



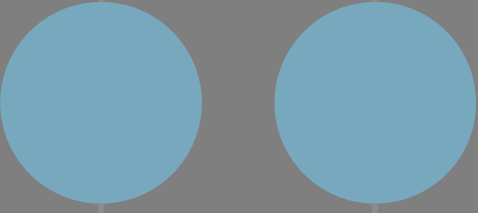



Competitive Analysis Summary

How Do Your Competitors Differ From You?

| |  Services |  Population |  Geography |
|---|--|--|---|
| <p>Direct Competitors</p>  | Same | Same | Same |
| <p>Indirect Competitors</p>  | Offers services, but in a different way | Same | Varies with type of service |
| <p>Distant Competitors</p>  | Different, but as a substitute | Same | Same |