

EXHIBIT 23 THREE MOVE SET

COG	LDR 3		CHA 1		LDR 1		CHA 3		LDR 2		CHA 2		LDR 1		CHA 2		LDR 1		CHA 3					
	Pricing				Quality				Service				Features				Reputation				Execution			
	INT		ISO		INT		ISO		INT		ISO		INT		ISO		INT		ISO					
MOVE 1 - CHALLENGER	Increase			X <sup>1</sup>		X <sup>2</sup>																		
	Decrease																							
	Maintain																							
	Interdict																							
MOVE 2 - LEADER	Increase																							
	Decrease			Y <sup>1</sup>																				
	Maintain																							
	Interdict																							
MOVE 3 - CHALLENGER	Increase								Z <sup>1</sup>		Z <sup>2</sup>													
	Decrease	Z <sup>4</sup>		Z <sup>3</sup>																				
	Maintain																							
	Interdict																							

**MOVE 1** Challenger initiates attack on leader by focusing on relative product quality.

X<sup>1</sup> - Challenger increases interaction via ads, and direct mail promoting better quality.

X<sup>2</sup> - Challenger isolates Leader via PR blitz calling attention to Leader's quality issues.

**MOVE 2** Leader responds with price decrease.

Y<sup>1</sup> - Leader attempts to isolate challenger from customers by further dropping price.

**MOVE 3** Challenger responds with an increase in features and a price decrease.

Z<sup>1</sup> - Challenger increases feature set.

Z<sup>2</sup> - Challenger isolates Leader via feature comparison TV spots.

Z<sup>3</sup> - Challenger isolates Leader by matching Leaders price.

Z<sup>4</sup> - Challenger increases interaction with aggressive short term price promotion. This is potentially a decisive action.