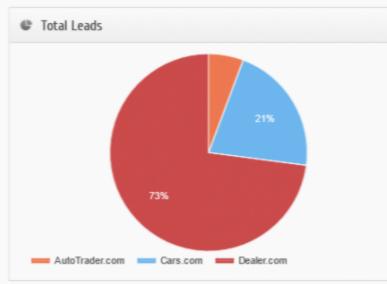
d Provider



Jan Feb Mar Apr May



Jun Jul Aug Sep Oct Nov Dec Total YTC

itoTrader.com													
0 Total Leads	13												13
2 Phone Leads	26	31	24	13	22	18	16	41	15	33	39		278
2 Web Leads	30	24	18	8	15	17	25	50	41	38	51		317
2 Total Leads	56	55	42	21	37	35	41	91	56	71	90		595
2 Conversion Ratio													
2 Cost													
2 Cost per lead													
rs.com													
2 Phone Leads	173	159	124	84	182	212	219	247	172	191	180		1943
2 Web Leads	29	16	12	7	31	37	35	35	23	25	24		274
2 Total Leads	202	175	136	91	213	249	254	282	195	216	204		2217
2 Conversion Ratio													
2 Cost													
E COST													
2 Cost per lead													
2 Cost per lead	1082	984	1127	1011	1079	1047	1333	1270	1087	1150	1227	1343	13740
2 Cost per lead aler.com	1082	984	1127	1011	1079	1047	1333	1270	1087	1150	1227	1343	13740
2 Cost per lead aler.com 0 Website Unique Visitors	1082 1396	984 1247	1127 2824	1011 1529	1079 3276	1047 2489	1333 3070	1270 3176	1087 2687	1150 2909	1227 2799		13740 32376
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads													
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors													
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads	1396	1247	2824	1529	3276	2489	3070	3176	2687	2909	2799		32376
2 Cost per lead caler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads 2 Website Unique Visitors	1396 4173	1247 3855	2824 3536	1529 3447	3276 3872	2489 4090	3070 4876	3176 4779	2687 4584	2909 4790	2799 4681		32376 46683
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads 2 Website Unique Visitors 2 Kelly Blue Book Leads	1396 4173 64	1247 3855 24	2824 3536 61	1529 3447 41	3276 3872 48	2489 4090 42	3070 4876 56	3176 4779 50	2687 4584 47	2909 4790 64	2799 4681 58		32376 46683 555
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads 2 Website Unique Visitors 2 Kelly Blue Book Leads 2 Phone Leads	1396 4173 64 338	1247 3855 24 370	2824 3536 61 261	1529 3447 41 199	3276 3872 48 324	2489 4090 42 594	3070 4876 56 667	3176 4779 50 652	2687 4584 47 621	2909 4790 64 778	2799 4681 58 677		32376 46683 555 5481
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads 2 Website Unique Visitors 2 Kelly Blue Book Leads 2 Phone Leads 2 Web Leads	1396 4173 64 338 132 534	1247 3855 24 370 128	2824 3536 61 261 102	3447 41 199 95 335	3276 3872 48 324 136	2489 4090 42 594 165 801	3070 4876 56 667 164	3176 4779 50 652 176	2687 4584 47 621 156	2909 4790 64 778 147	2799 4681 58 677 137		32376 46683 555 5481 1538
2 Cost per lead aler.com 0 Website Unique Visitors 0 Total Leads 1 Website Unique Visitors 1 Total Leads 2 Website Unique Visitors 2 Kelly Blue Book Leads 2 Phone Leads 2 Web Leads 2 Total Leads	1396 4173 64 338 132 534	1247 3855 24 370 128 522	2824 3536 61 261 102 424	3447 41 199 95 335	3276 3872 48 324 136 508	2489 4090 42 594 165 801	3070 4876 56 667 164 887	3176 4779 50 652 176 878	2687 4584 47 621 156 824	2909 4790 64 778 147 989	2799 4681 58 677 137 872		32376 46683 555 5481 1538 7574

1/1