  
Associates  
Colangelo Synergy  
Marketing  
Cramer-Krasselt  
Creative Resource Center  
DMB&B  
DDB Needham  
Dentsu  
Don Jagoda Associates  
Doner Advertising  
DraftWorldwide  
DVC Worldwide  
EastWest Creative  
Edelman Worldwide  
EGC Group, Inc.  
Einson Freeman  
ePrize  
Equity Marketing  
Eric Mower & Associates  
Euro RSCG  
Fallon McElligott

FCB Worldwide  
Firehouse, Inc.  
Frankel & Company  
Gage  
GEM Group  
GMR Marketing  
Grey Advertising  
Guild Group  
GWP  
Harwood Marketing Group  
Hawkeye Communications  
Hercky Pasqua Herman  
Holland Advertising  
Howe Marketing Group  
HWB, Inc.  
Idea Connections  
IMC  
Impact Marketing &  
Promotions  
Integer Group  
J. Brown/LMC Group  
J. Walter Thompson  
Jack Nadel, Inc.  
Javelin  
Juhl Marketing  
Communications  
Ketchum Advertising  
KK&A  
Langworth Pantel Group  
Launch Creative Marketing  
Leo Burnett  
Malone Advertising  
Marden-Kane  
Marketing Drive Worldwide  
Marketing Edge  
Marketing Expressions  
Marketing Store Worldwide  
Marketing Werks  
Marlin Entertainment  
Mars Advertising  
Mastermind Marketing  
McCann-Erickson  
Momentum Marketing  
Services Corporation  
Momentum North America  
Noble & Associates  
Ogilvy & Mather  
OTT Communications  
Phelps Group  
Pierce Promotions & Event  
Management  
Porter Novelli  
PriceWeber Marketing  
Pro Motion, Inc.  
Promotion Group Central  
Promotion Management  
Corp.  
Promotions.com  
QLM Marketing

Rapp Collins Worldwide  
Regan Group  
Renegade Marketing Group  
Roska Direct  
Roundhouse Marketing &  
Promotions  
Ryan Partnership  
Saatchi & Saatchi  
Seismicom  
Shumsky Enterprises  
Source Marketing  
Summit Marketing  
Target Marketing &  
Promotions  
TBWA Chiat Day  
The Promotion Network  
Three Wide  
Tipton & Maglione  
Tracy Locke Partnership  
UniCom Marketing Group  
UPSHOT  
Velocity Sports &  
Entertainment  
Vertical Marketing Network  
WatersMolitor  
Wencel/Hess  
Wunderman  
Young & Rubicam  
Zipatoni

## **AIRLINES**

Aeromexico  
Air France  
Air New Zealand  
All Nippon Airways  
Alitalia  
American Airlines  
British Airways  
Continental  
Delta  
Hawaiian Airlines  
Lufthansa  
Midwest Express  
Northwest Airlines  
Southwest Airlines  
United  
US Airways  
Virgin Atlantic

## **AUTOMOTIVE**

AAMCO  
AC Delco  
Advance Auto Parts  
AM General Corp.  
AutoZone  
BMW North America  
Bridgestone/Firestone  
Cadillac  
Castrol North America

Champion Spark Plugs  
Chevrolet  
ChevronTexaco  
Citgo Petroleum  
Clark Oil  
Conoco  
Cooper Tire & Rubber  
DaimlerChrysler  
Delphi Automotive Systems  
Dodge  
EXXONMobil  
Ford Motor Co.  
General Motors  
Getty Petroleum  
Goodyear Tire & Rubber  
Harley-Davidson  
Honda  
Interstate Batteries  
Izuzu  
Johnson Controls  
Kawasaki  
Kelly-Springfield Tire Co.  
Kia Motors America  
Lexus  
Mack Trucks  
Mazda  
Meineke Discount Mufflers  
Mercedes-Benz  
Michelin North America  
Midas International  
Mitsubishi  
Nissan  
Pennzoil-Quaker State  
Pep Boys  
Peterbilt Motors  
Phillips 66  
Porsche Cars  
S.C. Johnson & Sons  
Saturn Corp.  
Shell Oil Company  
Subaru  
Sunoco  
Suzuki  
Town Fair Tire  
Toyo Tires  
Toyota  
Turtle Wax  
Valvoline  
Volkswagen  
Volvo Cars  
Yamaha

## **ALCOHOLIC BEVERAGES**

Allied Domecq USA  
Anheuser-Busch  
Bacardi-Martini USA  
Banfi Vintners

Barton Beers  
Boston Beer Company  
Canandaigua Wine  
Coors Brewing Company  
E & J Gallo Winery  
Freixenet USA  
Genesee Brewing Co.  
Goose Island Beer Co.  
Gray Brewing Co.  
Guinness Bass Import Co.  
Harpoon Brewery  
Heaven Hill Distilleries  
Heineken USA  
High Falls Brewing Co.  
Jim Beam Brands  
Labatt USA  
Miller Brewing Company  
Molson Breweries USA  
Otter Creek Brewing Inc.  
Pabst Brewing Company  
Pete's Brewing Company  
Pittsburgh Brewing Co.  
Remy Amerique Inc.  
Sapporo USA  
Schieffelin & Somerset Co.  
Seagram Americas  
Skyy Spirits  
Stroh Brewery  
Sutter Home Winery  
United Distillers & Vintners

## **NON-ALCOHOLIC BEVERAGES**

Brown-Forman Beverages  
Cadbury-Schweppes  
Celestial Seasonings  
Coca-Cola USA  
Cott Beverages USA  
Culligan International  
Dr. Pepper/Seven Up  
Gatorade  
Grayson Mountain Water  
Hansen Beverage Co.  
Lipton  
McKesson Water Products  
Minute Maid  
Mistic Beverage Co.  
Nestle Beverage Co.  
Ocean Spray Cranberries  
Pepsi Cola Company  
Perrier Group of America  
R.C. Bigelow Inc.  
Red Bull America  
Royal Crown Cola  
Snapple Beverage Corp.  
SoBe Beverages  
Tetley USA  
Triarc Beverage Group

Sample of **PROMO** subscriber companies in each category.

Tropicana Dole  
Veryfine Products  
Welch Foods

## **CLOTHING/ ACCESSORIES**

Aeropostale  
Aris Isotoner  
Arizona Sport Shirts  
The Arrow Company  
Bausch & Lomb  
Bear USA  
Benetton  
Bulova  
Burberry Ltd.  
Calvin Klein  
Casio  
Champion Products  
Citizen Watch Co.  
Coach Leatherware  
Diadora  
DKNY  
Dunbrooke  
Ecko Unlimited  
Eddie Bauer  
Fruit of the Loom  
GAP Inc.  
Haggar Clothing Co.  
Hanes Hosiery  
Hugo Boss USA  
Jansport  
Jockey Int'l.  
Land's End  
L'eggs Products  
Levi Strauss & Co.  
Liz Claiborne  
LL Bean  
London Fog  
Movado Group  
No Fear  
Ocean Pacific  
Outer Banks  
Perry Ellis  
Polo Jeans Co.  
Rolex Watch USA  
Russell Corp.  
Sara Lee Hosiery  
Seiko  
Speedo  
Swatch Watch USA  
Tag-Heuer  
The North Face  
Timex  
Tommy Hilfiger  
Union Bay  
Wittnauer Int'l.  
Work N Gear  
Wrangler

Zippo Manufacturing

## **COMMUNICATIONS**

Alltel Corp.  
Ameritech  
AT&T  
Avaya  
Bellsouth Corp.  
BTI Telecom  
Cingular Wireless  
Ericsson  
Frontier Corp.  
GTE  
IDB Systems  
InfoNXX  
Lucent Technologies  
Mitsubishi Wireless  
Motorola  
Nextel  
Nortel  
Qwest Communications  
SBC Communications  
Southwestern Bell  
Sprint PCS  
Teligent  
US Cellular Corp.  
Verizon

## **ELECTRONICS**

Aiwa  
Bose Corp.  
Canon USA  
Casio  
Eastman Kodak  
Emerson Radio Corp.  
Fuji Photo Film  
Fujitsu Ten Corp.  
Gillette  
Hitachi  
JVC  
Kenwood USA  
Konica  
Minolta  
Nikon  
Nokia  
Norelco  
Okidata Corp.  
Olympus  
Panasonic  
Philips Consumer  
Electronics  
Pioneer Electronics  
Polaroid  
Rayovac  
RCA  
Remington Products  
Ricoh  
Samsung  
Sanyo Fisher

Seiko  
Sharp Electronics  
Sony Electronics  
TDK Electronics  
Thomson Electronics  
Toshiba  
Zenith

## **ENTERTAINMENT**

20th Century Fox  
Acclaim Entertainment  
AMC Entertainment  
Bandai America  
Busch Entertainment Corp.  
Busch Gardens  
Buena Vista Pictures  
Columbia Tristar  
Coney Island  
Davie Brown Entertainment  
Electronic Arts  
EMI-Capitol Records  
Epic Records  
Harrah's Entertainment  
HersheyPark  
IMAX  
Island Def Jam  
Jive Records  
Konami America  
Lowe's Cineplex  
Marvel Entertainment  
MCA/Universal Studios  
MGM  
Miramax Films  
NASCAR  
New Line Cinema  
Nintendo  
Pacific Theaters  
Paramount Parks  
Putt Putt Golf Courses  
America  
Radio Disney  
Rhino Entertainment  
Rock & Roll Hall of Fame  
San Diego Zoo  
Scholastic Entertainment  
Sea World  
Sega  
Sesame Place  
Six Flags  
Sony Computer  
Entertainment  
Sony Pictures  
Walt Disney World  
Warner Brothers  
WWE

## **FINANCIAL**

Accenture  
Alliance Capital

Amcore Financial  
American Express  
Bank One  
Bank of America  
Bear Sterns  
BearingPoint  
Capital One  
Century 21  
Charles Schwab & Co.  
Chicago Stock Exchange  
The CIT Group  
Citibank  
Coldwell Banker Corp.  
Comerica Bank  
Conseco  
Dime Savings Bank  
Diners Club Int'l.  
Discover Financial Services  
E\*Trade Group  
Ernst & Young  
Fannie Mae  
Fidelity Investments  
FleetBoston Financial Corp.  
GE Capital Corp.  
H&R Block  
Invesco Funds Group  
J.P. Morgan Chase  
Jackson Hewitt  
Janus Funds  
Marine Midland Bank  
MasterCard Int'l.  
MBNA America  
Mellon Bank Corp.  
Merrill Lynch & Co.  
MoneyGram Payment  
Systems  
Morgan Stanley Dean Witter  
New York Mercantile  
Exchange  
Primerica Financial Services  
Prudential Securities  
Raymond James Financial  
RE/MAX International  
Sallie Mae  
Salomon Smith Barney  
Shell Capital  
Simon Property Group  
Sun America Financial  
T. Rowe Price  
TIAA-CREF  
UBS PaineWebber  
Visa USA  
Wells Fargo & Co.

## **FOOD/RETAIL PRODUCTS**

Agrilink Foods  
Alberto-Culver Co.  
American Greetings Corp.

American Home Products  
American Popcorn Co.  
Archway Cookies  
Aurora Foods  
Baskin-Robbins  
Beech-Nut Nutrition Corp.  
Ben & Jerry's  
Bil Mar Foods  
Binney & Smith  
Blue Diamond Growers  
Borden Foods  
Brach & Brock Confections  
Brown & Williamson  
Tobacco  
Campbell Soup Company  
Carter-Wallace  
Chiquita Brands  
Chock Full o' Nuts  
Clif Bar  
Clorox  
Colgate-Palmolive  
ConAgra Foods  
Dannon  
Dean Foods  
Del Monte Foods  
Dole Food Company  
Dreyer's Grand Ice Cream  
Duracell USA  
Earthgrains Company  
Energizer  
EvenFlo Company  
Farmland Foods  
Ferrero USA  
Fort James Corp.  
Frito-Lay  
GE Lighting  
General Mills  
Godiva Chocolatier  
Good Humor-Breyers  
Ice Cream  
Goodmark Foods  
Goya Foods  
The Haagen-Dazs Company  
Hallmark Cards  
Heinz USA  
Hershey Chocolate USA  
Hill's Pet Nutrition  
Hormel Foods  
Hunt-Wesson  
The Iams Company  
Interstate Bakeries Corp.  
J&J Snack Foods  
Jimmy Dean Foods  
J.M. Smucker Co.  
Kal Kan Foods  
Keebler  
Kellogg's  
Kikkoman International  
Kraft Foods

Sample of **PROMO** subscriber companies in each category.

Land O'Lakes  
Lithonia Lighting  
Lorillard Tobacco  
Louis Rich Co.  
M&M/Mars  
Malt-O-Meal  
Marcal Paper  
Masterfoods USA  
McCormick & Company  
McKee Foods  
Met-Rx  
Morton International  
Mott's  
Nabisco Foods  
Nestle USA  
Nutrasweet  
Oscar Meyer Foods  
Pepperidge Farm  
Perdue Farms  
Pez Candy  
Philip Morris USA  
Pillsbury  
PowerBar  
Procter & Gamble  
Quaker Oats  
R.J. Reynolds Tobacco  
Ralston-Purina  
Reckitt Benckiser  
Riviana Foods  
Rust-Oleum  
Sara Lee Corp.  
Sargento Foods  
Sergeant's Pet Products  
Slim-Fast Foods  
Soft Sheen Products  
Solo Cup Company  
Sun Diamond Growers  
Tootsie Roll  
Tyson Foods  
Uncle Ben's  
Unilever BestFoods  
US Tobacco  
Vlasic Foods  
Wahl Clipper Corp.  
WD-40 Company  
William Wrigley Jr. & Co.  
Wilton Industries  
Wise Foods

## **FOOTWEAR**

Airwalk  
Asics Tiger Corp.  
Brooks  
Brown Shoe Company  
Caterpillar Footwear  
Clarks Company  
Converse  
Dexter  
Fila USA

Florsheim Group  
G.H. Bass & Co.  
K-Swiss  
Lugz  
New Balance  
Nike  
Puma  
Red Wing Shoe Co.  
Reebok  
Rockport  
Saucony  
Skechers USA  
Timberland  
Vans  
Wolverine Worldwide

## **HEALTHCARE/ COSMETICS**

Abbott Laboratories  
Alcon Laboratories  
Andrew Jergens  
Avon Products  
Bausch & Lomb  
Bayer Corp.  
Becton Dickinson & Co.  
Beiersdorf Inc.  
Blistex  
Block Drug Co.  
Boehringer Ingelheim  
Bristol-Myers Squibb  
Calvin Klein Cosmetics  
Clairol  
Clinique  
Colgate-Palmolive  
Del Laboratories  
Dial  
Eli Lilly & Co.  
Estee Lauder  
Glaxo-SmithKline  
Humana USA  
Johnson & Johnson  
Kimberly-Clark Corp.  
L'Oreal  
Lancome Cosmetics  
Leiner Health Products  
Liz Claiborne Cosmetics  
Maybelline  
Merck & Company  
Neutrogena  
Novartis Healthcare  
Oral-B Laboratories  
Ortho-McNeil  
Pharmaceutical  
Pfizer Healthcare  
Pharmacia & Upjohn  
Pharmavite Corp.  
Playtex Products  
Redken Laboratories  
Ross Laboratories

Schering-Plough Healthcare  
Steris Corp.  
Twinlab  
Unilever HPC  
Warner-Lambert  
Weider Nutrition Int'l.  
Whitehall-Robins Healthcare  
Zotos International  
Wyeth-Ayerst Labs

## **HOME FURNISHINGS**

1-800 Mattress  
American Fabrics Co.  
Andersen Windows  
Ansonia Clock Company  
Applica Consumer Products  
Armstrong World Industries  
Bissell  
Braun  
Broyhill Furniture  
Caldera Spas  
Carrier Corp.  
Casablanca Fan Co.  
Conair Corp.  
Craft Bilt Manufacturing Co.  
Cuisinart  
Desa International  
Eureka  
GE Appliances  
Genie Industries  
Hamilton Beach/  
Proctor-Silex  
Heat-N-Glo Fireplaces  
Hoover  
Hunter Douglas Inc.  
Hunter Fan Co.  
Keller Furniture  
Khoury Inc.  
KitchenAid  
Kohler  
Kron USA  
La-Z-Boy  
Ladd Industries  
Lennox International  
Libbey Inc.  
Maytag Corp.  
Melitta USA  
Moen Inc.  
Mohawk Industries  
Oneida  
Oreck Corp.  
Pacific Sun Casual Furniture  
Plastic Sun Shade Co.  
Rheem Air Conditioners  
Rubbermaid  
Sealy Corp.  
Shaw Industries  
The Sherwin-Williams Co.

The Spring Air Co.  
Sunbeam  
Teledyne Water Pik  
Thomasville Furniture  
Tupperware  
Waterford Wedgewood  
Westpoint Stevens  
Whirlpool  
Windmere Corp.  
Woodcraft Industries

## **INDUSTRIAL PRODUCTS/ SERVICES**

Alabama Power  
Aluminum Company of  
America  
American Standard  
Anchor Rubber  
Black & Decker  
Boeing  
Carolina Light & Power  
Case Corp.  
Caterpillar  
Cesna Aircraft Co.  
Con Edison  
CSX Corp.  
Dow Chemical Company  
Dresser Industries  
Duke Power Co.  
E.I. Du Pont de Nemours  
& Co.  
Embraer Aircraft  
FedEx  
Florida Light & Power  
General Cable Corp.  
General Electric  
Georgia-Pacific  
Gulfstream Aerospace  
Hankison International  
Hughes Aircraft Co.  
Ingersoll-Rand  
ITT Industries  
John Deere  
Kinko's  
Lorad Corp.  
Louisiana Pacific Corp.  
Makita USA  
Nevada Power Co.  
Philips Lighting  
PSE&G  
Rayovac Corp.  
Reynolds Metals Co.  
Roadway Express  
Ryobi America  
S-B Power Tool Co.  
Snap-On Tools  
Southern Company  
Stanley Tools

Stihl Inc.  
Trane Company  
Underwriters Laboratories  
Union Camp Corp.  
UPS  
Virginia Power

## **INSURANCE**

Aetna US Healthcare  
AFLAC  
Allstate  
BlueCross BlueShield  
CIGNA Corp.  
Columbia/HCA Healthcare  
Federated Insurance  
GEICO  
Gerber Life Insurance  
Guardian Life Insurance  
John Hancock  
Kemper Insurance  
Liberty Mutual  
MassMutual  
Metropolitan Life  
Mutual of Omaha  
New York Life  
Pacific Life  
Progressive  
Prudential  
Sentry Insurance  
State Farm  
Transamerica  
USAA

## **MEDIA**

A&E TV Networks  
ABC Radio  
ABC TV  
AOL/Time Warner  
BBC Worldwide  
Bloomberg LP  
Business Week  
CMP Media  
Cablevision  
Cartoon Network  
CBS  
Chicago Tribune  
Clear Channel  
Communications  
Comcast  
Comedy Central  
Conde Nast  
Court TV  
Cox Communications  
DirecTV  
Discovery Channel  
Disney Channel  
Emmis Broadcasting Corp.  
Entertainment Weekly  
ESPN

Sample of **PROMO** subscriber companies in each category.

Food Network  
Fortune  
FOX Family Channel  
FOX Sports Net  
Gemstar-TV Guide  
Golf Channel  
GQ  
HBO  
Hearst Magazines  
History Channel  
Hollywood Reporter  
Infinity Broadcasting  
iVillage.com  
McGraw-Hill Companies  
Movieline  
MSG Network  
MTV  
National Geographic  
NBC  
New York Times  
Nikkei America  
Oxygen Media  
Parade Publications  
Penton Media  
PRIMEDIA  
Reader's Digest  
Robb Report  
Showtime Networks  
Smithsonian Magazine  
Sports Illustrated  
Sunshine Network  
TBS Superstation  
Time Inc.  
TNN  
Turner Broadcasting Co.  
USA Networks  
USA Today  
Vanity Fair  
Viacom  
Vivendi Universal  
The Wall Street Journal  
Washington Post  
WB Network  
Weather Channel  
Westwood One  
Entertainment  
Woman's Day  
XM Satellite Radio  
YES Network

### **OFFICE PRODUCTS**

3M  
A.T. Cross  
Acco USA  
Allen Envelope Co.  
Allied Office Products  
Avery Dennison  
BIC

Brother International  
Danka Business Systems  
Dukane Corp.  
General Business Forms  
IKON Office Solutions  
International Paper  
Kimball International  
MeadWestvaco  
Minolta  
Mita Copystar America  
National Pen Corp.  
Pentel of America  
Pilot Corp. of America  
Pitney Bowes  
Ricoh  
Safeguard Business  
Systems  
Seiko  
Sharp Electronics  
Standard Register  
Steelcase  
Tension Envelope Corp.  
US Box Corp.  
Western State Envelope  
Wilson Rubber Stamps  
Xerox

### **RESTAURANTS/ FOOD CHAINS**

Applebee's  
Big Boy Restaurants  
Blimpie  
Bojangles Restaurants  
Boston Market  
Burger King  
Carvel  
Chick-Fil-A  
Cracker Barrel  
Dairy Queen  
Darden Restaurants  
Denny's  
Domino's Pizza  
Dunkin Donuts  
ESPN Zone  
Fuddrucker's  
Hard Rock Café  
Hardee's Food Systems  
Hooters  
IHOP  
In-N-Out Burger Co.  
Jack in the Box  
KFC  
Krispy Kreme Doughnuts  
Little Caesars  
Long John Silver's  
McDonald's  
Nathan's Famous Services  
Olive Garden  
Outback Steakhouse

Papa Gino's Inc.  
Papa John's Int'l.  
Perkins Family Restaurants  
Pizza Hut  
Planet Hollywood  
Popeyes Chicken  
Red Lobster  
Shoney's  
Sizzler  
Steak & Ale  
Subway Sandwiches  
Taco Bell  
Taco Time Int'l.  
Tricon Restaurants  
Uno Restaurant Corp.  
Wendy's  
White Castle

### **RETAILERS**

1-800 Flowers.com  
7 Eleven  
84 Lumber  
Ace Hardware  
Amazon.com  
Ames  
Ann Taylor  
Athlete's Foot  
Barnes & Noble  
Baskin-Robbins  
Bath & Body Works  
Bed Bath & Beyond  
Best Buy  
Blockbuster  
Bob's Stores  
The Body Shop  
The Bombay Company  
Borders  
Brooks Drug Company  
Champs Sports  
Circuit City  
Crate & Barrel  
Cohen's Fashion Optical  
CompUSA  
CVS  
Dairy Mart  
Dayton Hudson Corp.  
Dick's Sporting Goods  
Dillard's  
Dress Barn  
Drug Emporium  
eBay.com  
Eckerd Drug Company  
Eddie Bauer  
Family Dollar Stores  
Famous Footwear  
Federated Dept. Stores  
Filene's  
The Finish Line  
Florsheim Group

Footlocker  
Footaction USA  
Fortunoff  
Frank's Nursery & Craft  
FTD  
GAP  
Genesco  
Gingiss International  
GNC  
Home Depot  
Home Shopping Network  
J&R Music World  
JC Penney  
Jo-Ann Stores  
Just for Feet  
Kmart  
Kohl's  
Lechters  
LensCrafters  
The Limited  
Loehmann's  
Longs Drug Stores  
Lord & Taylor  
Lowe's  
Macy's  
Marshall's  
Marshall Field's  
May Dept. Stores  
Medicine Shoppe  
Men's Wearhouse  
Michael's Jewelers  
Modell's Sporting Goods  
Montgomery Ward  
The Musicland Group  
Neiman Marcus  
Nordstrom  
Office Depot  
OfficeMax  
P.C. Richard & Son  
Payless Shoesource  
Petco  
Pier 1 Imports  
Priceline.com  
Radio Shack  
Rite Aid Corp.  
Saks Fifth Avenue  
Seaman's Furniture  
Sears Roebuck &  
Company  
Shoe Carnival  
ShopKo Stores  
Spencer Gifts  
Sports Authority  
Staples  
Starbucks Coffee  
Sunglass Hut  
SuperCuts  
Talbots  
Target

Ticketmaster.com  
Tiffany & Co.  
T.J. Maxx  
Tower Records  
Toys R' Us  
TruServ Corp.  
Victoria's Secret Stores  
The Vons Company  
Wal-Mart  
Waldenbooks  
Walgreens  
Warner Brothers  
Williams-Sonoma  
Wilson's Leather  
The Wiz  
Yankee Candle Company  
Zale Corp.

### **SPORTING GOODS/ RECREATION**

Atlas Snow Shoes  
Bianchi USA  
Bike Athletic  
Boston Whaler  
Bridgestone Sports USA  
Brunswick Corp.  
Buck Knives  
Callaway Golf Co.  
Coleman Company  
Daisy Manufacturing Co.  
Dunlop Maxfli Sports  
Everlast  
Fisher-Price  
Hasbro  
Head/Penn Sports  
Huffy Sports  
Jansport  
K'Nex Industries  
K2 Skis  
Mattel  
Mercury Marine  
Miken Sports  
Milton Bradley  
Mizuno USA  
National Basketball  
Association  
National Football League  
Nicklaus Golf Equipment  
Nike  
Oakley  
The Ohio Art Company  
Parker Brothers  
Patch Products  
Ping Golf  
Polaris Industries  
Prince Sports Group  
Ram Golf Corp.

Sample of **PROMO** subscriber companies in each category.

Rand Bicycles  
Rave Sports  
Rawlings  
Remington Arms  
Riddell  
Rogers Athletic Company  
Sea Vision USA  
Shakespeare Fishing Tackle  
Spalding  
Speedo  
Sportcraft  
Strum, Ruger & Co.  
TaylorMade-adidas Golf  
The Thermos Company  
Titleist & Footjoy  
Worldwide  
Tommy Armour Golf  
Topps  
Trek Bicycles  
USA Baseball  
Wilson Sporting Goods  
Yamaha Marine Group  
Yonex  
Zebco

### **SUPERMARKET/ GROCERY**

A&P  
Acme Stores  
Ahold USA  
Albertson's  
Big Y Foods  
BJ's Wholesale Club  
Costco Wholesale Club  
Food Circus Supermarkets

Food Lion  
Fred Meyer Stores  
Giant Eagle Inc.  
Giant Food  
IKEA  
Jewel Food Stores  
Kroger  
Marsh Supermarkets  
Mervyn's  
Pathmark Stores  
Piggly Wiggly  
Price Chopper Stores  
Publix Supermarkets  
Roundy's Inc.  
Safeway  
Sam's Club  
Shaw's Supermarkets  
Shop-Rite  
Stop & Shop  
Super Valu Stores  
Wakefern Food Corp.  
Wawa Inc.  
Wegmans Food Markets  
Winn-Dixie Stores

### **TECHNOLOGY**

3Com Corp.  
Acer America  
Agilent Technology  
Apple Computer  
Applied Technologies  
Arrow Electronics  
Best Software Inc.  
Cisco Systems  
Compaq Computer Corp.

Comsat Mobile  
Communications  
Data General Corp.  
Dell Computer  
Earthlink  
EDS  
Gateway  
Genuity  
Google  
Group 1 Software  
Hewlett-Packard  
IBM  
Imation  
Intel  
Intuit  
Lexis-Nexis  
Lotus Development Corp.  
National Semiconductor  
Corp.  
NEC Inc.  
NetZero  
Novell  
NuvoSoft  
Oracle  
Palm Inc.  
Peachtree Software  
Prodigy Services Corp.  
PSINet  
Quantum Corp.  
Quest Software  
Seagate Technology  
Siebel  
Siemens  
Sun Microsystems  
Symantec Corp.  
Tiger Electronics

Unisys  
Unitek  
US Magnetics  
Vignette Corp.  
Yahoo!

### **TRAVEL**

Adams Mark Hotels  
Amtrak  
Avis  
Bally's  
Bass Hotels & Resorts  
Best Western  
Caesar's Palace  
Choice Hotels  
Club Med  
Concorde Hotels  
Days Inns of America  
Doral Hotels & Resorts  
Doubletree Hotels  
Embassy Suites Hotels  
Empire Hotel Group  
Enterprise Rent-a-Car  
Fairmont Hotels & Resorts  
Four Seasons Hotels  
Foxwoods Resort  
Funjet Vacations  
General Hotels Corp.  
Golden Nugget Hotel  
& Casino  
Greyhound Lines  
Hertz  
Hilton Hotels  
Holiday Inn  
Hyatt Hotels

Lowes Hotels  
Mandalay Bay Resort  
Marriott  
MGM Grand Hotel  
Mohegan Sun Resort  
National Car Rental  
Norwegian Cruise Lines  
Omni Hotels  
Orbitz.com  
Radisson Hotels  
Ramada  
Royal Caribbean Cruises  
Sands Resorts  
Sheraton Hotels  
SpaFinder  
Starwood Hotels & Resorts  
Super 8 Motel  
Thrifty Car Rental  
Travelodge  
Trump Hotels & Resorts  
Westin Hotels  
Wyndham International

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