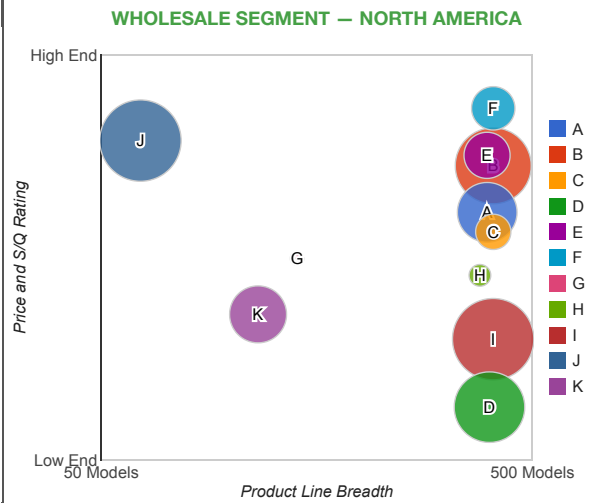
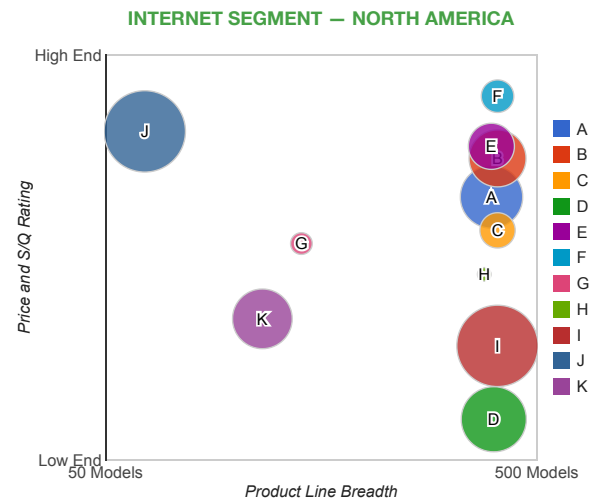
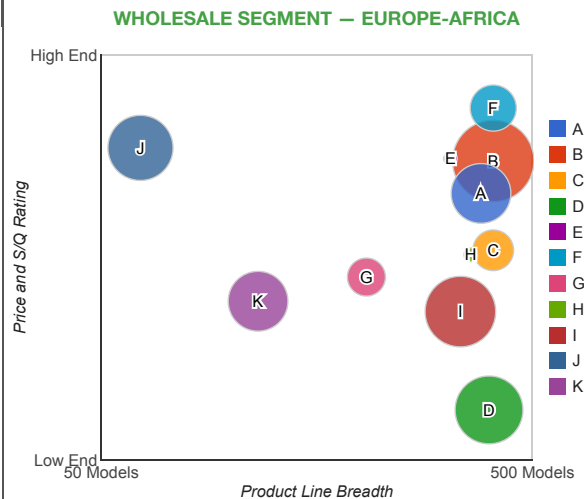
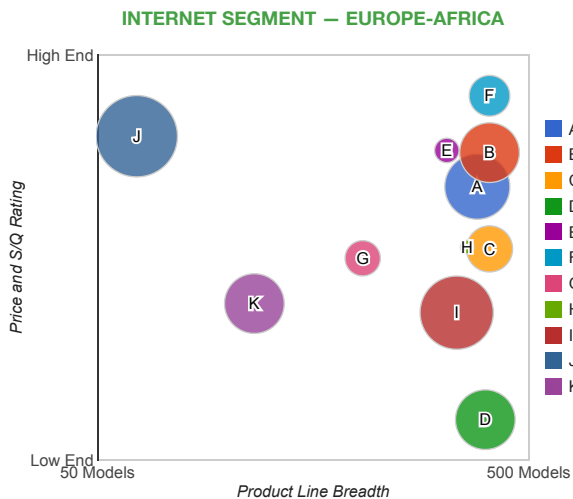


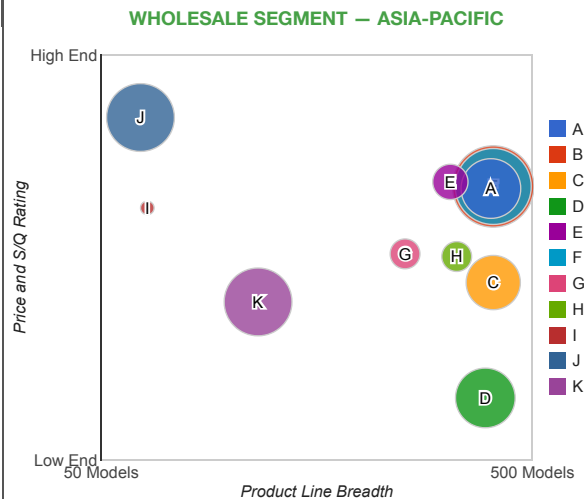
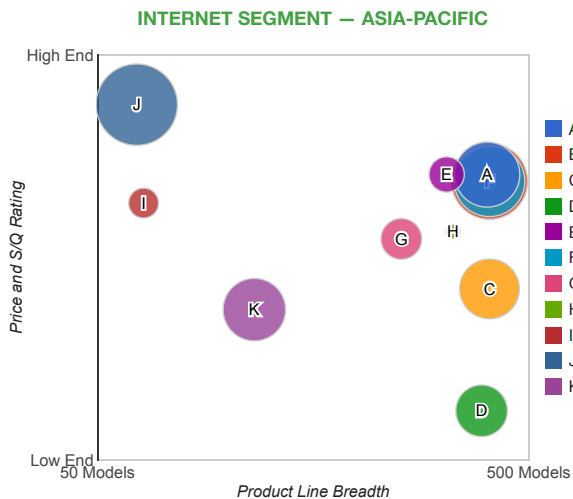
North America		Competitive Efforts by Company										Industry Average	Co. G vs Ind. Avg.
A	B	C	D	E	F	G	H	I	J	K			
INTERNET SEGMENT													
Retail Price (\$ per unit)	97.00	96.60	95.01	84.17	105.20	114.80	85.00	102.00	77.00	86.74	68.70	92.02	-7.6 %
Search Engine Advertising (\$000s)	6,000	7,750	5,000	0	7,500	7,000	7,000	5,000	12,500	6,250	5,000	6,273	+11.6 %
Free Shipping	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Some	Near Avg
S/Q Rating (1 to 10 stars)	7.3★	8.3★	6.6★	2.0★	7.9★	8.3★	7.0★	5.1★	4.5★	10.0★	6.0★	6.6★	+6.1 %
Model Availability	492	500	500	495	492	500	250	483	500	50	200	406	-38.5 %
Brand Advertising (\$000s)	23,000	24,000	16,000	27,000	28,000	30,000	4,000	25,000	10,000	29,000	6,000	20,182	-80.2 %
Celebrity Appeal	240	0	100	205	75	85	0	0	170	175	60	101	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Online Orders (000s of pairs)	561	531	390	589	448	375	337	319	754	748	547	509	-33.8 %
Pairs Sold (\$000s of pairs)	561	531	390	589	448	375	337	319	754	748	547	509	-33.8 %
Market Share (%)	10.0 %	9.5 %	7.0 %	10.5 %	8.0 %	6.7 %	6.0 %	5.7 %	13.5 %	13.4 %	9.8 %	9.1 %	-3.1 pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	66.50	69.00	68.00	59.96	74.98	82.00	57.00	72.00	55.00	62.00	49.00	65.04	-12.4 %
S/Q Rating (1 to 10 stars)	7.3★	8.3★	6.6★	2.0★	7.9★	8.3★	7.0★	5.1★	4.5★	10.0★	6.0★	6.6★	+6.1 %
Model Availability	492	500	500	495	492	500	250	483	500	50	200	406	-38.5 %
Brand Advertising (\$000s)	23,000	24,000	16,000	27,000	28,000	30,000	4,000	25,000	10,000	29,000	6,000	20,182	-80.2 %
Rebate Offer (\$ per pair)	5.00	6.00	5.00	5.00	5.00	6.00	5.00	4.00	8.00	8.00	8.00	5.90	-15.3 %
Delivery Time (weeks)	2 wks	2 wks	2 wks	2 wks	1 wks	1 wks	1 wks	1 wks	1 wks	1 wks	2 wks	1.5 wks	-33.3 %
Retailer Support (\$ per outlet)	5,000	6,250	5,750	0	6,000	7,250	5,500	6,000	5,750	5,000	4,000	5,136	+7.1 %
Retailer Outlets	2,143	4,345	2,050	2,885	2,683	3,181	2,487	1,452	2,904	3,385	2,357	2,716	-8.4 %
Celebrity Appeal	240	0	100	205	75	85	0	0	170	175	60	101	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Pairs Demanded (000s of pairs)	2,404	2,978	1,672	2,840	1,928	1,844	1,363	1,437	3,287	3,290	2,256	2,300	-40.7 %
Gained / Lost (due to stockouts)	0	0	0	0	0	0	0	0	0	0	0	0	0
Pairs Sold (000s of pairs)	2,404	2,978	1,672	2,840	1,928	1,844	1,363	1,437	3,287	3,290	2,256	2,300	-40.7 %
Market Share (%)	9.5 %	11.8 %	6.6 %	11.2 %	7.6 %	7.3 %	5.4 %	5.7 %	13.0 %	13.0 %	8.9 %	9.1 %	-3.7 pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$55.04)	38.00	32.87	35.00	34.00	40.00	34.77	0.00	39.90	55.00	37.00	35.00	Total Private-Label Pairs (000s) Demand = 3,003 Offered = 5,080 Sold = 3,003	
S/Q Rating (minimum = 5.0 stars)	5.1★	5.1★	5.0★	5.0★	5.5★	5.1★	0.0★	6.8★	5.1★	7.5★	5.4★		
Pairs Offered / Available (000s)	542	543	543	540	542	544	0	541	196	545	544		
Pairs Sold (000s)	0	543	543	540	0	544	0	0	0	289	544		
Market Share (%)	0.0 %	18.1 %	18.1 %	18.0 %	0.0 %	18.1 %	0.0 %	0.0 %	0.0 %	9.6 %	18.1 %		
Note: A market share limitation of 18.2% was imposed by chain retailers to help reduce market domination by a few private-label suppliers and promote competition among more suppliers.													



Europe-Africa	Competitive Efforts by Company											Industry Average	Co. G vs Ind. Avg.
	A	B	C	D	E	F	G	H	I	J	K		
INTERNET SEGMENT													
Retail Price (\$ per unit)	95.50	95.20	92.35	84.60	110.50	112.00	83.00	98.00	78.00	87.42	70.00	91.51	-9.3 %
Search Engine Advertising (\$000s)	5,500	6,000	4,500	0	2,500	7,000	6,000	4,500	10,000	7,250	6,000	5,386	+11.4 %
Free Shipping	No	No	No	No	No	No	Yes	No	No	Yes	Yes	Some	Near Avg
S/Q Rating (1 to 10 stars)	7.4★	8.3★	6.0★	1.6★	7.2★	8.3★	6.4★	5.7★	5.1★	9.5★	6.0★	6.5★	-1.5 %
Model Availability	484	500	500	495	446	500	338	471	458	50	200	404	-16.3 %
Brand Advertising (\$000s)	20,000	23,000	16,000	22,000	23,500	27,000	3,000	14,000	11,500	27,500	3,000	17,318	-82.7 %
Celebrity Appeal	280	0	80	190	70	65	0	0	145	210	50	99	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Online Orders (000s of pairs)	538	493	380	489	269	355	317	240	613	720	503	447	-29.1 %
Pairs Sold (\$000s of pairs)	538	493	380	489	269	355	317	240	613	720	503	447	-29.1 %
Market Share (%)	10.9 %	10.0 %	7.7 %	10.0 %	5.5 %	7.2 %	6.5 %	4.9 %	12.5 %	14.6 %	10.2 %	9.1 %	-2.6 pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	68.00	68.00	66.00	59.50	79.00	80.00	54.00	68.00	55.00	62.00	50.00	64.50	-16.3 %
S/Q Rating (1 to 10 stars)	7.4★	8.3★	6.0★	1.6★	7.2★	8.3★	6.4★	5.7★	5.1★	9.5★	6.0★	6.5★	-1.5 %
Model Availability	484	500	500	495	446	500	338	471	458	50	200	404	-16.3 %
Brand Advertising (\$000s)	20,000	23,000	16,000	22,000	23,500	27,000	3,000	14,000	11,500	27,500	3,000	17,318	-82.7 %
Rebate Offer (\$ per pair)	5.00	6.00	5.00	5.00	5.00	6.00	5.00	5.00	10.00	9.00	7.00	6.20	-19.4 %
Delivery Time (weeks)	2 wks	2 wks	2 wks	2 wks	1 wks	1 wks	1 wks	1 wks	1 wks	1 wks	2 wks	1.5 wks	-33.3 %
Retailer Support (\$ per outlet)	5,000	6,000	6,000	0	5,000	5,500	2,250	5,000	5,000	6,000	3,000	4,432	-49.2 %
Retailer Outlets	2,046	4,581	1,738	2,619	1,232	3,311	2,566	1,760	1,464	1,459	2,661	2,312	+11.0 %
Celebrity Appeal	280	0	80	190	70	65	0	0	145	210	50	99	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Pairs Demanded (000s of pairs)	2,164	3,038	1,629	2,512	1,210	1,786	1,555	1,215	2,552	2,562	2,139	2,033	-23.5 %
Gained / Lost (due to stockouts)	+21	+29	+16	+24	+12	+17	+15	+12	+25	-192	+21	0	
Pairs Sold (000s of pairs)	2,185	3,067	1,645	2,536	1,222	1,803	1,570	1,227	2,577	2,370	2,160	2,033	-22.8 %
Market Share (%)	9.8 %	13.7 %	7.4 %	11.3 %	5.5 %	8.1 %	7.0 %	5.5 %	11.5 %	10.6 %	9.7 %	9.1 %	-2.1 pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$54.50)	38.00	36.89	37.99	33.70	40.00	36.46	38.50	55.00	0.00	37.00	37.00	Total Private-Label Pairs (000s) Demand = 3,003 Offered = 5,021 Sold = 3,003	
S/Q Rating (minimum = 5.0 stars)	5.1★	5.1★	5.0★	5.0★	5.4★	5.1★	5.8★	6.8★	0.0★	7.5★	5.4★		
Pairs Offered / Available (000s)	542	545	531	542	490	544	198	541	0	544	544		
Pairs Sold (000s)	0	545	284	542	0	544	0	0	0	544	544		
Market Share (%)	0.0 %	18.1 %	9.5 %	18.0 %	0.0 %	18.1 %	0.0 %	0.0 %	0.0 %	18.1 %	18.1 %		
Note: A market share limitation of 18.2% was imposed by chain retailers to help reduce market domination by a few private-label suppliers and promote competition among more suppliers.													



Asia-Pacific	Competitive Efforts by Company											Industry Average	Co. G vs Ind. Avg.
	A	B	C	D	E	F	G	H	I	J	K		
INTERNET SEGMENT													
Retail Price (\$ per unit)	92.00	82.60	78.13	89.29	98.50	82.60	85.00	99.00	93.00	84.00	70.00	86.74	-2.0 %
Search Engine Advertising (\$000s)	5,000	8,250	3,000	0	1,500	6,000	6,000	3,500	5,000	8,750	8,250	5,023	+19.5 %
Free Shipping	No	No	No	No	No	No	Yes	No	Yes	Yes	Yes	Some	Near Avg
S/Q Rating (1 to 10 stars)	7.6★	8.3★	6.0★	2.5★	7.1★	8.3★	6.7★	5.9★	6.9★	10.0★	6.1★	6.9★	-2.9 %
Model Availability	497	500	500	490	445	500	388	453	59	50	200	371	+4.4 %
Brand Advertising (\$000s)	22,000	26,000	17,000	21,500	22,000	24,000	2,000	16,000	11,000	28,000	5,000	17,682	-88.7 %
Celebrity Appeal	245	0	85	205	55	60	0	0	135	255	60	100	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Online Orders (000s of pairs)	435	534	392	332	246	492	280	179	222	597	427	376	-25.5 %
Pairs Sold (\$000s of pairs)	435	534	392	332	246	492	280	179	222	597	427	376	-25.5 %
Market Share (%)	10.5 %	12.9 %	9.5 %	8.0 %	5.9 %	11.9 %	6.8 %	4.3 %	5.4 %	14.4 %	10.3 %	9.1 %	-2.3 pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	64.00	59.00	56.00	60.56	70.00	59.00	57.00	64.00	66.00	60.00	50.00	60.51	-5.8 %
S/Q Rating (1 to 10 stars)	7.6★	8.3★	6.0★	2.5★	7.1★	8.3★	6.7★	5.9★	6.9★	10.0★	6.1★	6.9★	-2.9 %
Model Availability	497	500	500	490	445	500	388	453	59	50	200	371	+4.4 %
Brand Advertising (\$000s)	22,000	26,000	17,000	21,500	22,000	24,000	2,000	16,000	11,000	28,000	5,000	17,682	-88.7 %
Rebate Offer (\$ per pair)	6.00	6.00	5.00	5.00	5.00	6.00	4.00	6.00	10.00	9.00	8.00	6.40	-37.5 %
Delivery Time (weeks)	2 wks	2 wks	2 wks	2 wks	1 wks	1 wks	1 wks	2 wks	1 wks	1 wks	2 wks	1.5 wks	-33.3 %
Retailer Support (\$ per outlet)	4,000	5,250	5,250	0	5,000	5,000	5,000	6,000	5,000	5,000	2,000	4,318	+15.8 %
Retailer Outlets	1,346	3,494	1,177	2,284	1,061	2,741	1,761	1,633	622	1,577	4,336	2,003	-12.1 %
Celebrity Appeal	245	0	85	205	55	60	0	0	135	255	60	100	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Pairs Demanded (000s of pairs)	1,805	2,673	1,652	1,778	1,170	2,440	1,082	1,080	880	2,075	2,132	1,706	-36.6 %
Gained / Lost (due to stockouts)	0	0	0	0	0	0	0	0	0	0	0	0	
Pairs Sold (000s of pairs)	1,805	2,673	1,652	1,778	1,170	2,440	1,082	1,080	880	2,075	2,132	1,706	-36.6 %
Market Share (%)	9.6 %	14.2 %	8.8 %	9.5 %	6.2 %	13.0 %	5.8 %	5.8 %	4.7 %	11.1 %	11.4 %	9.1 %	-3.3 pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$50.51)	37.00	32.85	31.80	29.87	36.00	31.39	34.99	38.80	55.00	37.00	34.00	Total Private-Label Pairs (000s) Demand = 3,168 Offered = 5,599 Sold = 3,168	
S/Q Rating (minimum = 5.0 stars)	5.1★	5.1★	5.0★	5.0★	5.4★	5.1★	5.8★	6.8★	7.4★	7.5★	5.4★		
Pairs Offered / Available (000s)	542	574	531	574	490	574	397	551	219	574	573		
Pairs Sold (000s)	0	574	531	574	0	574	342	0	0	0	573		
Market Share (%)	0.0 %	18.1 %	16.8 %	18.1 %	0.0 %	18.1 %	10.8 %	0.0 %	0.0 %	0.0 %	18.1 %		
Note: A market share limitation of 18.2% was imposed by chain retailers to help reduce market domination by a few private-label suppliers and promote competition among more suppliers.													

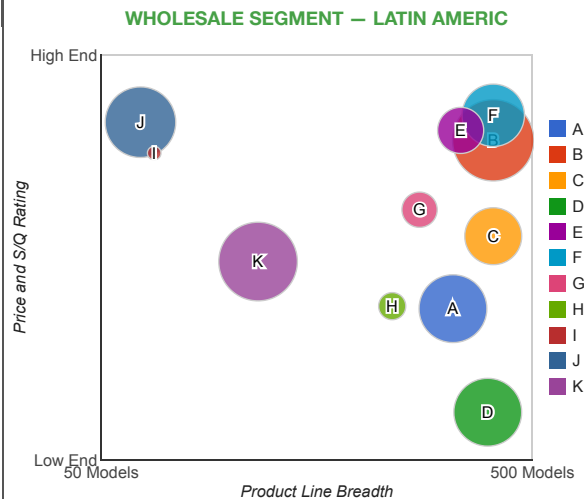
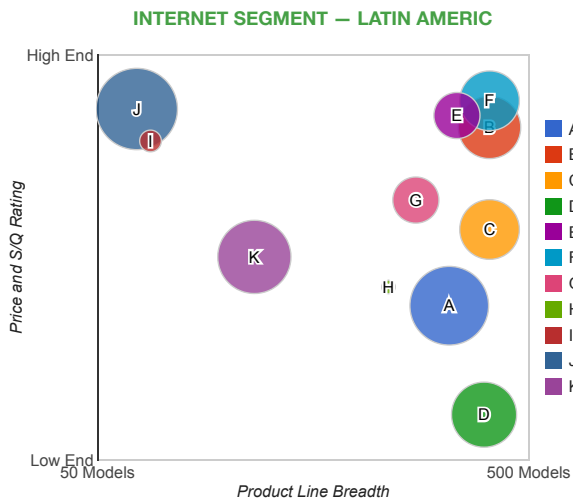


Industry 32

COMPARATIVE COMPETITIVE EFFORTS

Year 13

Latin America	Competitive Efforts by Company											Industry Average	Co. G vs Ind. Avg.
	A	B	C	D	E	F	G	H	I	J	K		
INTERNET SEGMENT													
Retail Price (\$ per unit)	77.00	89.60	85.35	83.00	104.00	96.60	89.99	98.80	105.00	85.20	76.80	90.12	-0.1 %
Search Engine Advertising (\$000s)	6,000	4,000	3,250	0	3,000	5,000	4,250	4,500	2,750	7,000	9,500	4,477	-5.1 %
Free Shipping	No	No	No	No	No	No	Yes	No	Yes	Yes	Yes	Some	Near Avg
S/Q Rating (1 to 10 stars)	4.6★	8.3★	6.1★	1.4★	7.4★	8.3★	6.5★	4.0★	6.8★	9.2★	6.0★	6.2★	+4.8 %
Model Availability	449	500	500	493	458	500	406	371	68	50	200	363	+11.8 %
Brand Advertising (\$000s)	17,000	20,500	16,000	20,500	23,000	23,000	2,000	12,000	8,500	27,000	14,000	16,682	-88.0 %
Celebrity Appeal	195	0	85	250	90	40	0	0	130	225	95	101	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Online Orders (000s of pairs)	556	402	362	421	279	372	274	139	156	579	495	367	-25.3 %
Pairs Sold (\$000s of pairs)	556	402	362	421	279	372	274	139	156	579	495	367	-25.3 %
Market Share (%)	13.8 %	10.0 %	9.0 %	10.4 %	6.9 %	9.2 %	6.8 %	3.4 %	3.9 %	14.4 %	12.3 %	9.1 %	-2.3 pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	54.75	64.00	61.00	57.14	74.00	69.00	64.00	64.00	75.00	61.00	55.00	63.54	+0.7 %
S/Q Rating (1 to 10 stars)	4.6★	8.3★	6.1★	1.4★	7.4★	8.3★	6.5★	4.0★	6.8★	9.2★	6.0★	6.2★	+4.8 %
Model Availability	449	500	500	493	458	500	406	371	68	50	200	363	+11.8 %
Brand Advertising (\$000s)	17,000	20,500	16,000	20,500	23,000	23,000	2,000	12,000	8,500	27,000	14,000	16,682	-88.0 %
Rebate Offer (\$ per pair)	5.00	6.00	5.00	4.00	5.00	6.00	4.00	6.00	8.00	8.00	7.00	5.80	-31.0 %
Delivery Time (weeks)	2 wks	2 wks	2 wks	2 wks	1 wks	1 wks	1 wks	2 wks	2 wks	1 wks	2 wks	1.6 wks	-37.5 %
Retailer Support (\$ per outlet)	4,000	5,000	5,250	0	5,000	5,000	1,750	3,000	5,000	6,000	6,000	4,182	-58.2 %
Retailer Outlets	1,093	5,073	1,224	2,179	1,638	2,469	1,823	1,242	671	2,191	4,748	2,214	-17.7 %
Celebrity Appeal	195	0	85	250	90	40	0	0	130	225	95	101	-100.0 %
Brand Reputation (prior-year image)	81	100	82	64	80	86	66	62	77	93	97	81	-18.5 %
Pairs Demanded (000s of pairs)	2,038	2,685	1,531	2,063	1,238	1,779	934	762	572	2,184	2,683	1,679	-44.4 %
Gained / Lost (due to stockouts)	-47	+33	+19	+25	+15	+22	+11	+9	+7	-48	-45	0	
Pairs Sold (000s of pairs)	1,991	2,718	1,550	2,088	1,253	1,801	945	771	579	2,136	2,638	1,679	-43.7 %
Market Share (%)	10.8 %	14.7 %	8.4 %	11.3 %	6.8 %	9.8 %	5.1 %	4.2 %	3.1 %	11.6 %	14.3 %	9.1 %	-4.0 pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$53.54)	37.00	36.86	36.85	35.84	40.00	35.81	0.00	0.00	70.00	37.00	36.95	Total Private-Label Pairs (000s) Demand = 3,168 Offered = 4,695 Sold = 3,168	
S/Q Rating (minimum = 5.0 stars)	5.1★	5.1★	5.0★	5.0★	5.4★	5.1★	0.0★	0.0★	7.4★	7.3★	5.4★		
Pairs Offered / Available (000s)	542	572	527	572	542	574	0	0	219	574	573		
Pairs Sold (000s)	0	572	527	572	0	574	0	0	0	350	573		
Market Share (%)	0.0 %	18.1 %	16.6 %	18.1 %	0.0 %	18.1 %	0.0 %	0.0 %	0.0 %	11.0 %	18.1 %		
Note: A market share limitation of 18.2% was imposed by chain retailers to help reduce market domination by a few private-label suppliers and promote competition among more suppliers.													



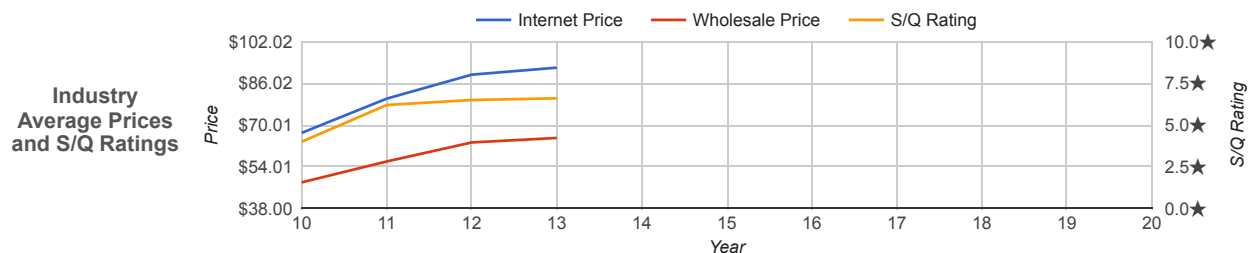
North America

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	67.00	80.14	89.34	92.02							
Search Engine Advertising (\$000s)	5,000	4,977	4,841	6,273							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.2★	6.5★	6.6★							
Model Availability	200	330	383	406							
Brand Advertising (\$000s)	10,000	14,318	19,591	20,182							
Celebrity Appeal	0	0	51	101							
Brand Reputation (prior-year image)	70	70	77	81							
Online Orders (000s of pairs)	353	417	454	509							
Pairs Sold (000s of pairs)	353	417	454	509							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	48.00	56.02	63.32	65.04							
S/Q Rating (1 to 10 stars)	4.0★	6.2★	6.5★	6.6★							
Model Availability	200	330	383	406							
Brand Advertising (\$000s)	10,000	14,318	19,591	20,182							
Rebate Offer (\$ per pair)	5.00	4.70	5.80	5.90							
Delivery Time (weeks)	3 wks	2 wks	2 wks	2 wks							
Retailer Support (\$ per outlet)	4,000	4,841	6,023	5,136							
Retailer Outlets	1,000	1,000	1,939	2,716							
Celebrity Appeal	0	0	51	101							
Brand Reputation (prior-year image)	70	70	77	81							
Pairs Demanded (000s of pairs)	1,997	2,154	2,227	2,300							
Gained / Lost (due to stockouts)	0	0	0	0							
Pairs Sold (000s of pairs)	1,997	2,154	2,227	2,300							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							



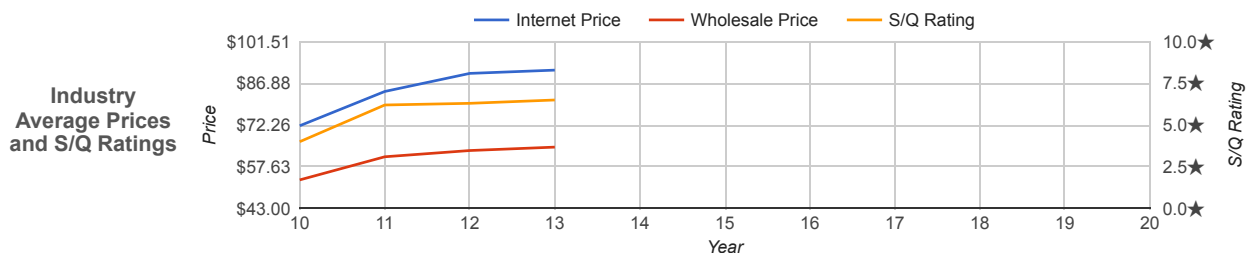
Europe-Africa

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	72.00	84.02	90.36	91.51							
Search Engine Advertising (\$000s)	4,500	3,023	3,955	5,386							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.2★	6.3★	6.5★							
Model Availability	200	325	389	404							
Brand Advertising (\$000s)	9,000	12,909	16,500	17,318							
Celebrity Appeal	0	0	51	99							
Brand Reputation (prior-year image)	70	70	77	81							
Online Orders (000s of pairs)	300	345	387	447							
Pairs Sold (000s of pairs)	300	345	387	447							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	53.00	61.11	63.30	64.50							
S/Q Rating (1 to 10 stars)	4.0★	6.2★	6.3★	6.5★							
Model Availability	200	325	389	404							
Brand Advertising (\$000s)	9,000	12,909	16,500	17,318							
Rebate Offer (\$ per pair)	5.00	5.30	6.20	6.20							
Delivery Time (weeks)	3 wks	2 wks	2 wks	2 wks							
Retailer Support (\$ per outlet)	4,000	4,705	5,614	4,432							
Retailer Outlets	1,000	1,000	1,711	2,312							
Celebrity Appeal	0	0	51	99							
Brand Reputation (prior-year image)	70	70	77	81							
Pairs Demanded (000s of pairs)	1,700	1,834	1,955	2,033							
Gained / Lost (due to stockouts)	0	0	0	0							
Pairs Sold (000s of pairs)	1,700	1,834	1,955	2,033							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							



Asia-Pacific

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	67.00	78.88	85.14	86.74							
Search Engine Advertising (\$000s)	4,000	3,227	2,795	5,023							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.1★	6.5★	6.9★							
Model Availability	200	321	363	371							
Brand Advertising (\$000s)	8,000	12,045	15,909	17,682							
Celebrity Appeal	0	0	51	100							
Brand Reputation (prior-year image)	70	70	77	81							
Online Orders (000s of pairs)	225	271	311	376							
Pairs Sold (000s of pairs)	225	271	311	376							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	48.00	55.82	58.11	60.51							
S/Q Rating (1 to 10 stars)	4.0★	6.1★	6.5★	6.9★							
Model Availability	200	321	363	371							
Brand Advertising (\$000s)	8,000	12,045	15,909	17,682							
Rebate Offer (\$ per pair)	5.00	5.10	5.50	6.40							
Delivery Time (weeks)	3 wks	2 wks	2 wks	2 wks							
Retailer Support (\$ per outlet)	2,750	3,864	4,932	4,318							
Retailer Outlets	700	700	1,373	2,003							
Celebrity Appeal	0	0	51	100							
Brand Reputation (prior-year image)	70	70	77	81							
Pairs Demanded (000s of pairs)	1,275	1,437	1,578	1,706							
Gained / Lost (due to stockouts)	0	0	0	0							
Pairs Sold (000s of pairs)	1,275	1,437	1,578	1,706							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							

Industry
Average Prices
and S/Q Ratings

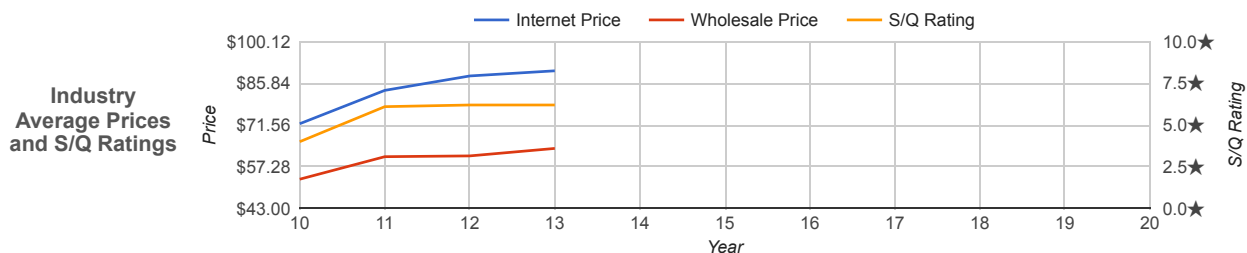
Latin Americ

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	72.00	83.42	88.36	90.12							
Search Engine Advertising (\$000s)	4,000	3,341	3,227	4,477							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.1★	6.2★	6.2★							
Model Availability	200	321	336	363							
Brand Advertising (\$000s)	7,500	11,136	15,227	16,682							
Celebrity Appeal	0	0	53	101							
Brand Reputation (prior-year image)	70	70	77	81							
Online Orders (000s of pairs)	225	272	315	367							
Pairs Sold (000s of pairs)	225	272	315	367							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	53.00	60.71	60.98	63.54							
S/Q Rating (1 to 10 stars)	4.0★	6.1★	6.2★	6.2★							
Model Availability	200	321	336	363							
Brand Advertising (\$000s)	7,500	11,136	15,227	16,682							
Rebate Offer (\$ per pair)	5.00	5.10	5.50	5.80							
Delivery Time (weeks)	3 wks	2 wks	2 wks	2 wks							
Retailer Support (\$ per outlet)	2,750	4,000	5,136	4,182							
Retailer Outlets	700	700	1,383	2,214							
Celebrity Appeal	0	0	53	101							
Brand Reputation (prior-year image)	70	70	77	81							
Pairs Demanded (000s of pairs)	1,275	1,433	1,583	1,679							
Gained / Lost (due to stockouts)	0	0	0	0							
Pairs Sold (000s of pairs)	1,275	1,433	1,583	1,679							
Market Share (%)	8.3 %	9.1 %	9.1 %	9.1 %							



North America

Company G Competitive Efforts

INTERNET SEGMENT

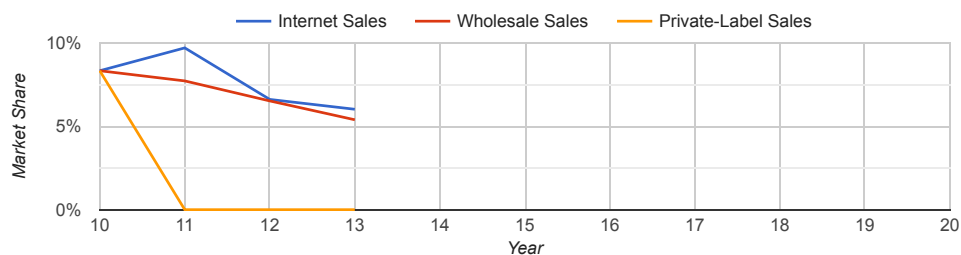
	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	67.00	78.45	88.99	85.00							
Search Engine Advertising (\$000s)	5,000	8,000	6,000	7,000							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.4★	7.1★	7.0★							
Model Availability	200	249	250	250							
Brand Advertising (\$000s)	10,000	14,500	15,000	4,000							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Online Orders (000s of pairs)	353	445	330	337							
Pairs Sold (000s of pairs)	353	445	330	337							
Market Share (%)	8.3 %	9.7 %	6.6 %	6.0 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	48.00	56.23	63.50	57.00							
S/Q Rating (1 to 10 stars)	4.0★	6.4★	7.1★	7.0★							
Model Availability	200	249	250	250							
Brand Advertising (\$000s)	10,000	14,500	15,000	4,000							
Rebate Offer (\$ per pair)	5.00	5.00	6.00	5.00							
Delivery Time (weeks)	3 wks	2 wks	1 wks	1 wks							
Retailer Support (\$ per outlet)	4,000	6,000	6,000	5,500							
Retailer Outlets	1,000	1,000	2,204	2,487							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Pairs Demanded (000s of pairs)	1,997	1,753	1,592	1,363							
Gained / Lost (due to stockouts)	0	+76	+6	0							
Pairs Sold (000s of pairs)	1,997	1,829	1,598	1,363							
Market Share (%)	8.3 %	7.7 %	6.5 %	5.4 %							

PRIVATE-LABEL SEGMENT

Offer Price (maximum = \$55.04)	32.00	40.00	40.00	0.00							
S/Q Rating (minimum = 5.0 stars)	3.0★	5.1★	5.0★	0.0★							
Pairs Offered / Available (000s)	200	197	198	0							
Pairs Sold (000s)	200	0	0	0							
Market Share (%)	8.3 %	0.0 %	0.0 %	0.0 %							

Company G's
Prices and S/Q
RatingsCompany G's
Market Share

Europe-Africa

Company G Competitive Efforts

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	72.00	80.19	94.99	83.00							
Search Engine Advertising (\$000s)	4,500	6,000	4,250	6,000							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.4★	6.7★	6.4★							
Model Availability	200	331	338	338							
Brand Advertising (\$000s)	9,000	15,500	16,000	3,000							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Online Orders (000s of pairs)	300	510	286	317							
Pairs Sold (000s of pairs)	300	510	286	317							
Market Share (%)	8.3 %	13.4 %	6.7 %	6.5 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	53.00	59.18	67.99	54.00							
S/Q Rating (1 to 10 stars)	4.0★	6.4★	6.7★	6.4★							
Model Availability	200	331	338	338							
Brand Advertising (\$000s)	9,000	15,500	16,000	3,000							
Rebate Offer (\$ per pair)	5.00	5.00	6.00	5.00							
Delivery Time (weeks)	3 wks	2 wks	1 wks	1 wks							
Retailer Support (\$ per outlet)	4,000	6,000	6,000	2,250							
Retailer Outlets	1,000	1,000	2,969	2,566							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Pairs Demanded (000s of pairs)	1,700	2,050	1,757	1,555							
Gained / Lost (due to stockouts)	0	+79	0	+15							
Pairs Sold (000s of pairs)	1,700	2,129	1,757	1,570							
Market Share (%)	8.3 %	10.5 %	8.2 %	7.0 %							

PRIVATE-LABEL SEGMENT

Offer Price (maximum = \$54.50)	37.00	41.00	41.00	38.50							
S/Q Rating (minimum = 5.0 stars)	3.0★	5.1★	5.0★	5.8★							
Pairs Offered / Available (000s)	200	197	298	198							
Pairs Sold (000s)	200	197	0	0							
Market Share (%)	8.3 %	8.1 %	0.0 %	0.0 %							

Company G's
Prices and S/Q
RatingsCompany G's
Market Share

Asia-Pacific

Company G Competitive Efforts

INTERNET SEGMENT

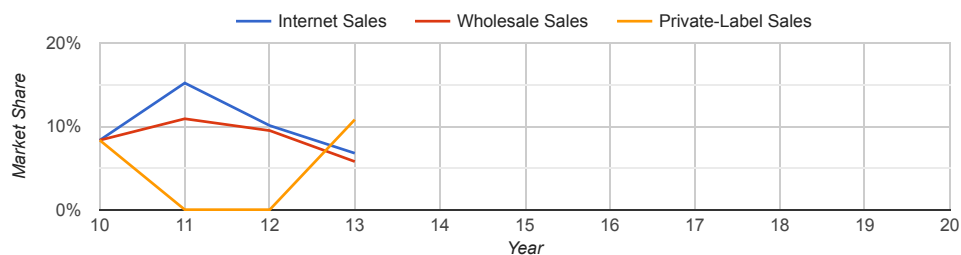
	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	67.00	78.09	86.99	85.00							
Search Engine Advertising (\$000s)	4,000	7,000	4,000	6,000							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.3★	6.0★	6.7★							
Model Availability	200	495	499	388							
Brand Advertising (\$000s)	8,000	11,000	11,500	2,000							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Online Orders (000s of pairs)	225	453	345	280							
Pairs Sold (\$000s of pairs)	225	453	345	280							
Market Share (%)	8.3 %	15.2 %	10.1 %	6.8 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	48.00	55.97	60.99	57.00							
S/Q Rating (1 to 10 stars)	4.0★	6.3★	6.0★	6.7★							
Model Availability	200	495	499	388							
Brand Advertising (\$000s)	8,000	11,000	11,500	2,000							
Rebate Offer (\$ per pair)	5.00	5.00	6.00	4.00							
Delivery Time (weeks)	3 wks	2 wks	1 wks	1 wks							
Retailer Support (\$ per outlet)	2,750	4,500	4,750	5,000							
Retailer Outlets	700	700	1,983	1,761							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Pairs Demanded (000s of pairs)	1,275	1,722	1,645	1,082							
Gained / Lost (due to stockouts)	0	+1	0	0							
Pairs Sold (000s of pairs)	1,275	1,723	1,645	1,082							
Market Share (%)	8.3 %	10.9 %	9.5 %	5.8 %							

PRIVATE-LABEL SEGMENT

Offer Price (maximum = \$50.51)	32.00	40.00	40.00	34.99							
S/Q Rating (minimum = 5.0 stars)	3.0★	5.0★	5.1★	5.8★							
Pairs Offered / Available (000s)	200	195	198	397							
Pairs Sold (000s)	200	0	0	342							
Market Share (%)	8.3 %	0.0 %	0.0 %	10.8 %							

Company G's
Prices and S/Q
RatingsCompany G's
Market Share

Latin America

Company G Competitive Efforts

INTERNET SEGMENT

	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20
Retail Price (\$ per unit)	72.00	85.07	94.99	89.99							
Search Engine Advertising (\$000s)	4,000	6,000	4,000	4,250							
Free Shipping	No	Yes	Yes	Yes							
S/Q Rating (1 to 10 stars)	4.0★	6.3★	6.0★	6.5★							
Model Availability	200	494	500	406							
Brand Advertising (\$000s)	7,500	10,500	11,000	2,000							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Online Orders (000s of pairs)	225	437	320	274							
Pairs Sold (000s of pairs)	225	437	320	274							
Market Share (%)	8.3 %	14.6 %	9.2 %	6.8 %							

WHOLESALE SEGMENT

Wholesale Price (\$ per pair)	53.00	62.78	68.00	64.00							
S/Q Rating (1 to 10 stars)	4.0★	6.3★	6.0★	6.5★							
Model Availability	200	494	500	406							
Brand Advertising (\$000s)	7,500	10,500	11,000	2,000							
Rebate Offer (\$ per pair)	5.00	5.00	6.00	4.00							
Delivery Time (weeks)	3 wks	2 wks	1 wks	1 wks							
Retailer Support (\$ per outlet)	2,750	5,000	5,000	1,750							
Retailer Outlets	700	700	2,199	1,823							
Celebrity Appeal	0	0	0	0							
Brand Reputation (prior-year image)	70	70	79	66							
Pairs Demanded (000s of pairs)	1,275	1,659	1,491	934							
Gained / Lost (due to stockouts)	0	+4	0	+11							
Pairs Sold (000s of pairs)	1,275	1,663	1,491	945							
Market Share (%)	8.3 %	10.5 %	8.6 %	5.1 %							

PRIVATE-LABEL SEGMENT

Offer Price (maximum = \$53.54)	37.00	42.00	42.00	0.00							
S/Q Rating (minimum = 5.0 stars)	3.0★	5.0★	5.1★	0.0★							
Pairs Offered / Available (000s)	200	195	198	0							
Pairs Sold (000s)	200	195	0	0							
Market Share (%)	8.3 %	7.8 %	0.0 %	0.0 %							

Company G's
Prices and S/Q
RatingsCompany G's
Market Share