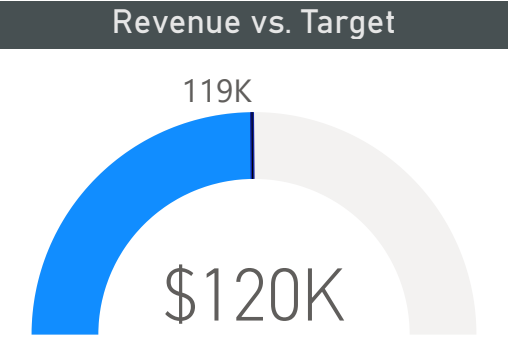
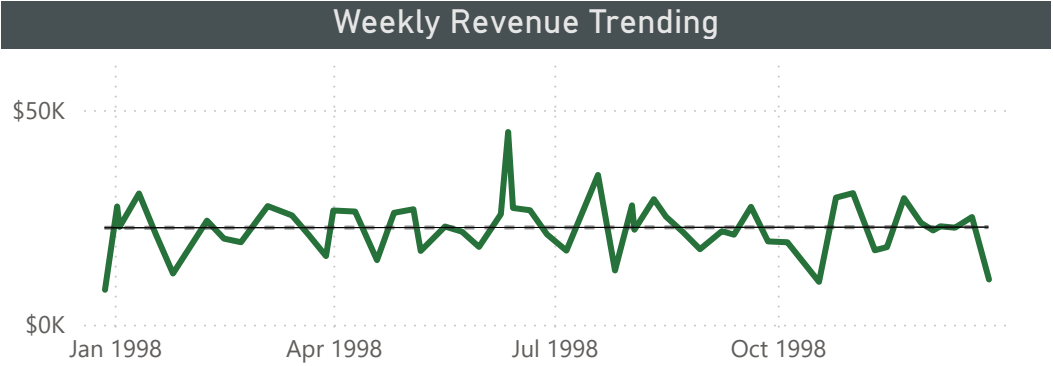
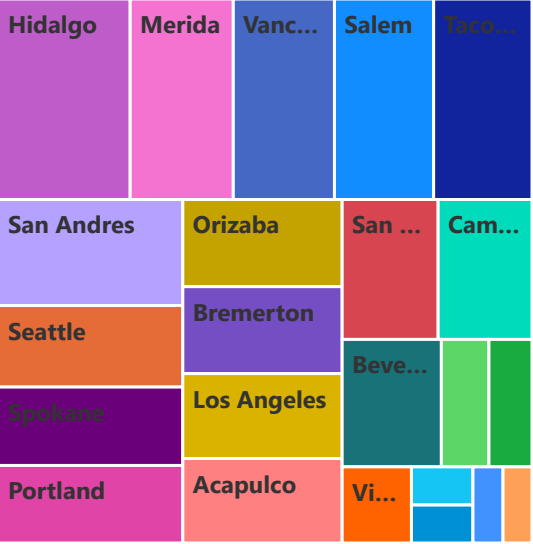
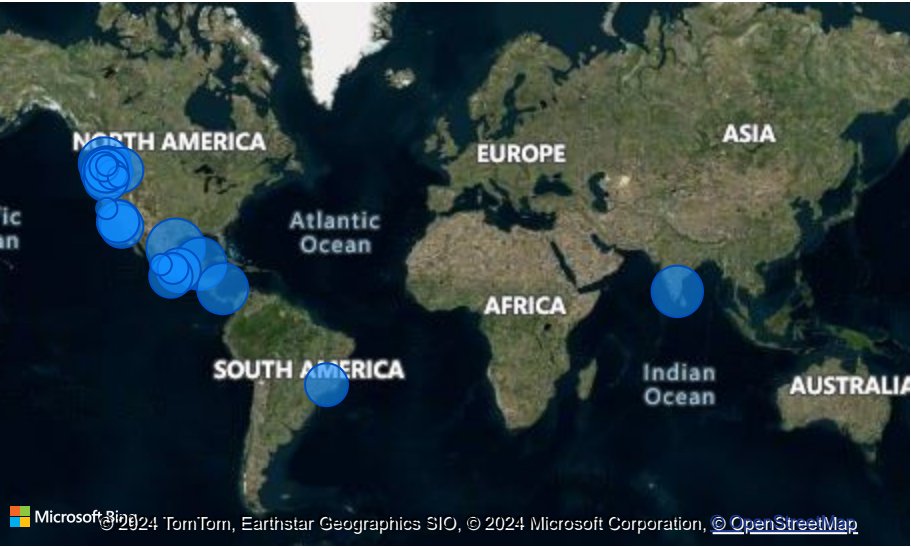
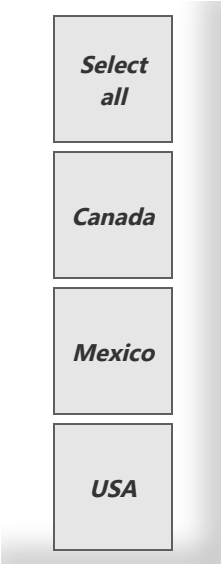


product_brand	Total Transactions	Total Profit	Profit Margin
Hermanos	5342	21753	58.64%
Ebony	5238	20354	59.81%
Tell Tale	5112	19982	58.05%
Tri-State	5099	19980	58.91%
High Top	4940	19810	60.42%
Nationeel	4408	18617	60.44%
Best Choice	4218	18355	60.64%
Horatio	4195	17737	58.42%
Fort West	4108	15834	59.80%
Fast	4097	16469	61.03%
Sunset	3953	14018	60.45%
Carrington	3891	14883	59.52%
Red Wing	3870	15870	59.36%
Big Time	3816	15560	60.20%
Cormorant	3744	15749	61.60%
Imagine	3634	15102	61.40%
Super	3618	13868	60.59%
Denny	3584	16015	58.02%
High Quality	3577	16139	59.98%
Golden	3550	13256	58.72%
BBB Best	3514	12991	62.12%
PigTail	3467	11617	60.68%
Plato	3352	12748	63.55%
Total	113668	449627	59.94%



PERFORMANCE NOTES:



Portland reached 1,000 sales in December to close out the year



High Top product returns doubled in Mexico (4 to 8), at a return rate of 1.2%



Plato products drove the strongest overall profit margin (63.55%) in 1998

store_country	Total Revenue	Total Transactions	Total Profit	Total Return
Canada	\$1,07,674	16091	64341	467
Mexico	\$4,78,916	72806	285687	1975
USA	\$6,12,718	93986	365665	2391
Total	\$11,99,308	182883	715693	4833