



The Analytical Group Inc.

**** Bi-Annual WinCross™ & WinQuery™ Conference ****

Dear WinCross or WinQuery User:

Mark your calendars for March 18-20, 2001—these are the confirmed dates for The Analytical Group's bi-annual software conference, for the first time featuring both WinQuery™ and WinCross™.

This year we have another exciting agenda planned, where once again you'll be privy to inside information designed to help you excel in your role within the market research industry. Your attendance at the conference provides you with the opportunity to participate in insightful sessions hosted by our expert staff, as well as those led by informative leaders specially selected from the market research community.

You'll be very interested in seeing demonstrations of the new Web interviewing capabilities of the forthcoming WinQuery 2.0 and how this may forever impact your business operations. You'll also get a sneak preview of several WinCross enhancements, including XML style-sheet formatting that instantly makes your crosstab output Internet-ready.

Past attendees have derived great benefit from participating in The Analytical Group's software conferences. They've especially enjoyed the ability to meet and swap ideas with peer group members—other users of WinQuery and WinCross with whom you might share overflow work. In addition, attendees come away having learned something new that can yield to greater efficiency and/or profitability.

Total Support for the Researcher

Conference registration—Our March software conference officially kicks off with the traditional welcome reception on Sunday, with sessions beginning Monday morning.

Early conference registration—with payment received by **January 15, 2001**—is \$575. After that date, the standard registration fee is \$650. Family members not attending the sessions are welcome at a rate of \$100 per person (includes cocktail parties and dinner). All rates apply to conference attendance only and do not include hotel charges.

Hotel registration—This year the venue has changed to accommodate the broader scope of the conference. We think you'll really enjoy your stay at the relaxing Hilton Scottsdale Resort & Villas (6333 N. Scottsdale Road, Scottsdale, Arizona 85250-5428, (800) 774-1500). Come early to enjoy golf, tennis and other outdoor activities—the sunny Arizona weather is incomparable in March! Since Spring is “high season” in Arizona, however, your best bet is to make your room reservation right away (be sure to mention The Analytical Group). The easiest way to make your hotel reservation is on the Internet at www.hilton.com/hotels/SCTSHHF and use the group code **TAG000** to receive our conference rate.

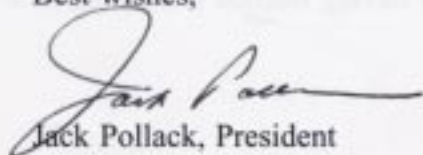


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Please call me at 1.800.WinCross (800.946.3767) to register for the conference or to gain more information. For your convenience, you may also simply complete the registration form on our Website. To do so, visit us at www.acsinfo.com and follow the prompts.

See you in Scottsdale!

Best wishes,



Jack Pollack, President

The Analytical Group, Inc.