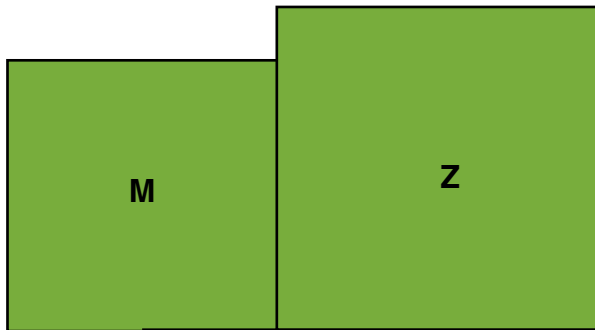


MELVOIN

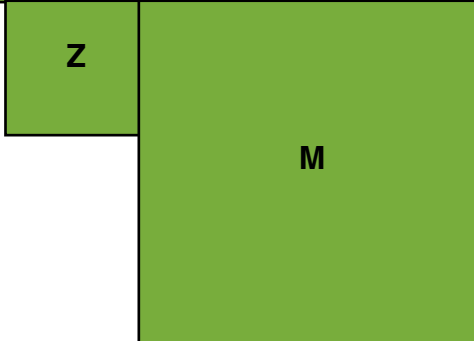
ZIMMER

Spending in support  
of the candidate...



*Spending to articulate the candidate's message is greater for Zimmer by a factor of 2/5 -- 44% more is spent explaining Zimmer's platform. [Read across]*

Spending to oppose  
the candidate...



*Negative campaigning to smear the opponent is heavily employed by Melvoins campaign -- six and a half times as much is spent by Melvoins to discredit Zimmer than the other way around.*

Initial inside each box indicates which candidate is favored by the expenditure.

A total of \$3.3m has been spent in favor of Zimmer.  
A total of \$5.2m has been spent in favor of Melvoins.  
Melvoins independent expenditures out-spend Zimmer's by 55%