

EXHIBIT A

PARTIES' AGREED CONSTRUCTIONS

1.	means for applying corresponding guidelines of the media venues	'045, claim 1	Function: applying corresponding guidelines of the media venues
2.	means for transmitting said presentations to a selected media venue of the media venues	'045, claim 1	Function: transmitting said presentations to a selected media venue of the media venues
3.	means for a seller to select the media venues	'045, claim 1	Function: enabling a seller to select the media venues
4.	means for said media venues to input said guidelines and information	'045, claim 5	Function: enabling the media venues to input said guidelines and information
5.	publishing	'045, claim 1; '025, claims 1 and 179; '059, claims 1 and 27	the act of placing or making available the presentation or information within the framework of a media venue so that it is accessible by the end users, consumers, viewers, or buyers
6.	seller	'045, claim 1; '025, claims 1 and 179; '059, claims 1 and 27	a person, corporation, partnership, group, or any other legal entity that desires representation of its goods, products, services, reservations for services, ideas, views, or any legal intent or desire to be made public and offered for sale, exchange, trade, or distribution either paid for or free
7.	presentation	'045, claim 1	any content intended to inform or influence the viewers or readers of a given media venue. It may be in an advertising, public service, editorial, informational or any other format. It may be text, graphics, audio, multimedia, or a combination of any communication methods
8.	third-party professional	'059, claims 1 and 27	professional individuals as well as business entities that traditionally create and manage advertising, either in whole or

			in part for sellers, or supply content, products and services to those that create and manage advertising
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