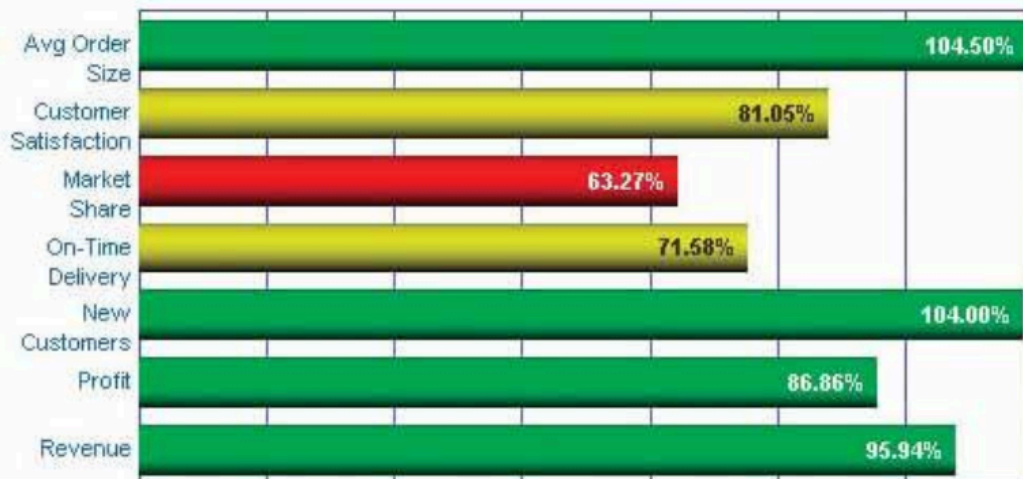




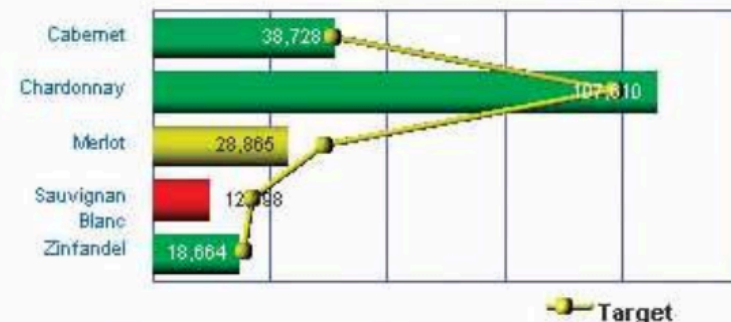
Sales Dashboard

Cumulative Metrics	Oct	Nov	Dec
New Customers	129	292	468
Profit	17,121	36,176	46,685
Revenue	68,486	147,880	206,264

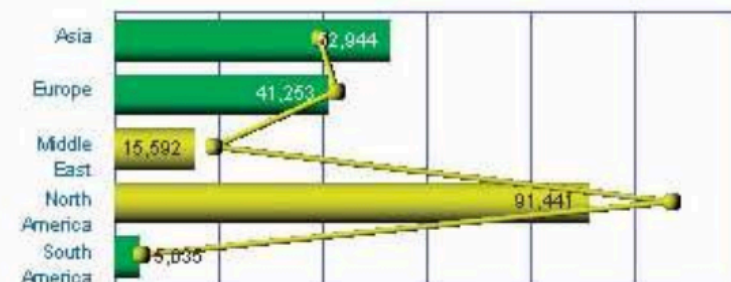
○ Q 4/2003 ○ Q 1/2004 ○ Q 2/2004 ○ Q 3/2004 ● Q 4/2004



Revenue by Product



Revenue by Region



Top 10 Customers in the Pipeline	Pipeline Revenue	QTD Sales Revenue	YTD Sales Revenue
American Vintner's Best	2,389	3,535	75,396
Barrel and Keg	2,178	932	40,536
Cheers	1,738	1,457	58,008
Fruit of the Vine	3,972	3,068	73,332
Happy Hour	1,388	0	9,396
Sips and Bites	2,895	3,085	63,456
Spirits of the Age	3,903	3,680	77,604
The Beverage Company	3,799	2,956	62,796
The Big Wine Store	5,083	3,685	88,368
Wines 'R Us	4,263	3,865	82,044

Probability of Closing Sale

Revenue by Region	25%	50%	75%	90%
Asia	2,760	3,648	1,439	937
Europe	1,273	2,955	1,702	1,165
Middle East	527	539	256	367
North America	3,505	4,592	3,384	3,384
South America	501	356	295	199

everybody on the same page

