



**2** Toshiba Network Products (TNP) sells components to cable TV and internet companies. Listen to their communications manager, Michio Yano, explaining how they launched a wireless modem in the US. Choose the best option to complete each sentence.

1. TNP launched the modem
  - a) At a trade fair
  - b) With a big party
  - c) At a customer's offices
2. They contacted customers
  - a) By mail
  - b) By email
  - c) By email and phone
3. They sent a total of
  - a) Two mailings
  - b) Three mailings
  - c) Four mailings
4. At the launch, customers could watch demonstrations of the product on TV and
  - a) Have fun
  - b) Eat lunch
  - c) Read product brochures
5. The number of people who attended was
  - a) 250
  - b) 500
  - c) 600