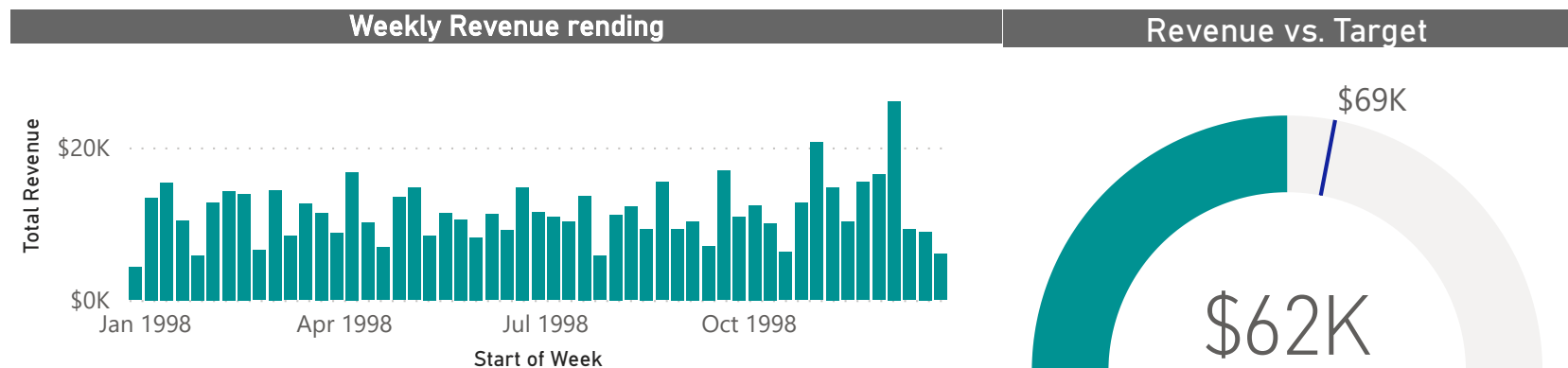
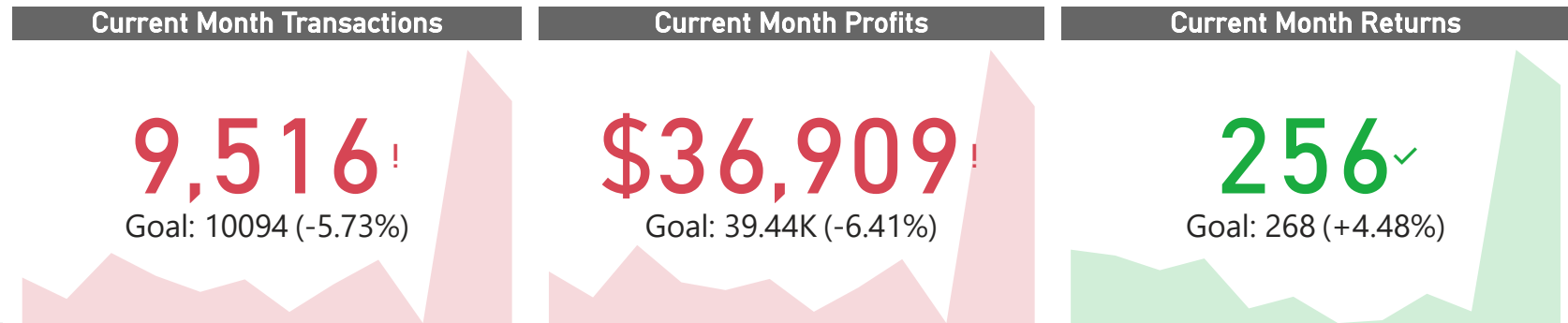




product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	2,796	\$11,233	58.71%	0.95%
Ebony	2,657	\$10,224	59.84%	0.78%
Tell Tale	2,642	\$10,168	58.01%	0.96%
Tri-State	2,597	\$10,130	58.64%	1.07%
High Top	2,537	\$10,006	60.46%	0.80%
Nationeel	2,319	\$9,642	60.43%	1.15%
Best Choice	2,206	\$9,510	60.88%	0.79%
Horatio	2,124	\$8,911	58.35%	1.44%
Fort West	2,096	\$7,908	59.88%	0.95%
Fast	2,094	\$8,322	61.24%	0.96%
Carrington	2,039	\$7,780	59.75%	0.65%
Red Wing	2,027	\$8,377	59.32%	1.02%
Sunset	1,992	\$7,072	60.40%	1.02%
Big Time	1,980	\$8,057	60.25%	1.02%
Cormorant	1,908	\$8,120	61.61%	0.94%
Super	1,902	\$7,253	60.67%	0.84%
High Quality	1,893	\$8,416	59.98%	1.20%
Imagine	1,848	\$7,734	61.23%	1.13%
BBB Best	1,827	\$6,646	62.21%	0.69%
PigTail	1,808	\$6,016	60.88%	1.07%
Golden	1,793	\$6,770	58.60%	0.70%
Plato	1,776	\$6,756	63.64%	1.11%
Denny	1,770	\$7,848	58.01%	1.03%
Landslide	1,656	\$5,313	58.61%	0.82%
CDR	1,558	\$6,020	58.84%	1.16%
Better	1,406	\$4,564	61.15%	1.10%
Total	58,494	\$229,642	59.95%	0.96%



## Performance Notes:

 **Portland** hits **1,000** sales in December.

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

 **High Top** products returns doubled in **Mexico (4 to 8)**, at a return rate **1.2%**.