PLAINTIFF'S EXHIBIT WV-03847

PLAINTIFF'S EXHIBIT 10042.0

of '96?

how well you were treated. We may
nd your response to:
satoday.com/feedback/travsurv.htm

e airline gave you reasonable notice that
ld be delayed or canceled?
No

provide any vouchers for lodging?
☐ Yes, for more than one night
e night ☐ I wasn't stranded overnight

ovided vouchers for lodging, what was the
?
$50 ☐ More than $100
☐ Don't know

secure a room for you?
Don't know
I wasn't stranded overnight

oucher for food?
None was offered and I didn't ask

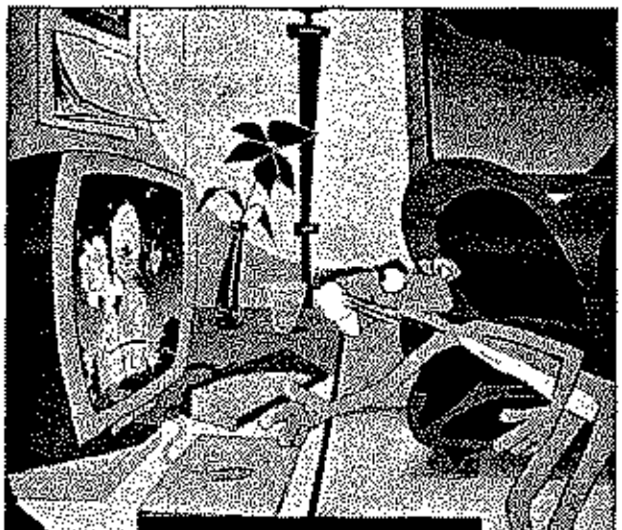
personnel for courtesy under fire:
rily good ☐ Poor
☐ Inexcusably rude

d airline reservations in order to rebook a
was it to get through to an agent?
n right away
d for a while, but eventually got through
back several times
through

xperience, would you fly this airline again?
No ☐ Not sure

SUPER BOWL AD WATCH

More than 23 companies have spent $1.2 million for each 30-second ad that will air Jan. 28 on Super Bowl XXX. Advertisers plan to unveil their latest and greatest ads. Each day until Super Bowl Sunday, USA TODAY will offer readers a sneak peek at the ads. Here's today's preview:



OWENS-CORNING

Ad Length: one 30-second ad during the fourth quarter
Agency: Fahlgren in Toledo, Ohio
Product: insulation and other home-building products
What you'll see: First-time Super Bowl advertiser Owens-Corning will air a high-tech animated spot starring the Pink Panther. The spot is reminiscent of a video game. Using the company's pink insulation, the Panther fights annoying "space invaders" such as brutal heat, chilling cold and noise.

— Dottie Enrico

By Genevieve Lynn, USA TODAY

Executive shake-up may signal shift at Smith Barney

By Sandra Block
USA TODAY

Smith Barney CEO Robert Greenhill, one of Wall Street's best-known investment banking stars, resigned Wednesday and will be replaced by James Dimon, a 39-year-old executive better known for number-crunching than dealmaking.

Dimon is president of Travelers Group, parent of Smith Barney, the second-largest brokerage firm in the USA. For five years, Dimon has been chief operating officer at Smith Barney where he was "a driving force behind the firm's outstanding and markedly improved performance," Travelers Chairman Sanford Weill said Wednesday.

Some analysts say Dimon boosted Smith Barney's performance by paring costs. They say his promotion — and Greenhill's exit after just three years — could signal a shift from investment banking, a high-cost, competitive business.

Greenhill, 58, who will form his own firm, left Smith Barney voluntarily but made no secret of his desire for dealmaking.

Dimon, who has spent most of his career working for Weill, denies he intends to back away from investment banking. He says the firm has made "enormous investments" to promote that side of the business, and said that won't change.

While he admitted that he doesn't consider himself a dealmaker "at the level of Greenhill," Dimon points to his 13-year tenure with Weill, a legendary dealmaker.

Dimon says he now needs to spend more time with customers. "I've usually been focused on the business. I need to spend more time learning about the client side of the business."

Perrin Long, analyst at Brown Bros. Harriman, says Dimon also will have to spend more time getting to know his employees. "The securities business is a people's business," he says. Dimon's "main

nation for specialty retailers

ws on the Discovery Network.

hops are often than shopping . Body Shop, s first U.S. airsburgh in 1992, stores produce e revenue per n its mall or res.

most successairports," says ctor of real esdy Shop. Body l airport stores Denver, Baltimore and San Francisco, and hopes to open stores at airports in Houston, Atlanta, Chicago and Los Angeles.

Airport retailers also are learning shoppers want reasonable prices. At BAA's Pittsburgh International Airmall, consumers are guaranteed to find the same prices at airport shops that they find at a shopping mall.

"Airport retailing has come of age," says Mark Schoifet of the International Council of Shopping Centers. "It's the same concept that has worked for the shopping center industry for 40 years — consumers want good value and reasonable pricing."

But airports pose some challenges that retailers don't find at malls. Setting up shop in an airport is more costly than opening a store in a mall. Airport stores have higher rents and have to pay certain fees to airport managers. Also, airport stores must stay open longer hours, so personnel and operating costs are higher than at mall stores. The Discovery Channel Store at Orlando's airport is expected to be open from 7 a.m. to 11 p.m.

Airport retailers' success also often depends on airlines' health. When Continental Airlines withdrew from the new Denver International airport last year, retailers on its concourse were devastated.

"Concessioners face a lot of hurdles they don't have in a shopping mall. But the payoff is that store traffic could be double what you get in a shopping mall," says Pauline Armbrust, editor of the *World Airport Retail News* newsletter.

WV-03847