



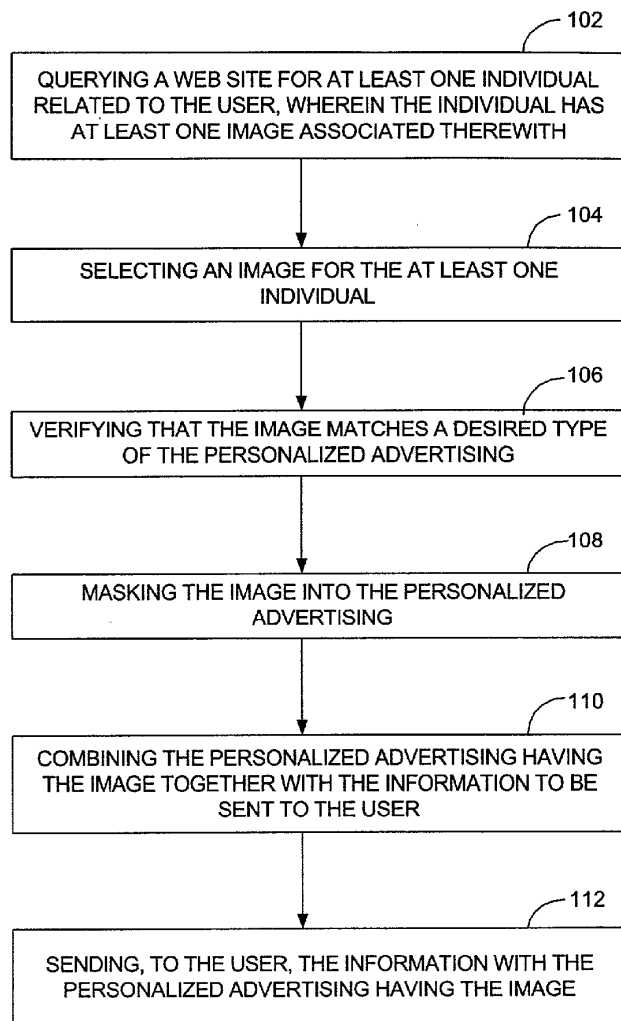
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(US); **Rajeev K. Pandey**, Corvallis, OR
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Correspondence Address:

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, CO 80527-2400 (US)(57) **ABSTRACT**

Aspects of the present invention provide methods, a computer system, a computer medium and an article of manufacture for generating personalized advertising to accompany information to be sent to a user. In one embodiment, the method includes the steps of maintaining, in memory, a plurality of user profiles and a plurality of images associated with each user profile and selecting an image associated with the user. Next, the image is inserted into advertising to provide personalized advertising.

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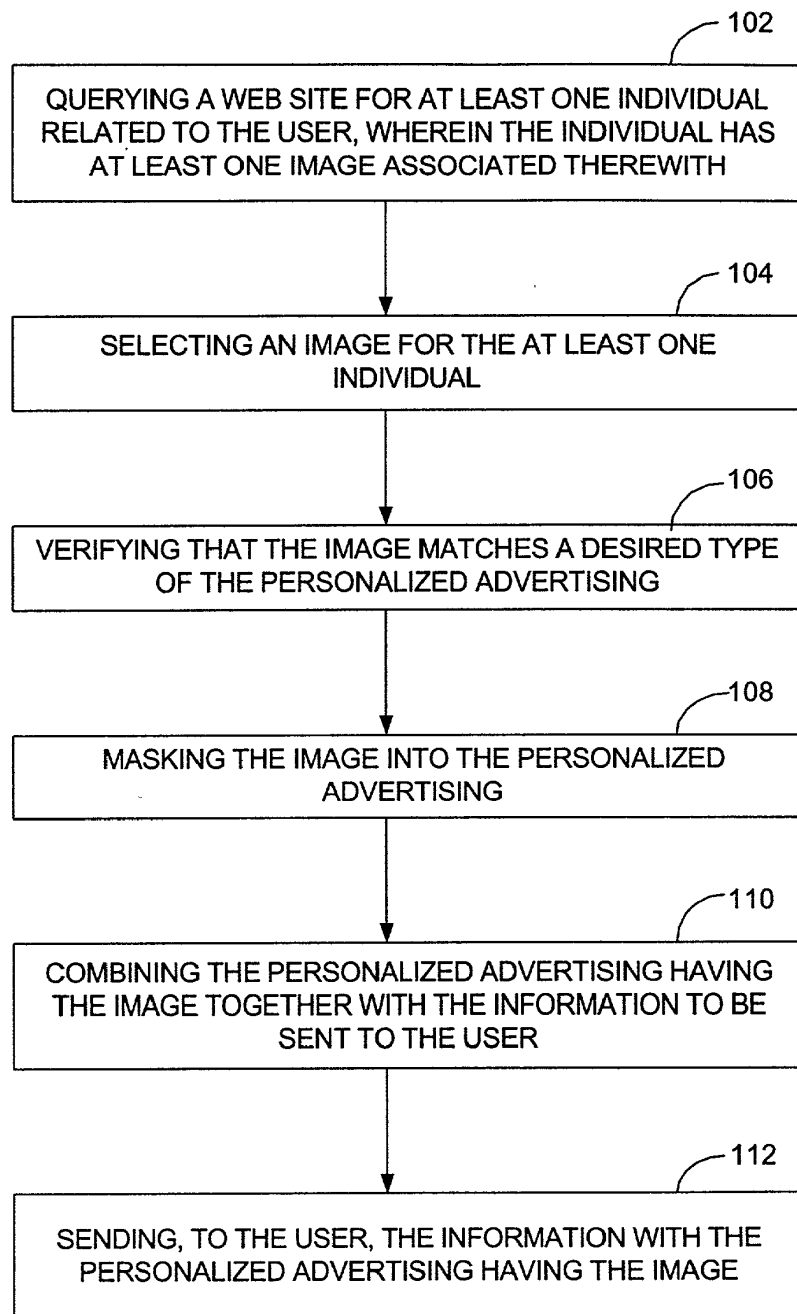


FIG. 1

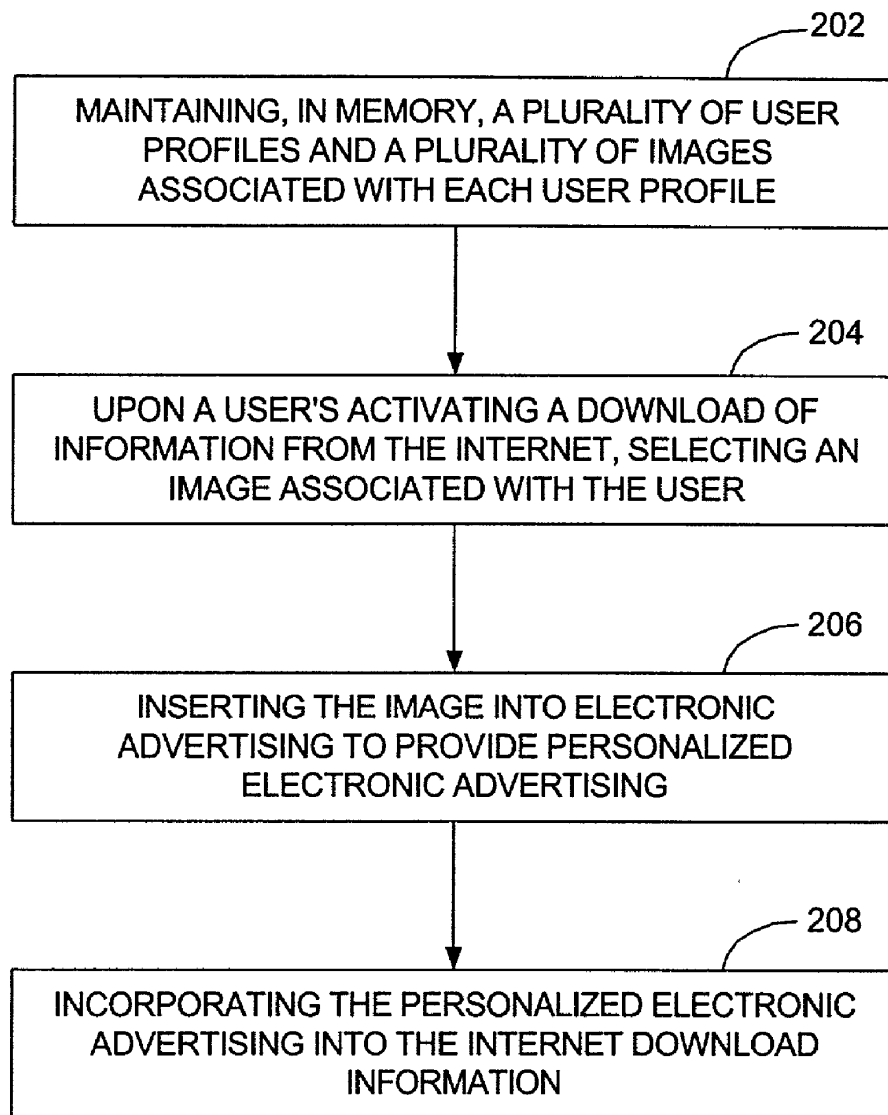


FIG. 2

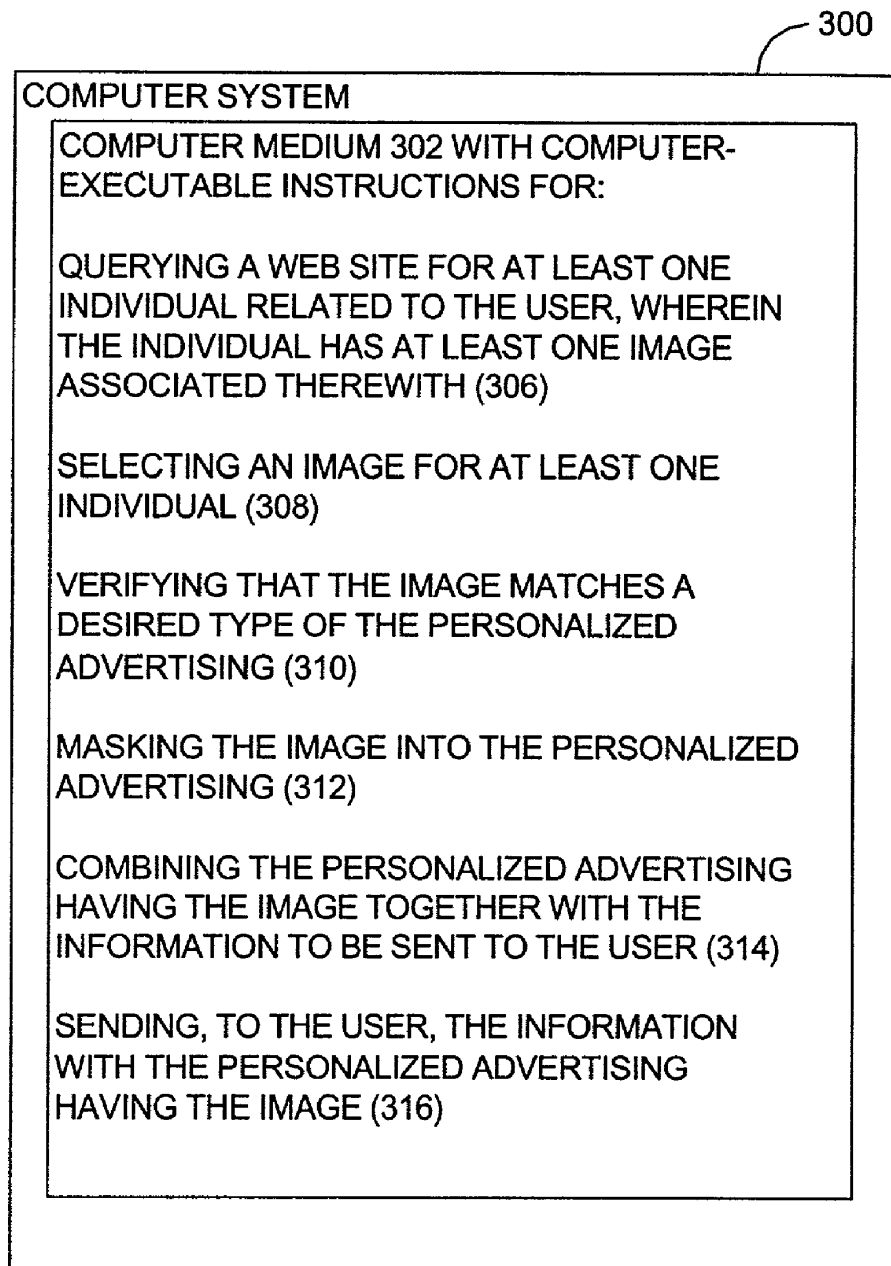
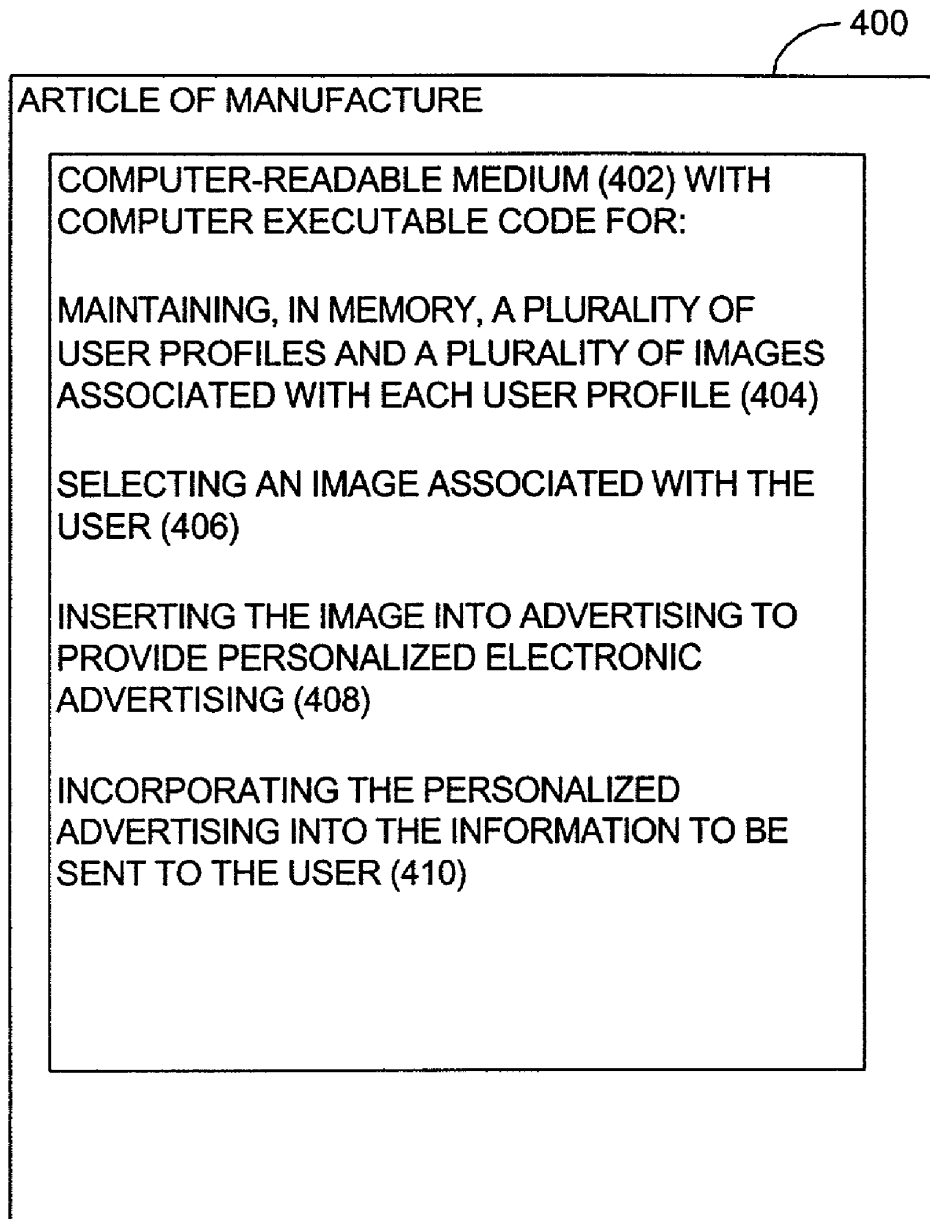


FIG. 3

**FIG. 4**

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