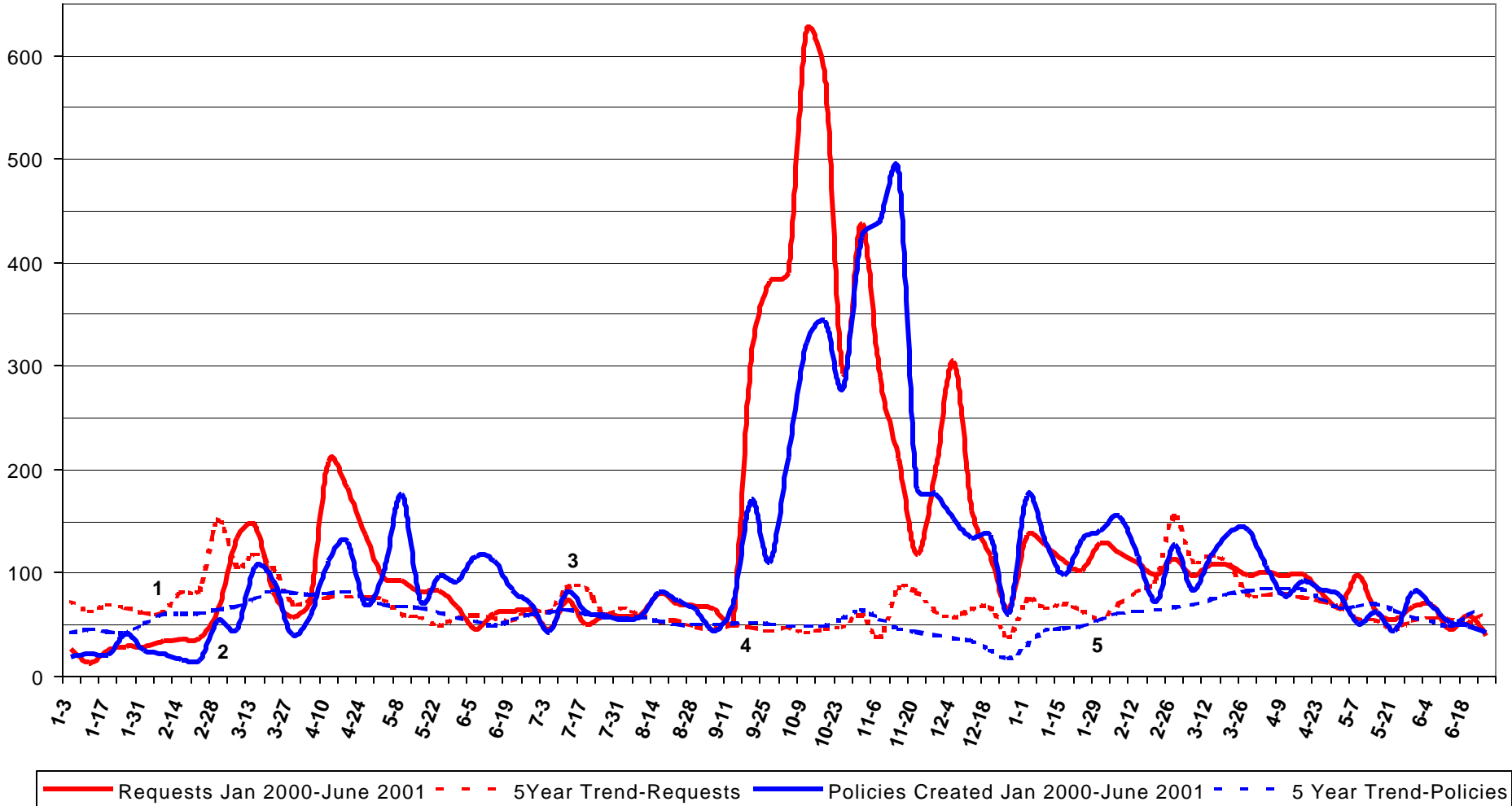


Mine Subsidence Insurance Fund

Marketing Analysis

MSI MARKETING ANALYSIS - BITUMINOUS REGION



<u>Date</u>	<u>Event</u>	<u>Cost</u>	<u>Actual</u>	<u>5 Yr</u>	<u>Actual</u>	<u>5 Yr</u>	<u>Req Excess</u>	<u>Pol</u>	<u>Est Prem</u>	<u>Net Gain</u>
			<u>Req</u>	<u>Trend Req</u>	<u>Pol</u>	<u>Trend Pol</u>		<u>Excess of</u>	<u>From Excess</u>	
1/3/00			26	72	19	42	0	0	\$0	
1/10/00			13	63	22	45	0	0	\$0	
1/17/00			25	69	21	44	0	0	\$0	
1/24/00			29	66	41	42	0	0	\$0	
1/31/00			29	61	25	51	0	0	\$0	
Summary:	Regular Weeks	\$0	122	331	128	224	0	0	\$0	\$0
2/7/00	2/2-6: Home Show ¹		34	62	22	60	0	0	\$0	
2/14/00	2/18-20: Home Show		36	81	16	61	0	0	\$0	
2/21/00			37	84	16	61	0	0	\$0	
Summary:	Home Shows	\$0	107	227	54	182	0	0	\$0	\$0
2/28/00	2/28-3/17: Ad Campaign; 3/2-12: Home Show ²		64	151	54	65	0	0	\$0	
3/6/00	2/28-3/17: Ad Campaign; 3/2-12: Home Show		133	106	45	68	27	0	\$0	
3/13/00	2/28-3/17: Ad Campaign		146	118	106	76	28	31	\$2,318	
3/20/00			82	104	93	83	0	10	\$760	
3/27/00			57	71	41	81	0	0	\$0	
4/3/00	4/3: Gillespie Subsidence		73	73	58	79	0	0	\$0	
4/10/00			208	76	111	81	132	31	\$2,318	
4/17/00	4/17-22: Ad Campaign		182	77	131	82	105	49	\$3,724	
4/24/00			137	77	69	76	60	0	\$0	
5/1/00			96	74	100	69	22	31	\$2,356	
5/8/00			92	60	176	68	32	109	\$8,246	
5/15/00	5/17: Newspaper Article		82	57	73	66	25	7	\$532	
5/22/00			83	49	97	62	34	36	\$2,698	
5/29/00			67	57	92	57	10	35	\$2,660	
6/5/00			46	59	116	53	0	63	\$4,788	
6/12/00			61	56	112	49	5	63	\$4,788	
6/19/00			63	54	83	55	9	29	\$2,166	
6/26/00			64	65	70	60	0	10	\$760	
Summary:	Ad Campaign, Home Show, Subsidence Event, and Media Coverage	\$63,486	1736	1384	1627	1227	489	502	\$38,114	-\$25,372

7/3/00		45	63	43	62	0	0	\$0		
7/10/00		74	86	82	64	0	18	\$1,368		
Summary:	Regular Weeks	\$0	119	149	125	126	0	18	1368	\$1,368

0

7/17/00	7/20: TV Spot, Newspaper Article ³	50	85	62	61	0	2	\$114		
7/24/00	7/27: Monongahela Subsidence	59	60	59	57	0	2	\$152		
7/31/00		58	66	55	57	0	0	\$0		
8/7/00	8/10: Connellsville Subsidence	60	59	58	57	1	1	\$76		
8/14/00		80	53	81	54	27	28	\$2,090		
8/21/00		70	54	73	50	16	23	\$1,748		
8/28/00		68	47	64	50	21	14	\$1,064		
9/4/00		65	46	44	50	19	0	\$0		
9/11/00		52	49	69	51	3	18	\$1,368		
Summary:	Media Coverage and Subsidence Event	\$0	562	519	565	486	87	87	\$6,612	\$6,612

9/18/00	9/19: N Huntingdon Subsidence ⁴	310	47	171	52	263	119	\$9,044		
9/25/00	9/26-10/15: Ad Campaign	382	44	110	51	338	60	\$4,522		
10/2/00	9/26-10/15: Ad Campaign	390	47	213	49	343	164	\$12,464		
10/9/00	15: Ad Campaign; 10/11: W Leechburg Subsidence	625	42	322	49	583	273	\$20,748		
10/16/00		581	46	344	49	535	295	\$22,420		
10/23/00		293	48	279	57	245	223	\$16,910		
10/30/00		438	59	425	64	379	361	\$27,436		
11/6/00		289	38	440	55	251	385	\$29,260		
11/13/00		211	85	490	46	126	444	\$33,744		
11/20/00		118	81	181	43	37	138	\$10,488		
11/27/00	12/3: Newspaper Article	196	63	177	40	133	137	\$10,412		
12/4/00		305	57	152	37	248	115	\$8,740		
12/11/00		160	65	134	34	95	100	\$7,600		
12/18/00		116	66	136	26	50	111	\$8,398		
12/25/00		65	38	60	17	27	43	\$3,268		
1/1/01		136	74	175	31	62	145	\$10,982		
1/8/01		127	66	131	44	61	87	\$6,612		
1/15/01		111	70	98	47	41	52	\$3,914		
1/22/01		103	63	132	49	40	83	\$6,308		
Summary:	Ad Campaign, Media Coverage, and Subsidence Events	\$75,611	4956	1099	4170	837.5	3857	3333	\$253,270	\$177,659

1/29/01	2/1-4: Home Show ⁵		129	55	141	55	74	86	\$6,536	
2/5/01			120	70	155	61	50	94	\$7,144	
2/12/01			110	82	117	63	28	55	\$4,142	
2/19/01	2/23-25: Home Show		98	94	72	64	4	8	\$608	
2/26/01			114	155	127	67	0	61	\$4,598	
3/5/01	3/9-18: Home Show		97	111	83	69	0	14	\$1,064	
3/12/01	3/9-18: Home Show		108	117	116	75	0	42	\$3,154	
3/19/01			107	108	139	80	0	59	\$4,484	
3/26/01			98	79	142	83	19	60	\$4,522	
4/2/01			101	79	107	85	22	22	\$1,672	
Summary:	Home Shows	\$0	1082	950	1199	700	197	499	\$37,924	\$37,924

4/9/01			97	80	78	85	17	0	\$0	
4/16/01			99	76	92	84	23	8	\$608	
4/23/01			81	73	84	75	8	9	\$684	
4/30/01			67	66	78	66	1	12	\$912	
5/7/01			98	56	51	68	42	0	\$0	
5/14/01			62	54	62	70	8	0	\$0	
5/21/01			55	46	44	64	9	0	\$0	
5/28/01			67	54	82	57	13	25	\$1,900	
6/4/01			69	57	68	53	12	15	\$1,140	
6/11/01			45	55	52	49	0	3	\$228	
6/18/01			59	52	49	59	7	0	\$0	
6/25/01			40	63	43	69	0	0	\$0	
Summary:	Regular Weeks	\$0	839	732	783	798	140	72	\$5,472	\$5,472

Grand Totals: \$139,097 9523 5391 8651 4579 4770 4510 \$342,760 \$203,663