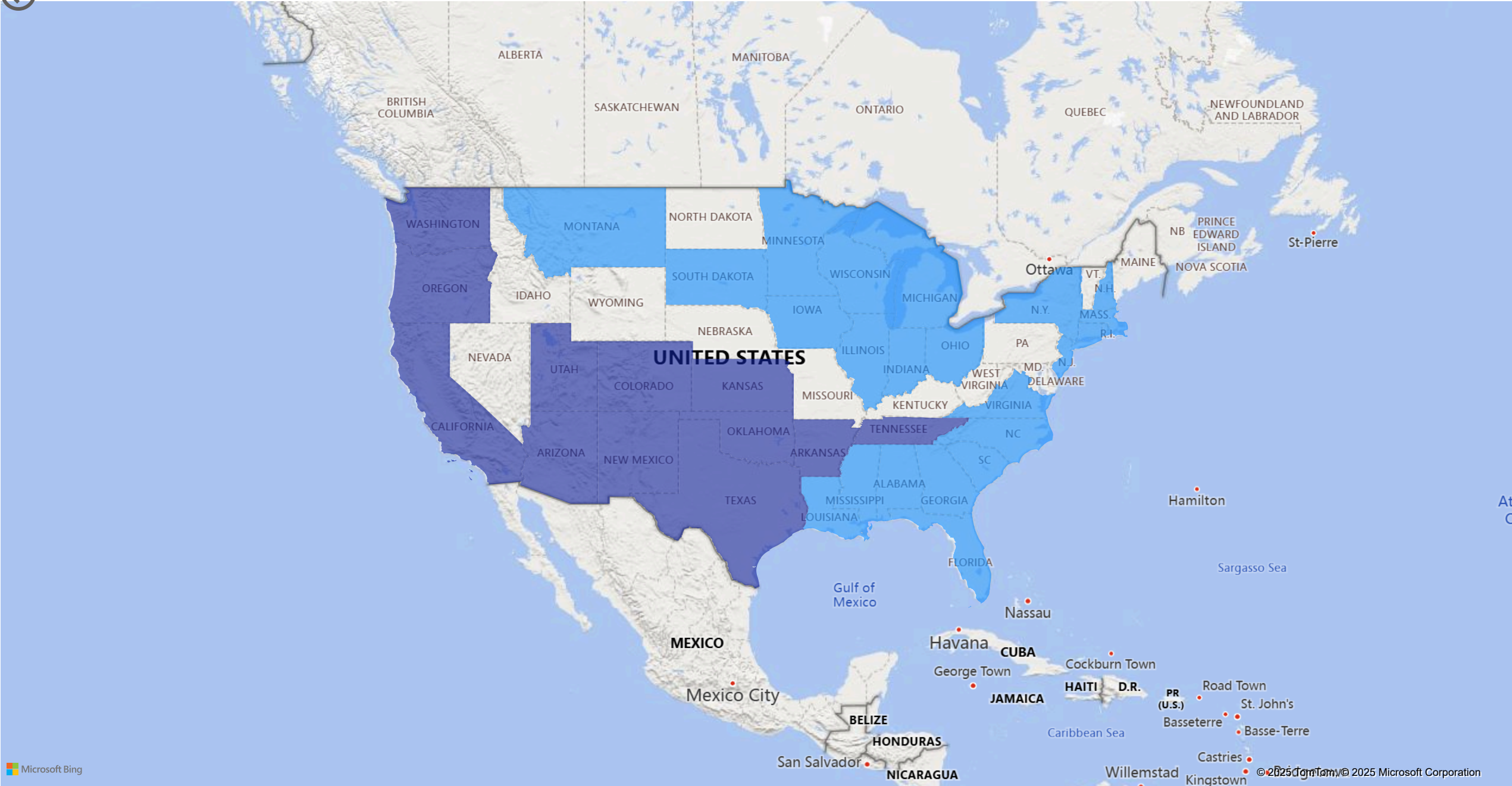


Average Marketing Spend, Average Revenue and ROMI by State and Sales Region



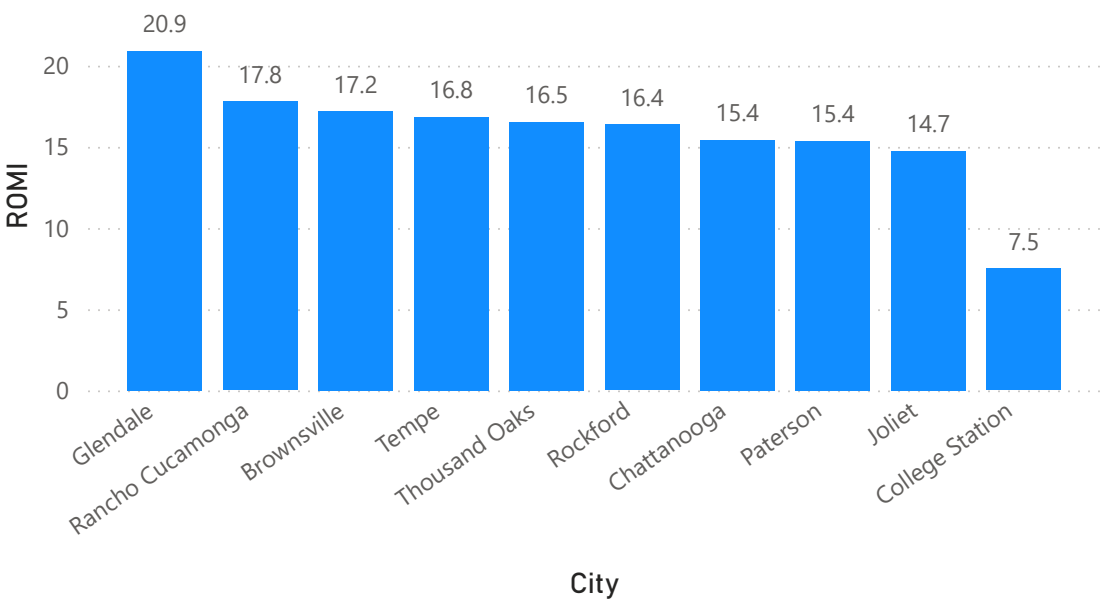
Filter by State

State

All

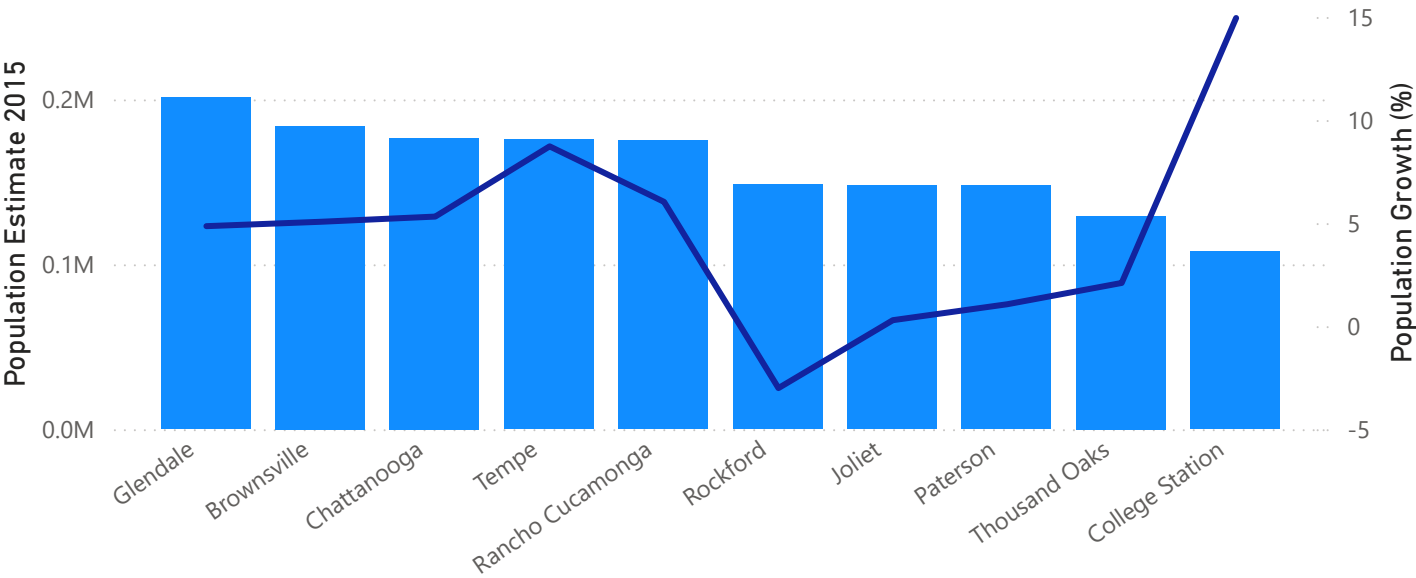
City	State	New Expansion	Total Revenue	Total Marketing Spend	ROMI	2015 Population Estimate
College Station	Texas	New	22457	2994	7.50	107889
Paterson	New Jersey	New	34603	2251	15.37	147754
Thousand Oaks	California	New	40141	2431	16.51	129339
Rockford	Illinois	New	43377	2648	16.38	148278
Joliet	Illinois	New	48315	3279	14.73	147861
Tempe	Arizona	New	48954	2911	16.82	175826

ROMI by New Expansion Cities

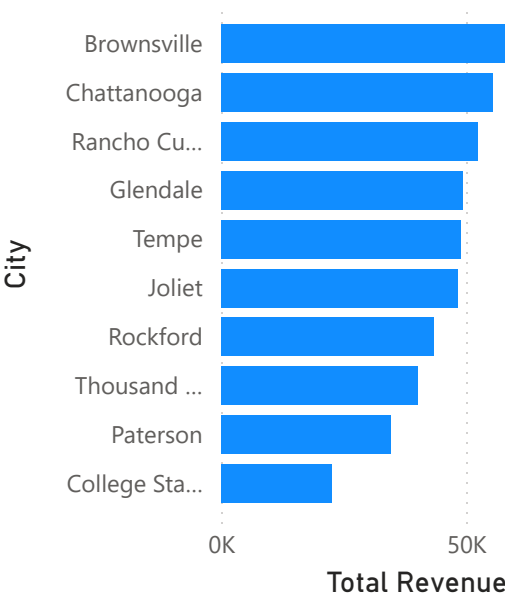


Population Estimate 2015 and Population Growth between 2010 & 2015 (%) by City

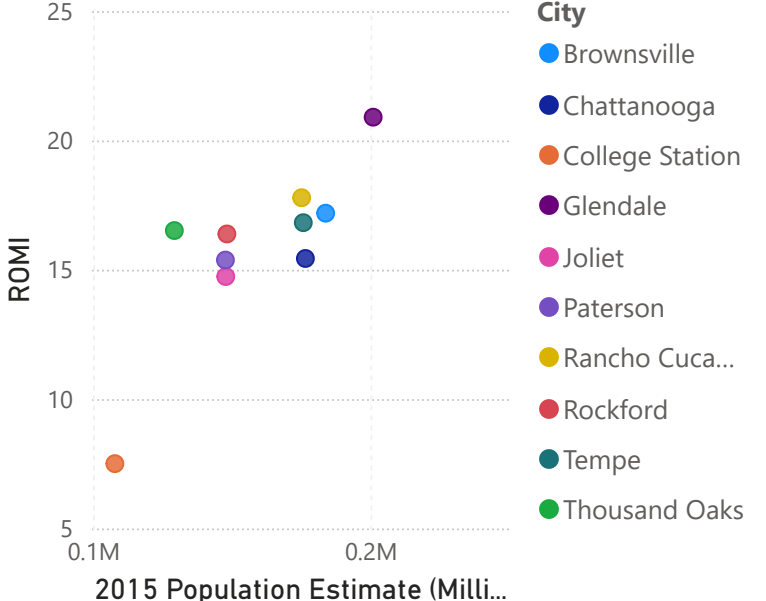
Population Estimate 2015    Population Growth (%)



Revenue by City



Population vs ROMI for Cities





# We Wash You Sleep: Market Expansion Insights

10

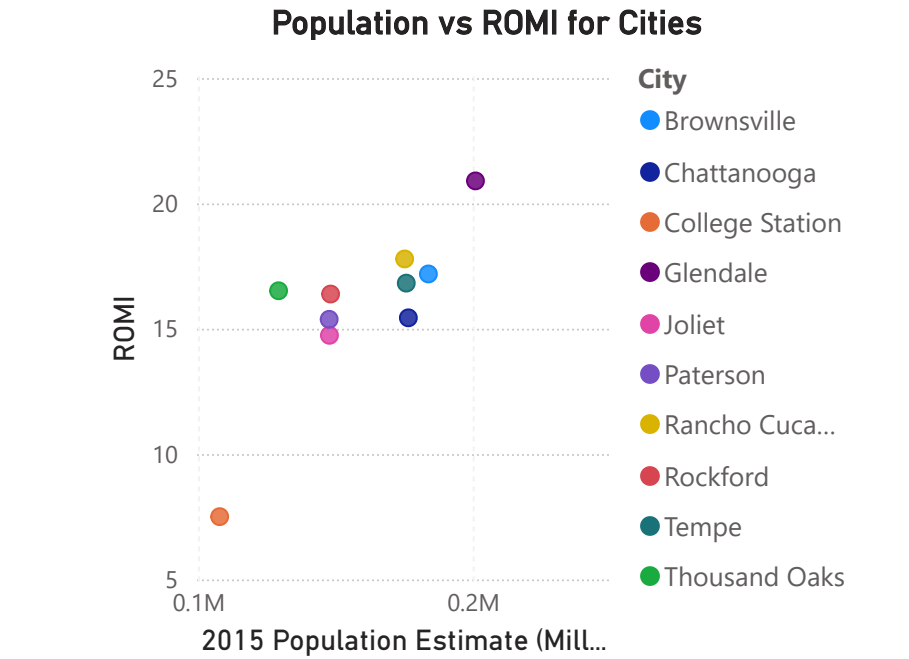
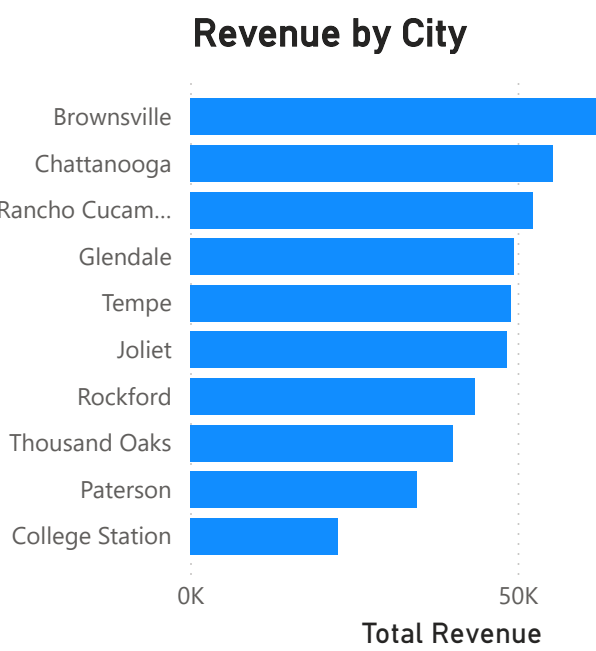
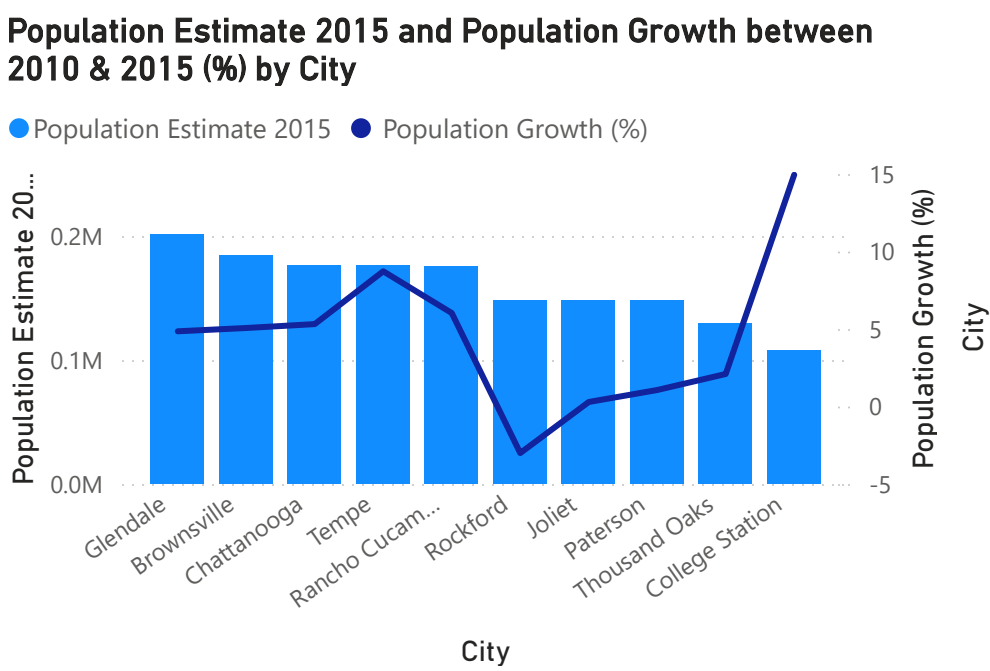
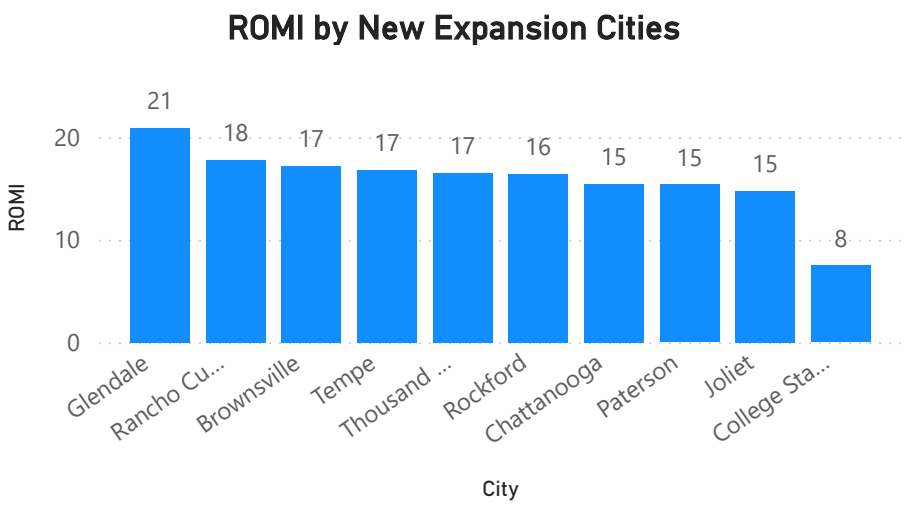
New Expansions

458K

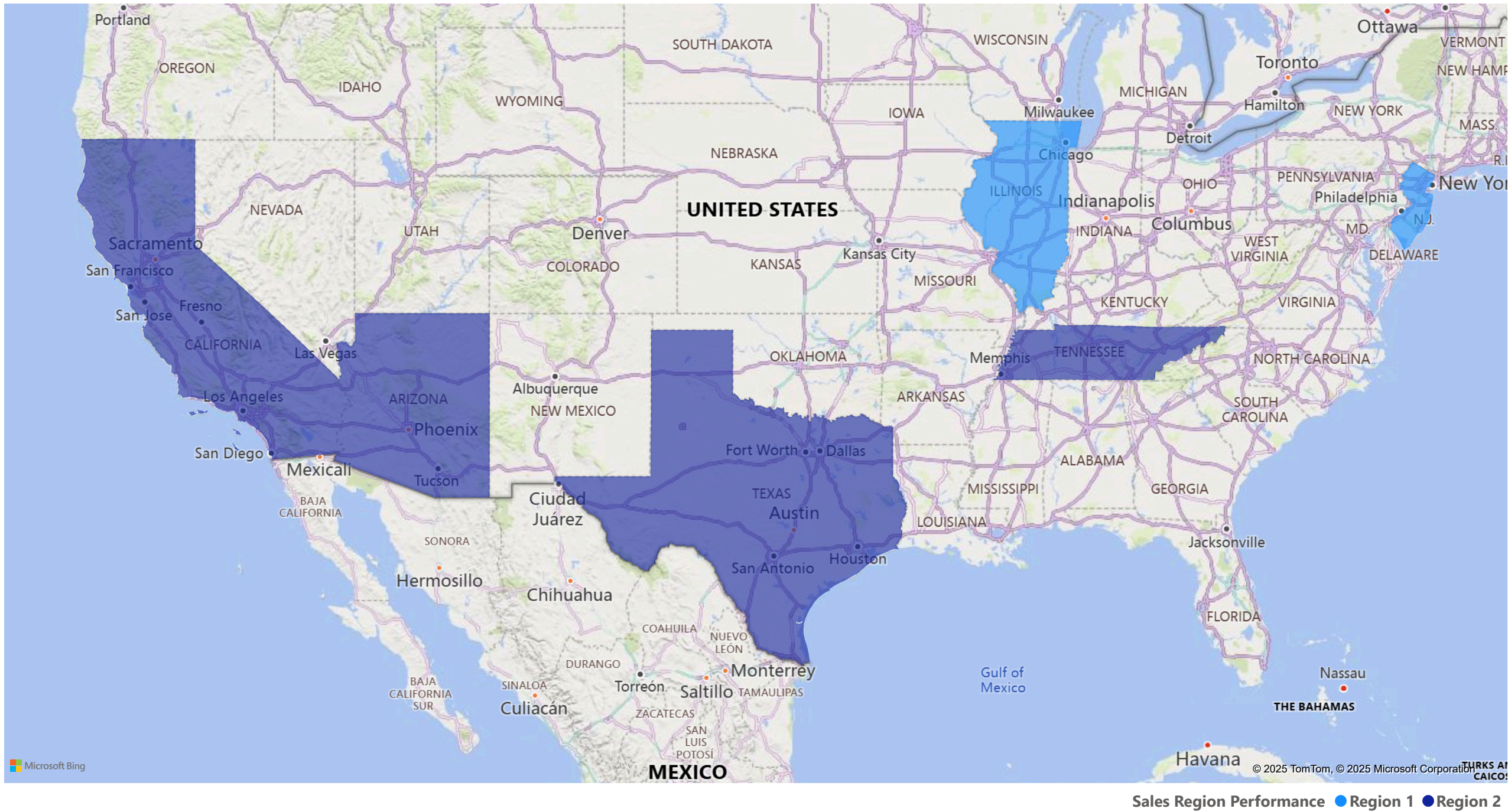
Revenue

Summary New Expansion Cities: Revenue, Marketing Spend, ROMI & Population

City	State	New Expansion	Total Revenue	Total Marketing Spend	ROMI	2015 Population Estimate
Glendale	California	New	49376	2363	20.90	201020
Rancho Cucamonga	California	New	52366	2945	17.78	175236
Brownsville	Texas	New	63148	3675	17.18	183887
Tempe	Arizona	New	48954	2911	16.82	175826
Thousand Oaks	California	New	40141	2431	16.51	129339
Rockford	Illinois	New	43377	2648	16.38	148278
Chattanooga	Tennessee	New	55357	3587	15.43	176588
Total			458094	29084	15.75	



Average Marketing Spend, Average Revenue and ROMI by State and Sales Region for the 10 New Expansions



Sales Region Performance    Region 1    Region 2