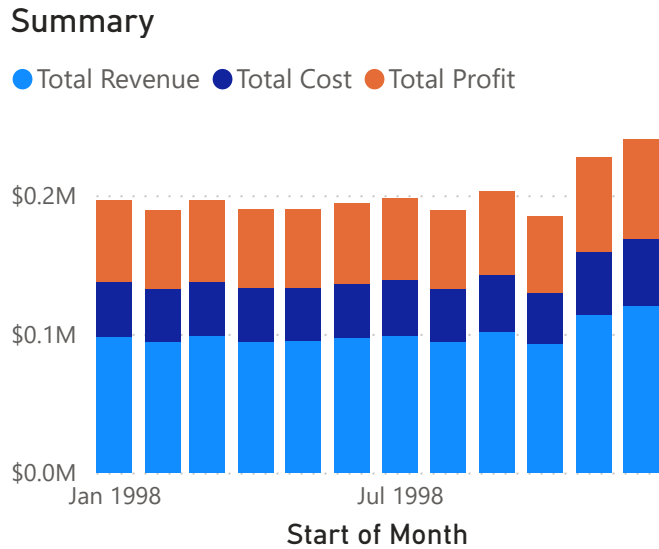
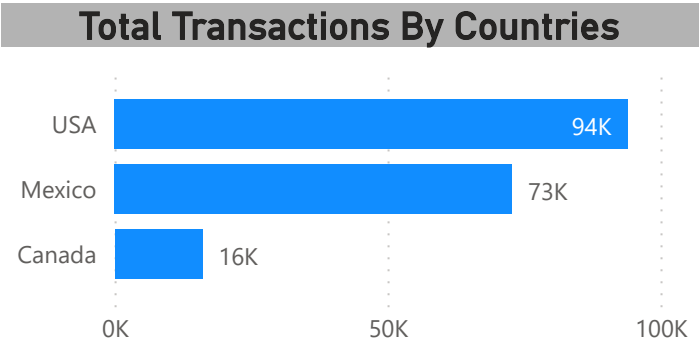
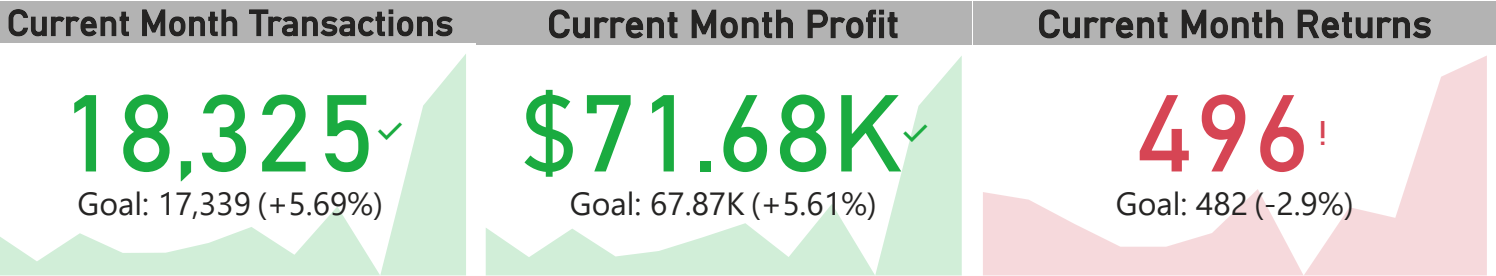
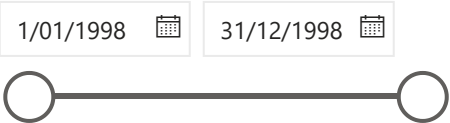




TOP 30 PRODUCTS

product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Plato	3,352	\$12,748.37	63.55%	1.06%
BBB Best	3,514	\$12,991.34	62.12%	0.80%
Cormorant	3,744	\$15,749.36	61.60%	0.87%
Imagine	3,634	\$15,102.46	61.40%	1.06%
Carlson	2,564	\$10,533.97	61.20%	0.97%
Better	2,823	\$9,179.32	61.15%	1.07%
Fast	4,097	\$16,468.76	61.03%	1.07%
PigTail	3,467	\$11,617.25	60.68%	1.04%
Best Choice	4,218	\$18,354.53	60.64%	0.81%
Super	3,618	\$13,868.07	60.59%	0.96%
Sunset	3,953	\$14,018.03	60.45%	1.03%
Nationeel	4,408	\$18,616.82	60.44%	1.18%
High Top	4,940	\$19,810.42	60.42%	1.01%
Big Time	3,816	\$15,560.09	60.20%	1.05%
Pleasant	2,564	\$10,186.88	60.18%	0.92%
High Quality	3,577	\$16,138.93	59.98%	1.13%
Ebony	5,238	\$20,353.79	59.81%	0.96%
Fort West	4,108	\$15,834.21	59.80%	0.97%
Just Right	2,558	\$9,283.25	59.54%	0.83%
Carrington	3,891	\$14,882.97	59.52%	0.78%
Red Wing	3,870	\$15,869.53	59.36%	1.06%
Bravo	2,484	\$11,026.63	59.15%	0.82%
CDR	3,078	\$12,062.13	58.98%	1.11%
Tri-State	5,099	\$19,979.82	58.91%	1.10%
Golden	3,550	\$13,255.62	58.72%	0.88%
Landslide	3,270	\$10,646.93	58.65%	0.98%
Hermanos	5,342	\$21,753.14	58.64%	0.95%
Heratio	4,105	\$17,736.81	58.42%	1.26%
Total	113,668	\$449,626.65	59.94%	1.00%



Select all

Canada

Mexico

USA



Country

Mexico

TOP 20 PRODUCTS

(Profits)

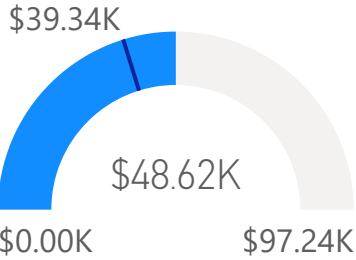
product_brand	Total Profit
Best Choice	\$7,243.73
Big Time	\$5,979.36
Carrington	\$5,802.70
Cormorant	\$6,202.66
Denny	\$6,709.36
Ebony	\$8,177.17
Fast	\$6,753.70
Fort West	\$6,535.02
Golden	\$5,406.91
Hermanos	\$8,621.65
High Quality	\$6,237.54
High Top	\$7,993.20
Horatio	\$7,224.38
Imagine	\$6,098.27
Nationeel	\$7,300.79
Red Wing	\$6,056.30
Sunset	\$5,566.24
Super	\$5,289.27
Tell Tale	\$8,087.51
Tri State	\$8,080.47
Total	\$135,375.23

TOP 20 PRODUCTS

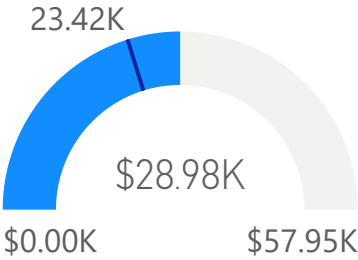
(Transactions)

product_brand	Total Transactions
Best Choice	1,657
Big Time	1,480
Carrington	1,515
Cormorant	1,496
Denny	1,503
Ebony	2,079
Fast	1,650
Fort West	1,658
Golden	1,469
Hermanos	2,096
High Top	1,954
Horatio	1,699
Imagine	1,484
Nationeel	1,710
PigTail	1,375
Red Wing	1,484
Sunset	1,590
Super	1,380
Tell Tale	2,036
Tri State	2,040
Total	33,364

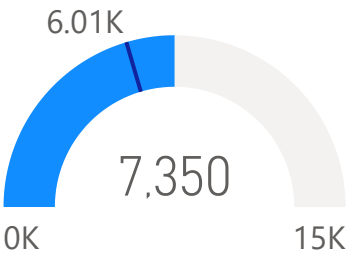
Revenue VS Target



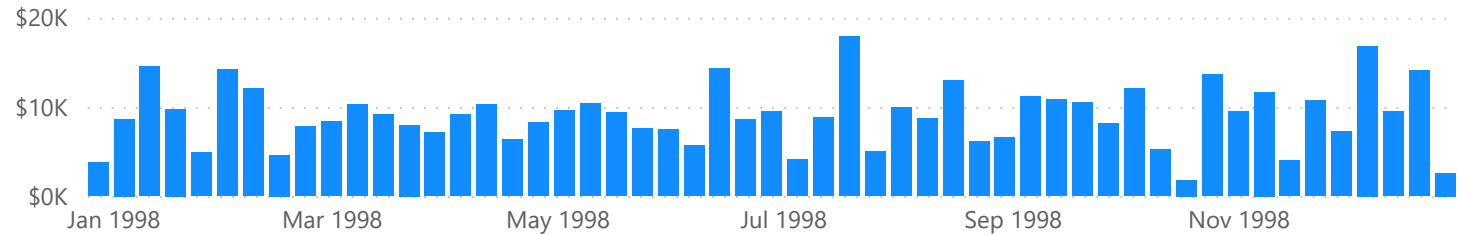
Profit VS Target



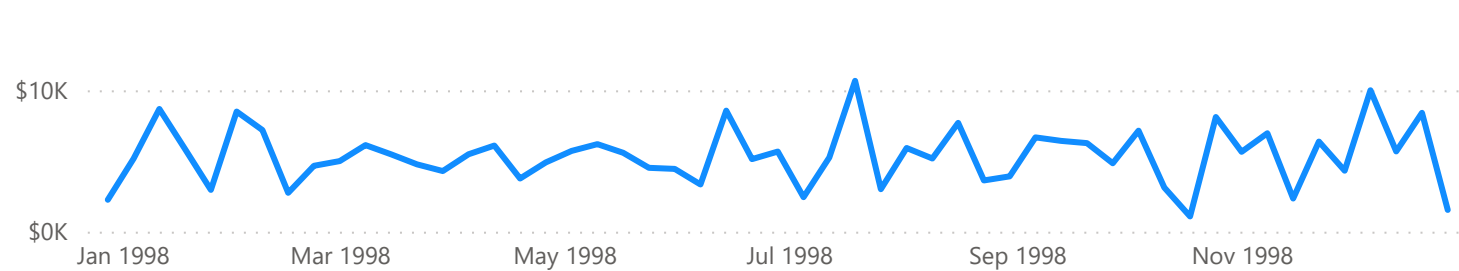
Transaction VS Target



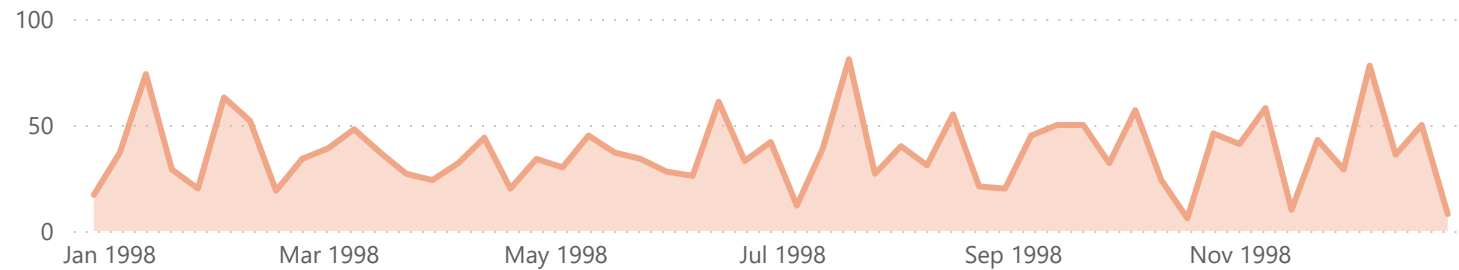
Revenue Trend



Profit Trend



Return Volume



## *PERFORMANCE NOTES*



Plato products contributed the highest overall profit margin (63.55%) in 1998



Hermanos Transactions made up the largest transaction volumes (5,342) in 1998