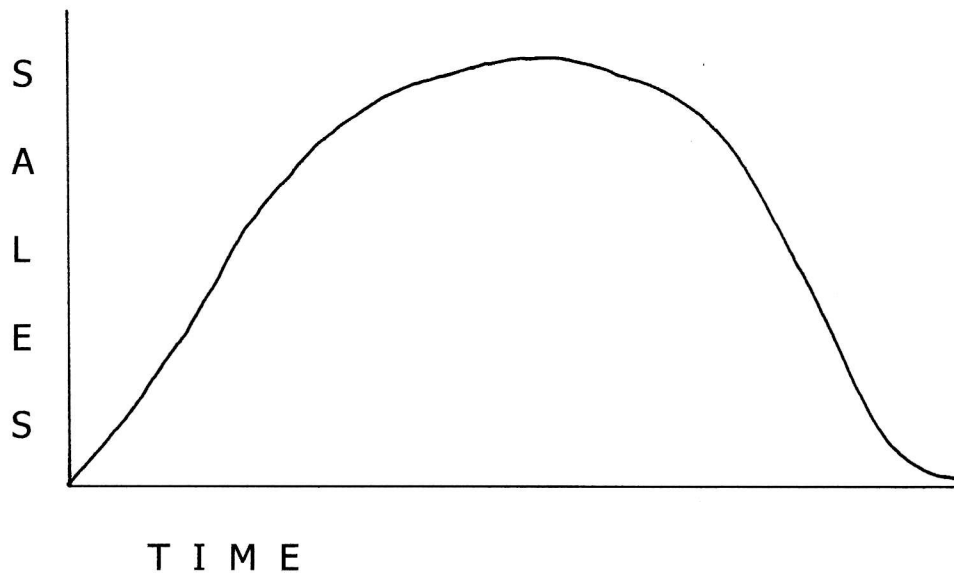


TASK #1 - Read the story and mark the points 1, 2, 3, & 4 on the graph:

The Life Cycle of the 'Frizbang'



THE LIFECYCLE OF A PRODUCT PART 3 : An Advertiser must know about The Life Cycle

2. What do these words mean? Use the graph to help you guess + check by looking them up in an English-English dictionary:

a) maturity \_\_\_\_\_

b) saturation \_\_\_\_\_

c) decline \_\_\_\_\_

d) range \_\_\_\_\_

e) extend \_\_\_\_\_

f) phase \_\_\_\_\_