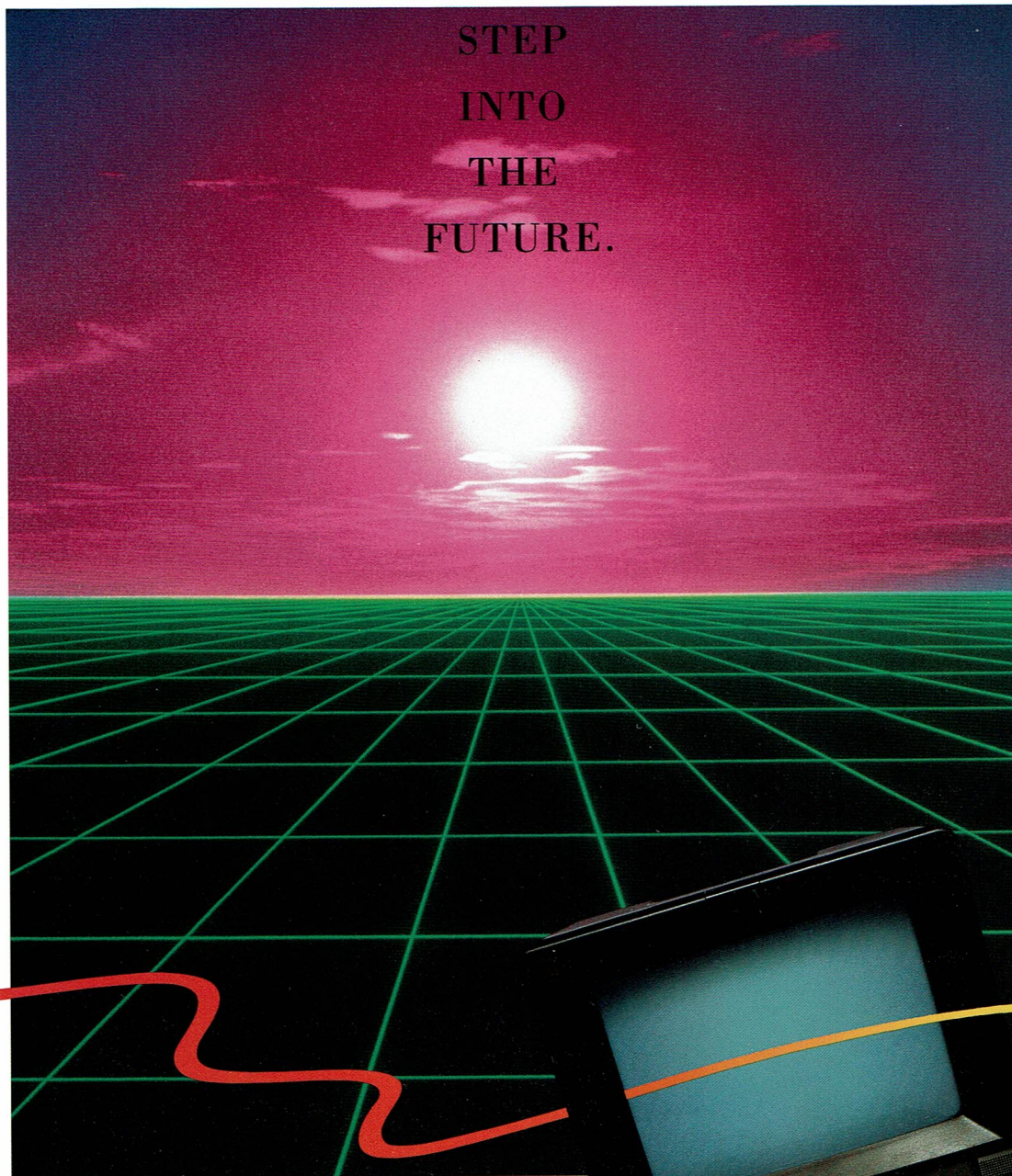


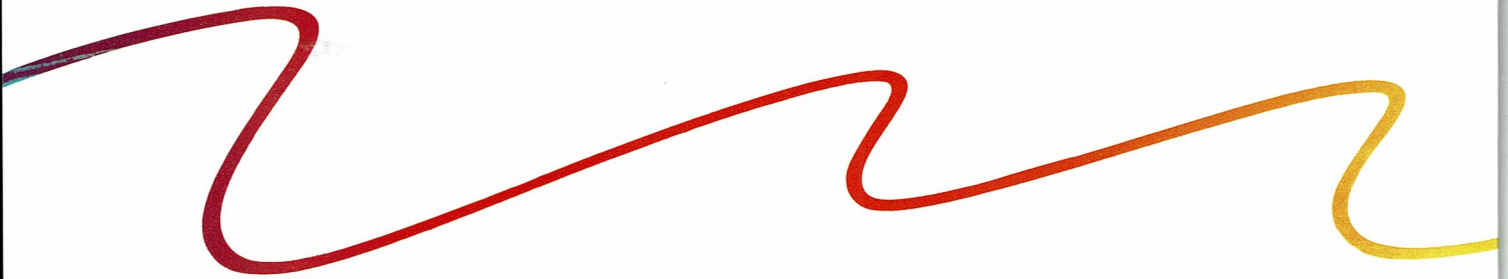
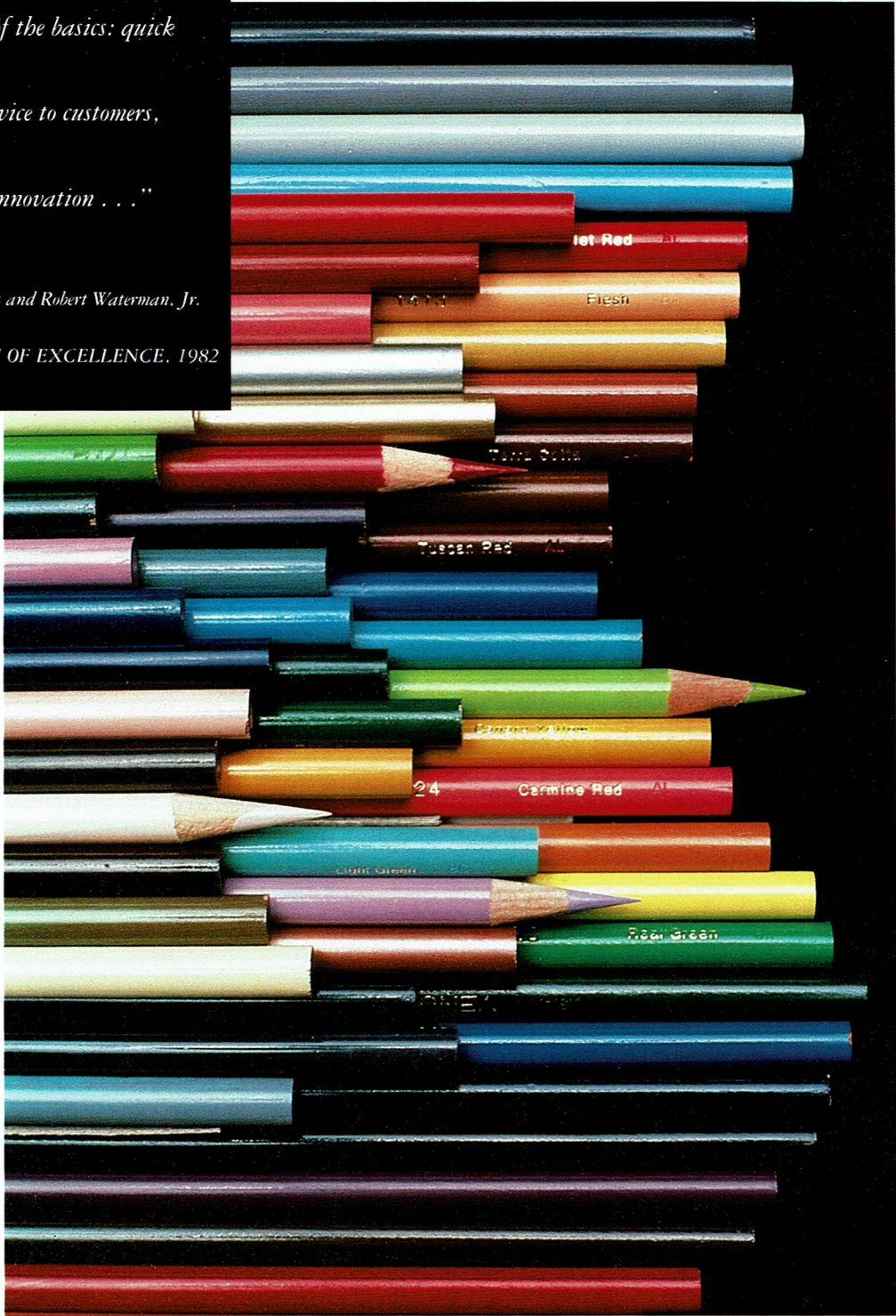
An Invitation from the Videotel™ Network to enter the Electronic Information Age

TAKE
ANOTHER
GIANT
STEP
INTO
THE
FUTURE.



*"Far too many managers have
lost sight of the basics: quick
action, service to customers,
practical innovation . . ."*

Thomas Peters and Robert Waterman, Jr.
IN SEARCH OF EXCELLENCE, 1982



U. S. VIDEOTEL INTRODUCES A POWERFUL NEW TECHNOLOGY THAT BRINGS US ALL BACK TO THE BASICS.

Because in this age of electronic information, human communication is more important than ever.

Ready or not, the Electronic Information Age is a reality. And that's good news to millions of business people and consumers who already have experienced a powerful new technology called "videotex."

Videotex puts people directly in touch with people. It is an on-line, interactive communication system for transmitting text and graphic information that is timely and entertaining.

Today, the extensive benefits of videotex technology are no longer limited to PC users. People who do not own computers, as well as those who do, are now using the VIDEOTEL NETWORK to access information and transact business 'round the clock. They simply plug our compact keyboard/display terminal into their standard telephone lines.

The VIDEOTEL NETWORK is uncomplicated and inexpensive. It gives consumers personal access to a broad range of services and information locally, nationally, and even internationally. And, without question, it is fast becoming a way of life for businesses, families and special interest groups.

VIDEOTELSM NETWORK is refining basic communication.

The way people buy and sell.

The way people inform and entertain.

The way people stay in touch with changing events and markets.





THE VIDEOTELSM NETWORK IS CHANGING THE WAY PEOPLE BUY AND SELL.

We put you directly in touch with your market.

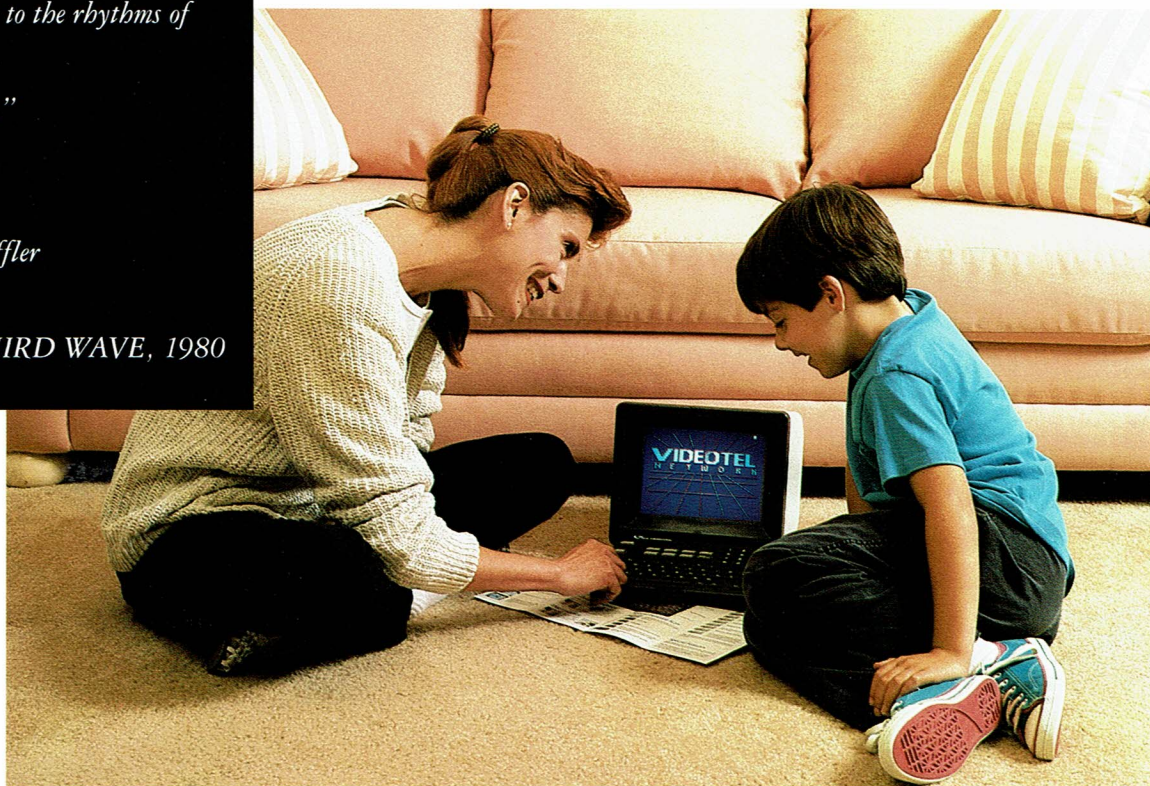
Because U.S. Videotel is the premier provider of videotex technology today, we can put you in *immediate, low-cost contact with your market*. Whether your business is newspapers or nutrition, fashions or fishing tackle, baseball tickets or bright ideas, we can deliver the consumer base most likely — even eager — to do business with you.

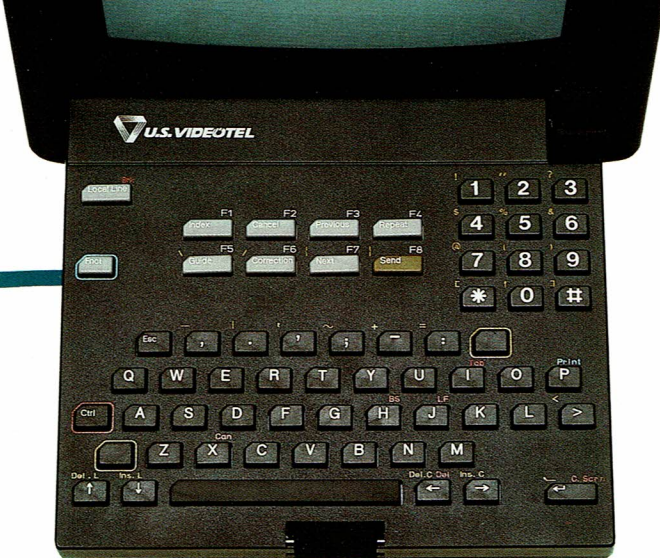
VIDEOTEL NETWORK subscribers are affluent consumers who relate to personal convenience and instant information. Typically, they lead active lives, have substantial disposable income, belong to younger families, and are receptive to new technology. They welcome the innovation of perusing options, transacting business, and making purchases 24 hours a day, 365 days a year.

*"Millions are already attuning
their lives to the rhythms of
tomorrow."*

Alvin Toffler

THE THIRD WAVE, 1980





AMERICANS ARE LEARNING WHAT EUROPEANS HAVE KNOWN FOR YEARS.

The Videotel Network means big business.

Entrepreneurs and business managers in the United States are capitalizing on Europe's successful videotex experience. In France, over 3.5 million homes and businesses currently have fast, continual interactive access to 7,000 different network services. The trends are unmistakable; the profits are adding up.



CHRIS COMPTON, foremost bridge player in the world, and partner Gary King, want to reach a market of 200,000 tournament players and 5,000,000 casual players in the United States: to teach, to sell, to promote special events.

The VIDEOTEL NETWORK recently linked up electronic bridge teams in Buffalo, Milan, Paris and Houston to evaluate the effectiveness of interactive, on-line tournaments. Compton's assessment? "People loved it — and are asking for more. We're *building our whole company around the VIDEOTEL NETWORK.*"

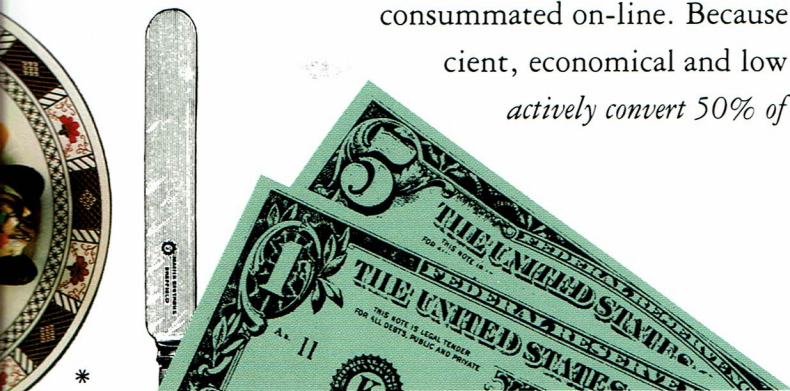
The company is currently expanding services to include scheduling regional studios for open, novice and intermediate bridge, an "Ask the Master" advice column, trivia questions and answers, and a broad spectrum of products that bridge players need and use regularly.

LA VOIE EXPRESS (The Freeway), started in October 1986, is a home shopping service in France that supplies the essential link between wholesale distributors and consumers. They sell only groceries; and they sell only through the network. By the end of their first year of operation, they had 10,000 active customers and were achieving a *10% growth rate per month.*

NUGGETS is a nationwide chain of music stores in France. Their management uses network terminals on the showroom floor to update shoppers and influence sales of the hottest new records and tapes as ranked by local radio stations. "Lookers" become buyers. Managers promptly re-order best sellers for next-day delivery and easily provide the home office with end-of-day sales reports. Inventories stay current. And *profits are way up.*

LA REDOUTE has an entire on-line catalog department store, complete with graphics, descriptions, prices and inventory updates. It is France's largest and most successful mail order house. Service is immediate. Inventories are tightly managed. And profits are up by 28%. Running a close second in the durable goods mail order business is LES TROIS SUISSES. These two innovative marketers report nearly a *million active, repeat network users.*

SPECTAMATIC, the second largest ticketing company in Paris, offers direct ticket ordering from home or office. By 1987 year end, 7% of ticket sales were consummated on-line. Because this ordering/delivery system is so efficient, economical and low maintenance, the *corporate strategy is to actively convert 50% of all their ticket sales to the network.*





THE VIDEOTELSM NETWORK IS YOUR DIRECT CONNECTION TO THE COMMUNITY AND BEYOND.

People today want to communicate. Without the wait.

Nothing since the invention of the telephone in 1876 has addressed the needs of community communication as well as the VIDEOTEL NETWORK. Ultimately, the local community is the beneficiary of this exciting new technology, because it makes people's daily lives far less complicated and a lot more fun.

Consumers have a need for immediate information and interaction. They need to know their right-this-minute bank balance — and how their stock is doing today. They need to reschedule a group meeting — and then effortlessly notify everyone of the revised who, what, where, and when. They need to know what time the movie starts and how it's rated — and where the good garage sales are happening this weekend. They need to know the address of the nearest medical emergency room or Italian restaurant — and if either accepts credit cards.

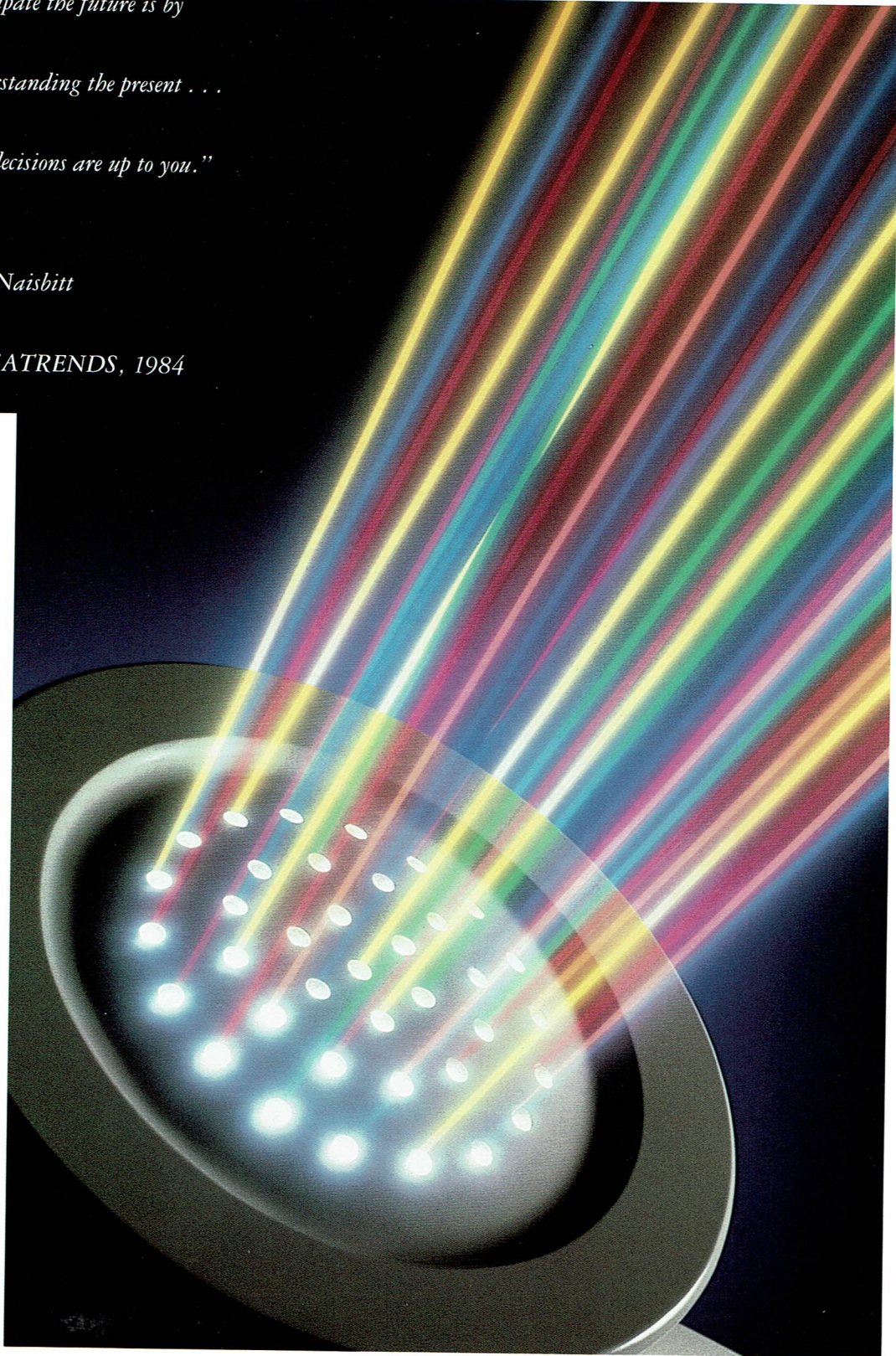
People need to know. They don't want to wait, and they don't want to search. Now, with the VIDEOTEL NETWORK, they don't have to.

*"The most reliable way to
anticipate the future is by
understanding the present . . .*

The decisions are up to you."

John Naisbitt

MEGATRENDS, 1984



TAKE A STRATEGIC STEP. INTO THE FUTURE. INTO THE VIDEOTELSM NETWORK.

A Unique Invitation to Community and Business Leaders to Realize the Benefits of Videotex Marketing.

When Alexander Graham Bell invented the telephone in 1876, he envisioned every American home having one. Our vision carries his one step further: the VIDEOTEL NETWORK in every American home.

Videotex information providers with an eye to the future are a vital and highly profitable link between the consumer and the expanding electronic marketplace. Current marketing trends demonstrate clearly that American consumers are actively seeking the convenience of 24-hour on-line, interactive communication. We are prepared to meet that need. We invite you to share in the vision — and the financial potential.

We will customize a participation package that supports your objectives.

U. S. Videotel, Inc. is strategically positioned in the information market to custom design a beneficial plan for your business or community organization. We will show you how your existing information or service can be used to meet your unique communication objectives, create additional sources of revenue, and revitalize your marketing efforts.

- We have the technical expertise to handle a variety of data formats and to develop a sound implementation strategy on your computer or ours.
- We do not require that you have sophisticated hardware, software, or telecommunications equipment.
- We offer a broad range of cooperative assistance for your videotex expansion: consulting, graphics, billing, statistical information, and on-going support.
- We help you initiate marketing strategies that work: new product development, penetration, special packaging, co-marketing, innovative customer service, and much more.

The VIDEOTEL NETWORK is your direct connection to the Electronic Information Age. Step into your future. Pick up that good old-fashioned telephone and call today.

Information
News
Health & Fitness
Education
Sports
Travel
Finance
Community Events
Games
Chat Lines
Entertainment
Business
Home & Garden
Shopping
Communications
Electronic Mailbox
Weather
Airlines
Catalogues
Directories
Encyclopedia
New Products & Services
Messaging
Reviews
Car Rentals
Hotels
Bulletin Boards
Reservations
Tickets
Inventory
Ordering
Banking
Dating
Horoscopes
Calendars
Co-Marketing
Revenue Enhancement
Futures Quotes
Business News
Special Interest Groups
Restaurants
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Classified Ads
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VIDEOTELSM
N E T W O R K

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The VIDEOTEL network of services is continually expanding. Some of the services mentioned may not be available at time of publication.