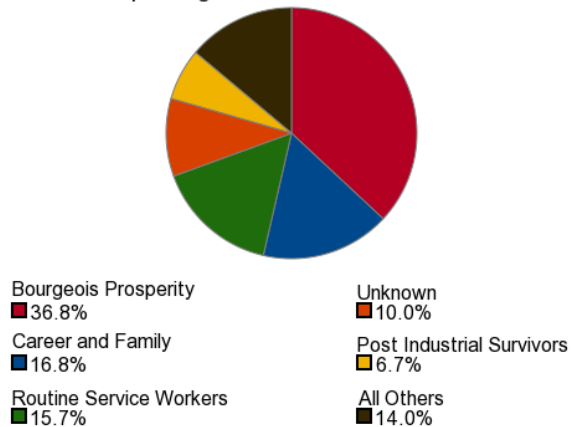


Profile for Store # 13:

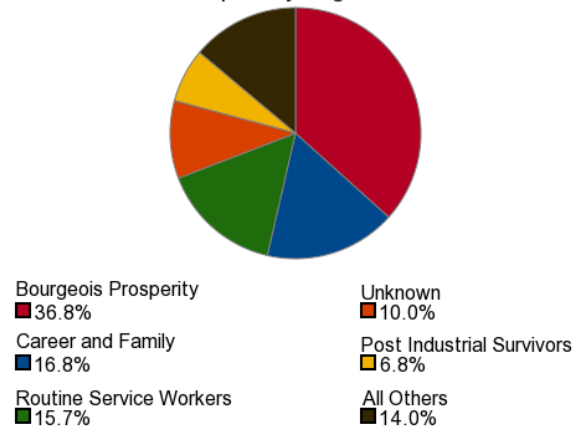
Total Business for the Store is \$ 1,906,560.23.

Rank	Segmentation Profile	Number of Customers	Total Dollars Spent
1	Bourgeois Prosperity	12,241	\$701,487.32
2	Career and Family	5,587	\$319,384.33
3	Routine Service Workers	5,233	\$299,237.54
4	Unknown	3,314	\$190,074.76
5	Post Industrial Survivors	2,219	\$130,332.25
6	Hard Working Blue Collar	2,127	\$119,387.62
7	Metropolitan Strugglers	1,083	\$64,865.21
8	Comfortable Retirement	959	\$53,328.58
9	Sophisticated Singles	368	\$21,722.09
10	Low Income Elders	87	\$5,101.94
11	Rural Inheritance	33	\$1,638.59

Top 5 Segmentation Profiles Served



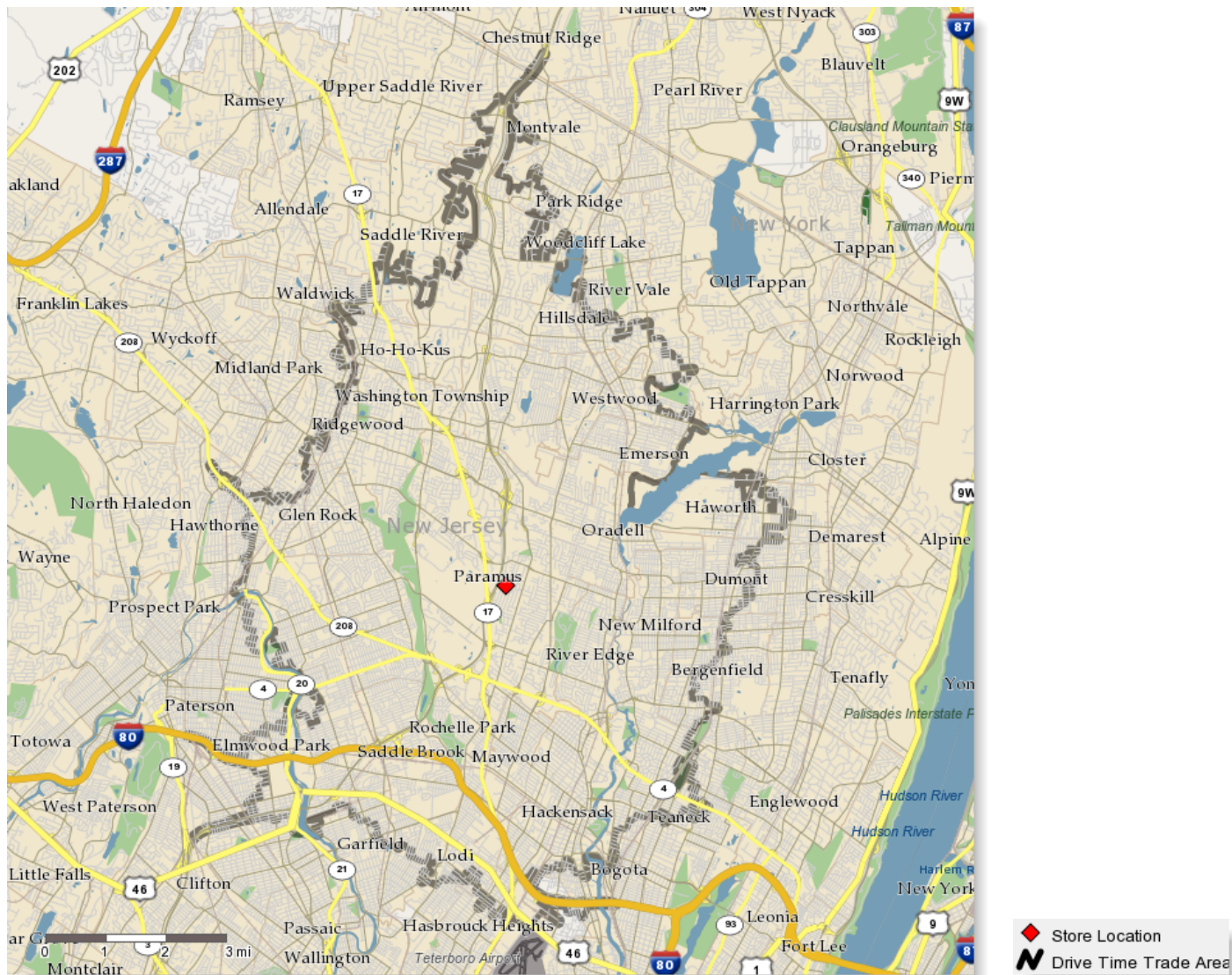
Total Dollars Spent by Segmentation Profile



Total \$ Spent by Product Category:

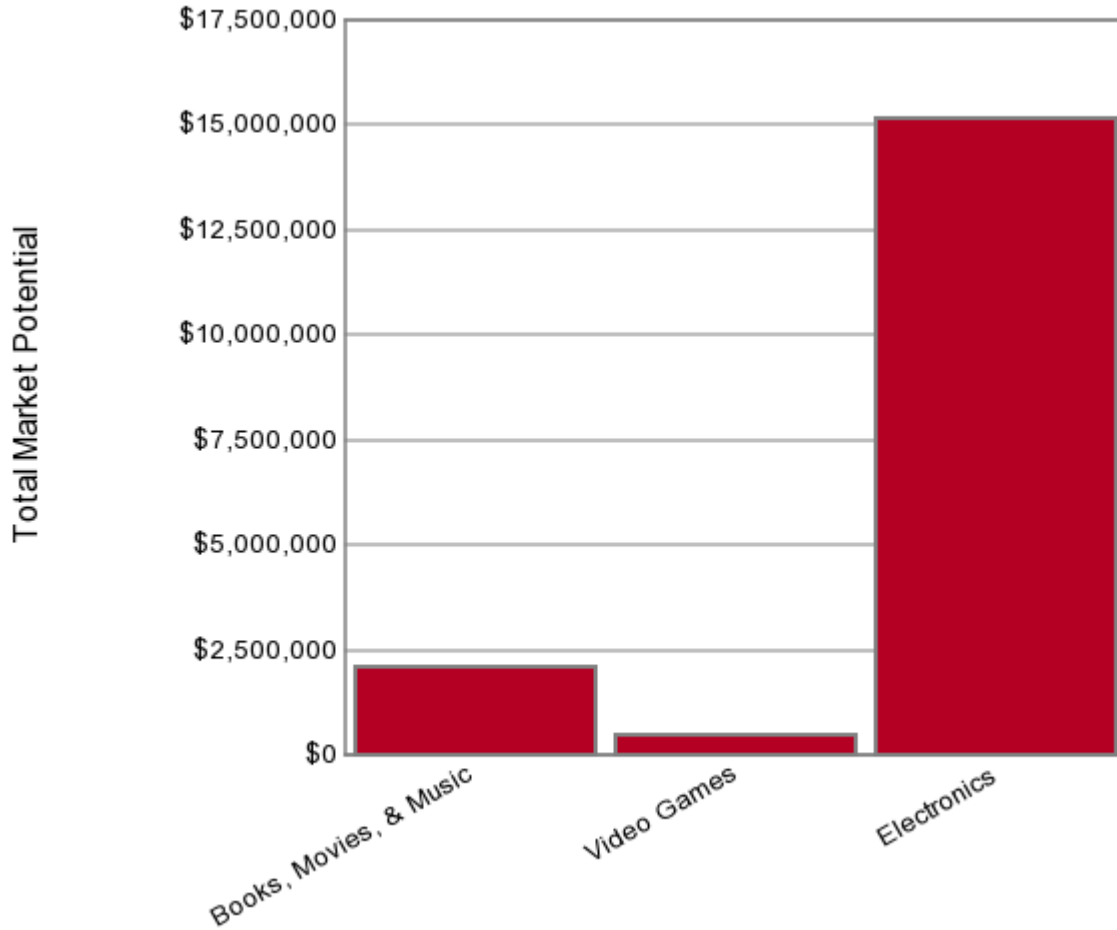
Product Category	Total Dollars Spent	385998	913196
Books, Movies, & Music	\$409,961.81	409962	
Electronics	\$607,365.08	607365	
Video Games	\$889,233.34		

The Average Drive Time per Customer to Store# 13 is 13.9 Minutes.



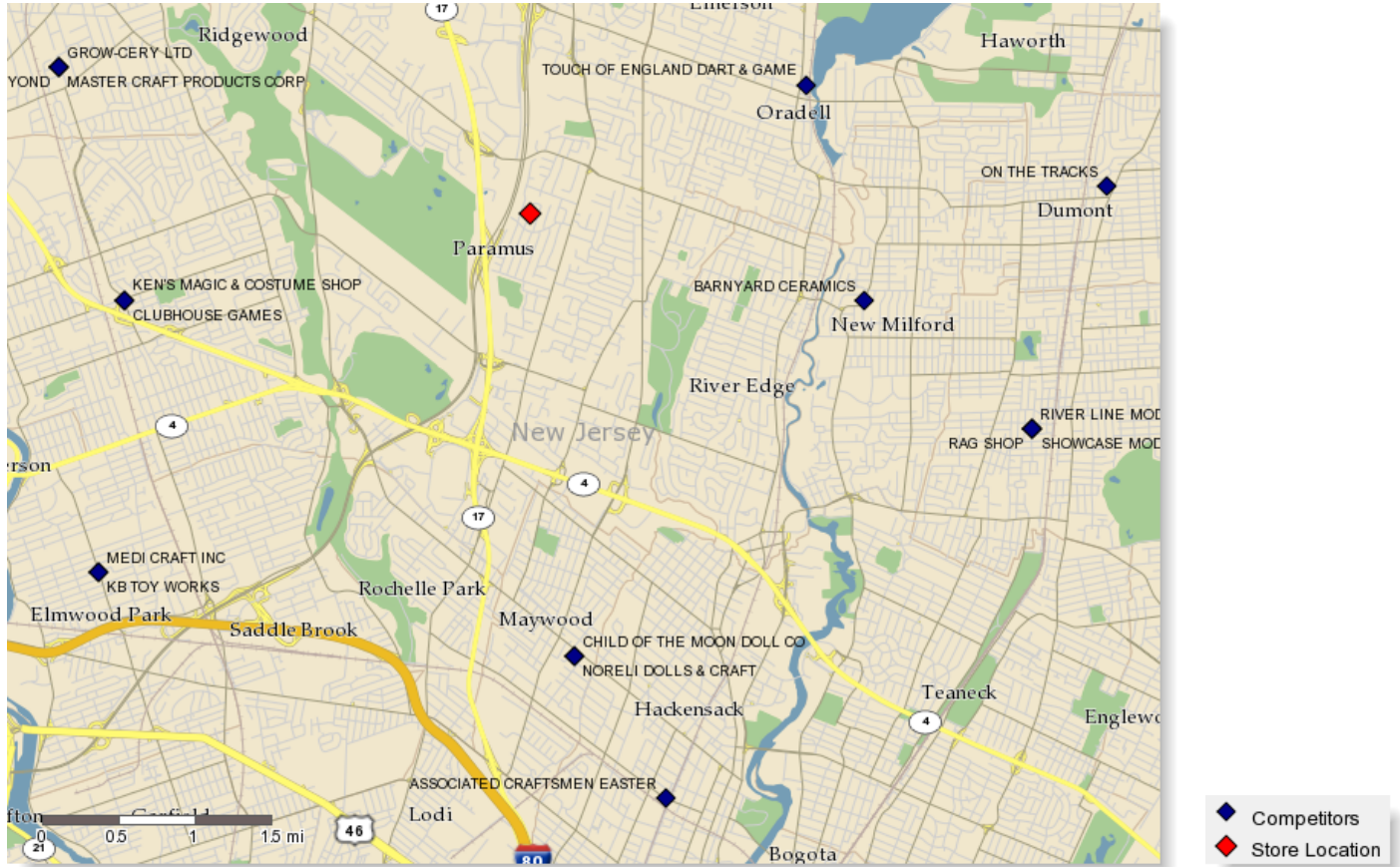
Market Potential for Store #13:

The total Market Potential within the Drivetime Trade Area is \$17,737,769.36 for Electronics, Video Games, Books, Movies, & Music.



Product Category	Total Market Potential
Books, Movies, & Music	\$2,104,128.38
Video Games	\$492,311.02
Electronics	\$15,141,329.96

Closest Competiton for Store #13:



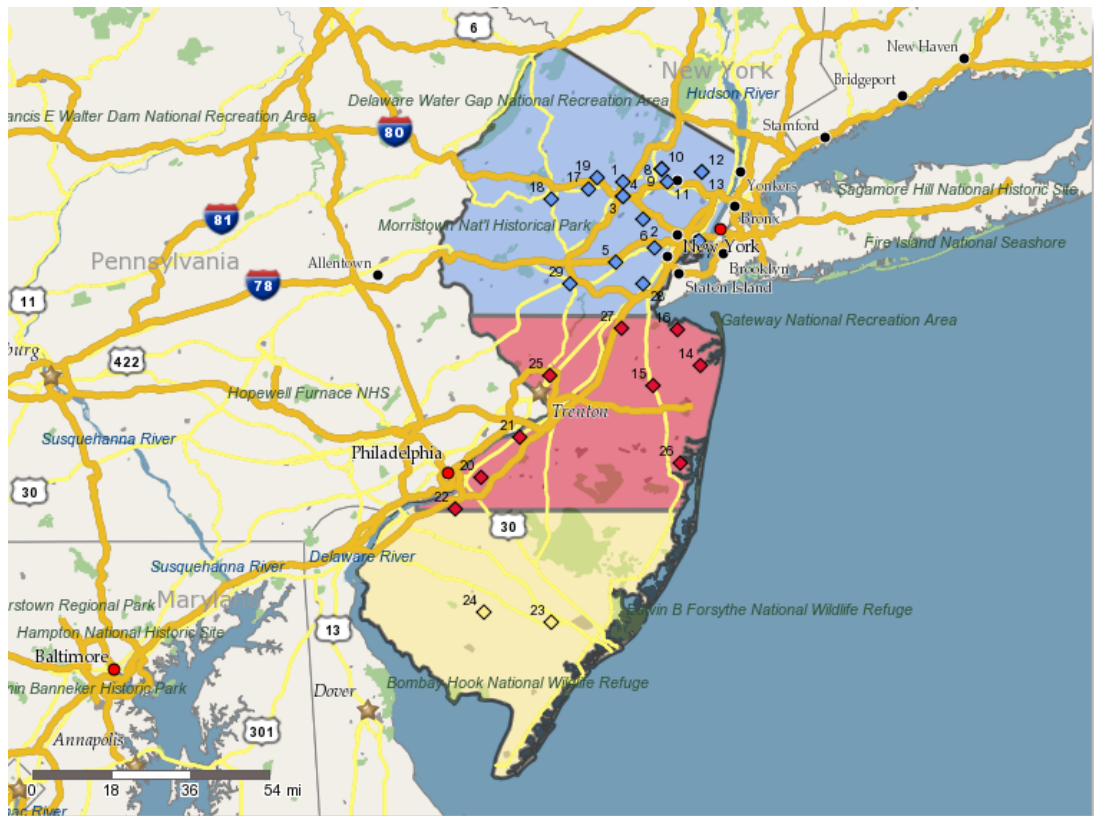
Company Name	No. Of Employees	Sales Volume	DistanceMiles	DriveTime	DriveDistanceMiles
BOOKS BYTES & BEYOND	10 to 19	1,000 to 2,499	3.25	12.91	5.50
KB TOY WORKS	10 to 19	1,000 to 2,499	3.70	12.07	5.78

Store #13 ranks 4 out of 29 locations in the state of New Jersey in Total Business for 2007.

New Jersey Store locations:

Rank	StoreID	Address	City	Total Business
1	26	1224 HOOPER AVE	TOMS RIVER	\$2,036,860.03
2	7	641 STATE RT 440	JERSEY CITY	\$2,015,030.59
3	12	250 E STATE RT 4	PARAMUS	\$1,906,560.23
4	13	634 N STATE RT 17	PARAMUS	\$1,906,560.23
5	6	2700 US HIGHWAY 22 E	UNION	\$1,628,121.42
6	20	500 ROUTE 38 # 17	CHERRY HILL	\$1,607,247.03
7	23	BLACK HORSE PIKE & US HWY 40	MAYS LANDING	\$1,494,512.71
8	22	1430 ALMONESSON RD	DEPTFORD	\$1,463,223.79
9	25	3265 US HIGHWAY 1	TRENTON	\$1,361,542.27
10	27	233 STATE ROUTE 18	EAST BRUNSWICK	\$1,256,835.69
11	11	445 US HIGHWAY 46	TOTOWA	\$1,058,462.89
12	5	1701 US HIGHWAY 22 # 45	WATCHUNG	\$1,043,934.33
13	28	US HIGHWAY 1 & GILL LN	ISELIN	\$955,726.48
14	14	137 ROUTE 35 S	EATONTOWN	\$908,652.70
15	18	703 BARTLEY CHESTER RD	FLANDERS	\$855,117.62
16	29	451 STATE ROUTE 28	RARITAN	\$845,140.90
17	2	599 W MOUNT PLEASANT AVE	LIVINGSTON	\$800,277.01
18	21	ROUTE 541 & CADILLAC RD	BURLINGTON	\$784,137.76
19	24	3849 S DELSEA DR	VINELAND	\$760,067.42
20	15	600 TROTTERS WAY	FREEHOLD	\$730,198.10
21	8	7 WAYNE HILLS MALL	WAYNE	\$712,500.43
22	9	1 GEOFFREY WAY	WAYNE	\$712,500.43
23	10	1 GEOFFREY WAY	WAYNE	\$712,500.43
24	16	HAZLET PLAZA ROUTE 35 N	HAZLET	\$552,613.98
25	19	301 MOUNT HOPE AVE	ROCKAWAY	\$510,965.79
26	3	61 WALSH DR	PARSIPPANY	\$288,634.27
27	4	1199 US HIGHWAY 46	PARSIPPANY	\$288,634.27
28	17	ROCKAWAY SQUARE MALL	DOVER	\$221,161.94
29	1	8351 PARKLINE BLVD	BOONTON	\$201,242.43

Breakdown of Revenue by Market Area:



- ◆ Store Locations - Central
- ◆ Store Locations - North
- ◆ Store Locations - South
- Market Areas - Central
- Market Areas - North
- Market Areas - South

Market Area	Total Business
North	\$16,663,071.69
Central	\$10,701,311.35
South	\$2,254,580.13