



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