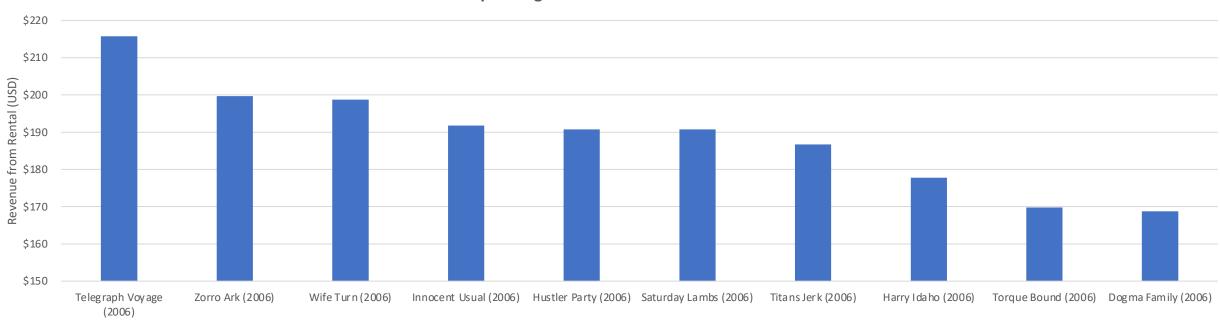
Top 10 highest grossing revenue rentals (USD)

Data is only reflective of the period of February 2007 – May 2007.

The film that has generated **the most** revenue from renting is *Telegraph Voyage* (2006) with \$215.75. The film with second most is *Zorro Ark* (2006) which has a difference of \$16.03 compared to first place.

Rounding out the top 10, *Dogma Family* (2006) brought in \$168.72 during the same period.

Top 10 Highest Gross Revenue Rentals



Movie title (Year released)

Considering multiple copies of each film in inventory, the top 10 rentals (on previous slide) are compared to the top 10 in terms of average revenue per copy.

RANKED

top 10 rentals (total revenue) as noted on previous slide

TOP PLACE

Telegraph Voyage (2006) \$30.82/copy

top 10 rental (avg revenue per copy)

Zorro Ark (2006) \$24.97/copy

RANKED

Wife Turn (2006) \$24.84/copy

Innocent Usual (2006) \$23.96/copy

Hustler Party (2006) \$23.85/copy

Saturday Lambs (2006) \$23.84/copy

> Titans Jerk (2006) \$23.34/copy

Harry Idaho (2006) \$22.22/copy

Torque Bound (2006) \$21.22/copy

\$215.75 *Telegraph Voyage* (2006)

\$199.72 Zorro Ark (2006)

\$198.73 *Wife Turn* (2006)

\$191.74 Innocent Usual (2006)

\$190.78 Hustler Party (2006)

\$190.74 Saturday Lambs (2006)

\$186.73 Titans Jerk (2006)

Harry Idaho (2006)

\$169.76 *Torque Bound* (2006)

There is NO **CHANGE** in ranking based on the two performance standards.

LAST PLACE

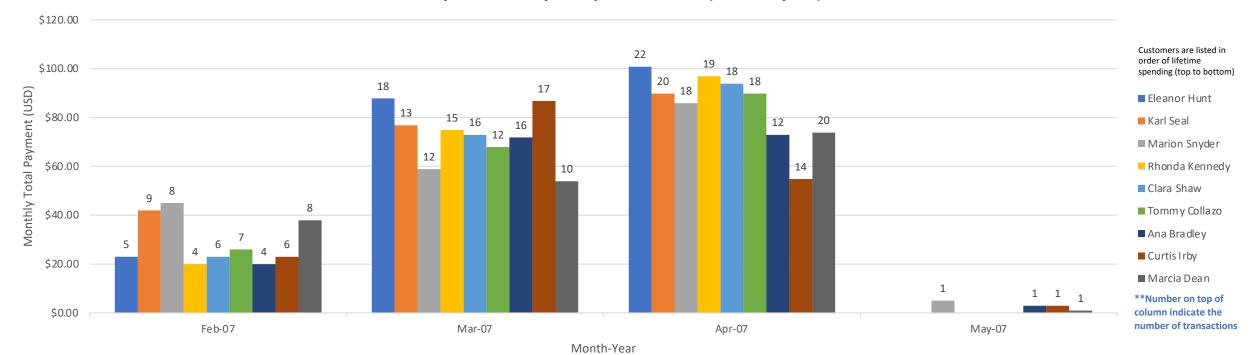
\$21.09/copy

From the top 9 customers, how many payments do each make on a monthly basis and how much do they spend

per month (total)? Number of transactions within the monthly total payment is indicated at the top of the bar. Height of bar represents total monthly payment.

Customer (top 9 only) monthly spending and number of transactions (payments) per month generally follow similar behaviors.

Payment History of Top 9 Customers (Feb - May '07)



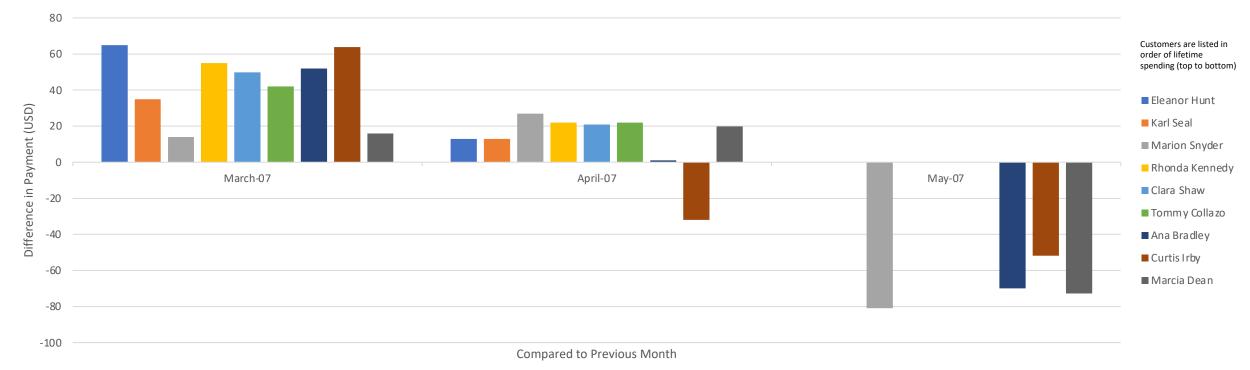
From the top 9 customers, what is the difference across their monthly payments during Feb '07 – May '07

Amounts shown below are the differences in payments compared to previous month.

For an example: March-07 shows the difference in payment from February-07 to March-07

The largest net spending occurred in March 2007 where customers generally spent about \$50 more compared to February-07.

Difference in Monthly Payments of Top 9 Customers (by spending)



^{*}Complete data for May-07 is not available therefore trends and results may be incomplete to draw conclusions.