

2 Year - 4 Quarter Roadmap Model 2 and 3 Category launch and expansion	1-Mar	15-Mar	1-Apr	15-Apr	1-May	15-May	1-Jun	15-Jun	1-Jul	15-Jul	1-Aug	15-Aug	1-Sep	15-Sep	1-Oct	15-Oct	1-Nov	15-Nov	1-Dec	15-Dec	1-Jan	15-Jan	1-Feb	15-Feb	1-Mar	15-Mar	1-Apr	15-Apr	1-May	15-May	1-Jun	15-Jun	1-Jul	15-Jul	1-Aug	15-Aug	1-Sep	15-Sep	1-Oct	15-Oct	1-Nov	15-Nov	1-Dec	15-Dec	1-Jan	15-Jan	1-Feb	15-Feb
	Quarter 1						Quarter 2						Quarter 3						Quarter 4						Quarter 1						Quarter 2						Quarter 3						Quarter 4					
Model 2a Release - Professional Distributors																																																
Model 2a Support Sku - Professional Distributors																																																
Model 2a Accessory Pack - Professional Distributors																																																
Model 2b Release - Retail Direct																																																
Model 2b Accessory Pack - Retail Direct																																																
Battery Extender - Dist & Direct																																																
Model 3a Release - Professional Distributors																																																
Model 3a Support Sku a - Professional Distributors																																																
Model 3a Support Sku b - Professional Distributors																																																
Model 3b Release - Retail Direct																																																
Model 3b Support Sku a - Retail Direct																																																
Model 3b Support Sku b - Retail Direct																																																
Model 3b Support Sku c - Retail Direct																																																
Model 3b Accessory Sku's - BTS - Retail																																																
Model 3b Accessory Sku's - Home - Retail																																																
Model 3b Value Add Holiday Bundle - Retail																																																