

SUPPORTERS

ALLIANCE GAMING CORPORATION

ANHEUSER-BUSCH COMPANIES, INC.

THE BRUSS COMPANY

CARGILL PROCESSED MEAT PRODUCTS

HARRAH'S ENTERTAINMENT, INC.

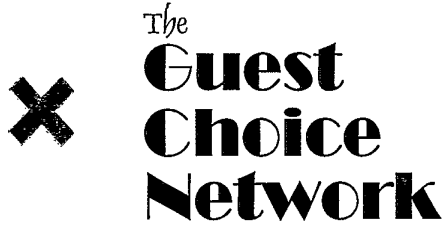
INTERNATIONAL GAMING CORPORATION

OVERHILL FARMS

PHILIP MORRIS, U.S.A.

STANDARD MEAT COMPANY

2072396001



Guest Choice Network Advisory Panel



Richard K. Arras

President and Chief Operating Officer
Perkins Family Restaurants, L.P.

Robert Basham

President
Outback Steakhouse, Inc.

The Honorable Steve Bartlett

Chairman of the Board
Meridian Products Corporation

H.A. "Andy" Devine, Ph.D., CHA, FMP

Professor
University of Denver

Wallace B. Doolin

President and Chief Executive Officer
Friday's Hospitality Worldwide, Inc.

Robert G. Fletcher

Senior Director
Anheuser-Busch Companies, Inc.

Frank Fahrenkopf

President and CEO
American Gaming Association

William L. Hyde, Jr.

President and Chief Operating Officer
Morton's Restaurant Group, Inc.

Ellen Merlo

Senior Vice President
Philip Morris, U.S.A.

Ronald A. McDougall

President and Chief Executive Officer
Brinker International, Inc.

The Honorable George McGovern

President
Middle East Policy Council

Michael M. Middleton

Vice President & General Manager
Cargill Processed Meat Products

Daniel J. Popeo, Esq.

Chairman, General Counsel
Washington Legal Foundation

Richard E. Rivera

President and Chief Executive Officer
Lorghorn Steaks, Inc.

Billy Rosenthal

President
Standard Meat Company

Philip G. Satre

President
Harrah's Entertainment, Inc.

Daniel Timm

President and Chief Operating Officer
The Bruss Company

The Honorable Carl Vogt

Senior Partner
Fulbright & Jaworski

Richard Walsh

Senior Vice President
Darden Restaurants, Inc.

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The
**Guest
Choice
Network**

1997

EXPANSION OF OUR MESSAGE REACH

- Continue 1996 program
- Add 3,000 more locations
- Six to eight op-eds
- Expand Advisory Panel
- Develop trade press coverage
- Evolve newsletter message toward "activism"
- Create/distribute "activist handbook"
- Develop F & B university newsletter "audience"
- 1-800 number/Email/Internet/Home page
- Test public education of message in restaurants

1998

- 4,000 additional locations
- Consumer/sales research *
- Align with other "public" groups
- Seek conservative radio
- Expand concept beyond restaurants
- Expand grassroots *
- Independent spokesperson(s) *

1999

- Shift to public "choice" group

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