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Repositionable Notes Market Test

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) Docket No. MC2004-5  
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**NOTICE OF INTERVENTION BY THE  
DIRECT MARKETING ASSOCIATION, INC.**

The Direct Marketing Association, Inc. ("DMA") submits this Notice of Intervention pursuant to §3001.20 of the Rules of Practice and Procedure.

The persons who are to receive the service of documents relating to the above-captioned proceedings on behalf of DMA are:

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EMail: larry@sls-consult.com

The DMA intends to participate actively in this proceeding.

Respectfully submitted,

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Dana T. Ackerly II  
Counsel for Direct Marketing  
Association, Inc.

August 5, 2004