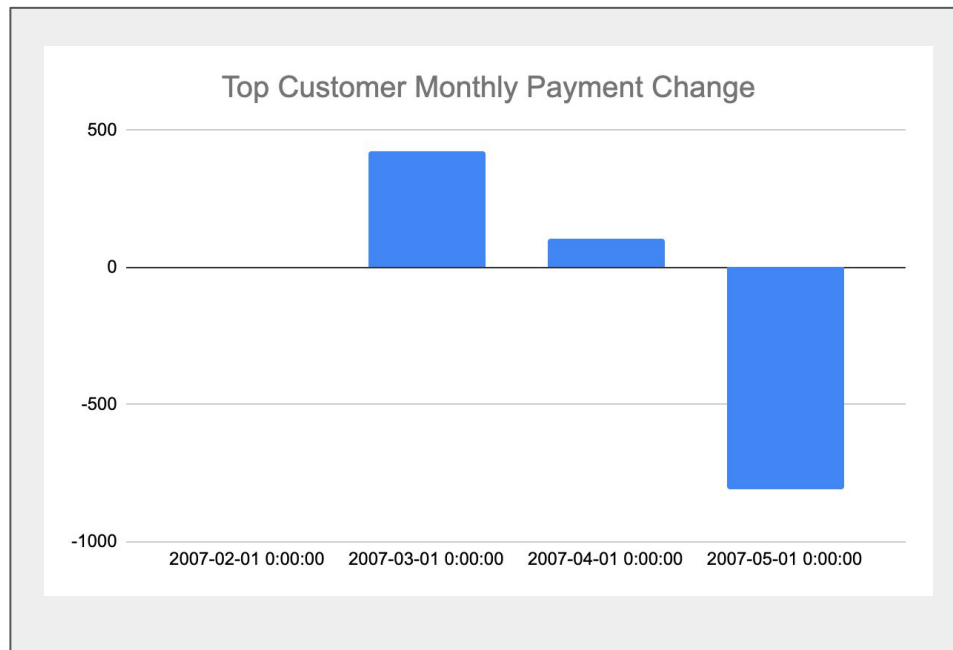
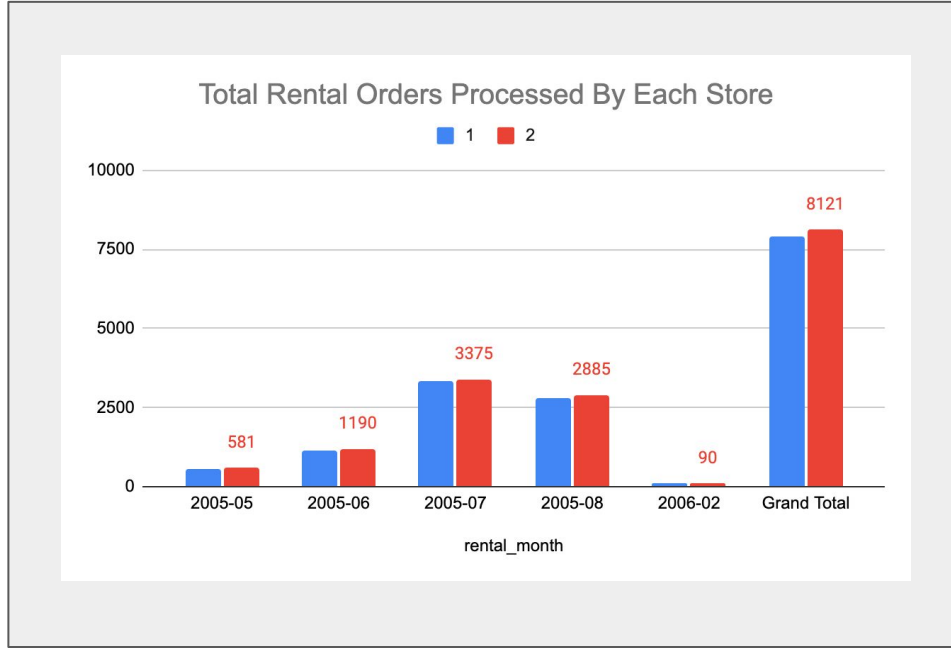


# How have our top customer cohort performed MoM?



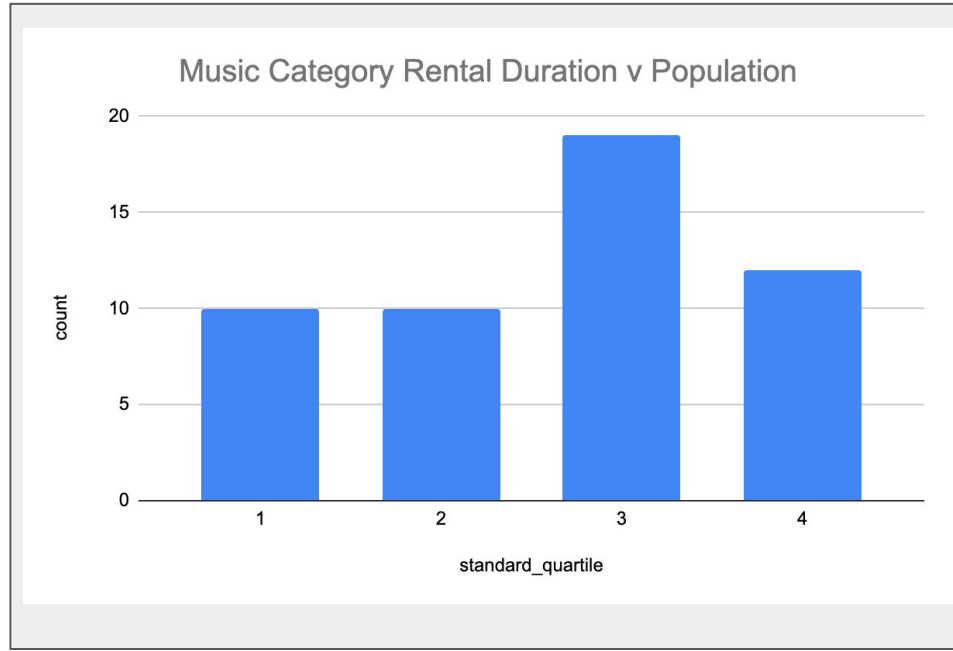
Top 10 customer cohort has seen steady growth through 2007 with a sharp fall off in May business

# Store Performance by Rental Order



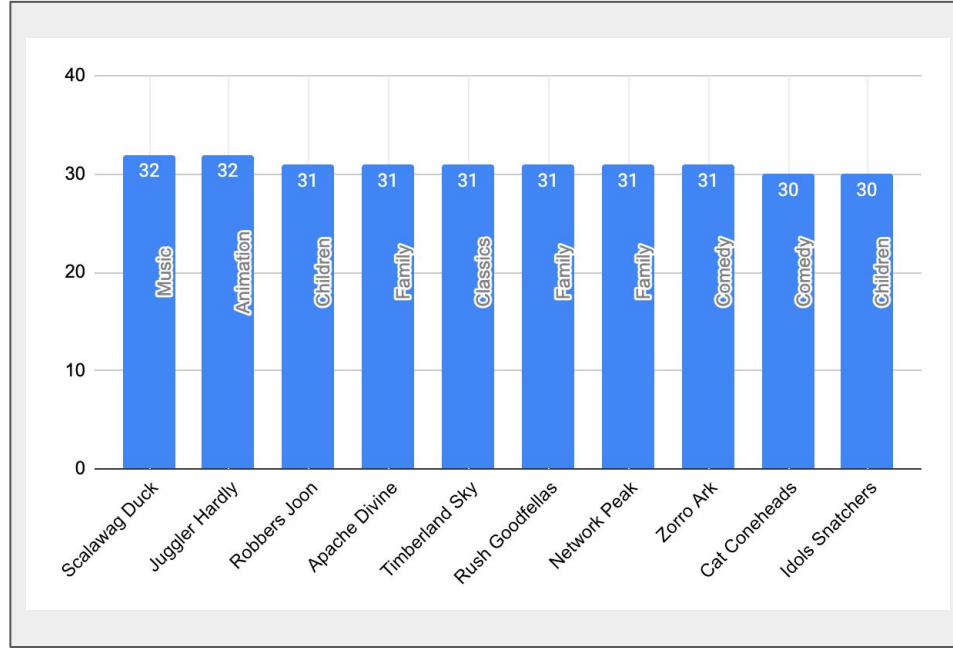
Both stores are returning very similar MoM performance in terms of rental orders, with Store 2 having a slight edged based on 4 months of data

# Music Category Rental Duration v Average



The music category films appears to have a longer than average rental duration when compared to the population average with a majority falling into the 3 and 4 rental duration quartiles

# Most Popular “Family Friendly” Films to Rent



Scalawag Duck from the Music Category appears to be the most popular “Family Friendly” film to rent based on current data