COHORT PERCENTAGE OF TOTAL CUSTOMERS													
	Column Labels												
Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12
12/1/2010	100.00%	41%	84%	132%	83%	125%	94%	101%	100%	125%	96%	160%	32%
1/1/2011	100.00%	22%	128%	77%	161%	86%	87%	103%	134%	130%	126%	23%	
2/1/2011	100.00%	17%	130%	126%	91%	93%	107%	121%	111%	99%	15%		
3/1/2011	100.00%	13%	169%	95%	102%	87%	132%	128%	119%	23%			
4/1/2011	100.00%	20%	93%	98%	107%	150%	93%	114%	24%				
5/1/2011	100.00%	18%	79%	103%	162%	157%	83%	41%					
6/1/2011	100.00%	17%	78%	206%	114%	145%	25%						
7/1/2011	100.00%	10%	258%	103%	133%	29%							
8/1/2011	100.00%	33%	179%	97%	33%								
9/1/2011	100.00%	30%	110%	32%									
10/1/2011	100.00%	31%	25%										
11/1/2011	100.00%	10%											
12/1/2011	100.00%												

	COHORT CUSTOMER RETENTION												
	Column Labels												
Row Labels		0 1	L 2	3	4	5	6	7	8	9	10	11	12
12/1/2010	26850	10881	9183	12111	10092	12622	11829	11978	11966	14984	14361	23006	7409
1/1/2011	11031	2392	3072	2371	3824	3307	2880	2971	3976	5174	6535	1514	
2/1/2011	8788	1488	1937	2442	2218	2056	2205	2666	2969	2932	435		
3/1/2011	11151	1478	2498	2378	2436	2125	2797	3568	4230	985			
4/1/2011	7320	1435	1329	1299	1395	2088	1935	2215	531				
5/1/2011	6087	1123	890	920	1494	2345	1946	802					
6/1/2011	5652	939	733	1513	1723	2504	622						
7/1/2011	5024	525	1353	1387	1839	529							
8/1/2011	4822	1608	2872	2780	905								
9/1/2011	8343	2483	2719	874									
10/1/2011	11878	3643	907										
11/1/2011	11249	1152											
12/1/2011	996												

SALES CONTRIBUTION BY COHORT													
	Column Labels												
Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12
12/1/2010	\$554,604	\$271,617	\$230,856	\$302,509	\$200,928	\$321,612	\$312,894	\$303,907	\$310,883	\$466,581	\$438,836	\$510,982	\$182,815
1/1/2011	\$203,458	\$56,169	\$62,265	\$41,516	\$82,313	\$84,010	\$70,219	\$72,886	\$74,431	\$104,181	\$122,027	\$27,851	
2/1/2011	\$149,521	\$25,260	\$37,456	\$45,852	\$35,667	\$31,082	\$47,665	\$55,840	\$51,862	\$60,545	\$9,367		
3/1/2011	\$189,930	\$26,383	\$53,694	\$40,324	\$46,760	\$38,360	\$60,622	\$61,706	\$65,304	\$11,252			
4/1/2011	\$119,764	\$28,921	\$24,928	\$23,892	\$26,007	\$29,653	\$28,224	\$33,890	\$6,292				
5/1/2011	\$115,859	\$17,664	\$18,877	\$17,889	\$26,592	\$32,952	\$31,402	\$10,629					
6/1/2011	\$92,527	\$13,619	\$13,893	\$29,925	\$25,836	\$39,764	\$7,926						
7/1/2011	\$65,883	\$11,126	\$15,396	\$17,223	\$19,329	\$6,056							
8/1/2011	\$77,658	\$19,122	\$33,062	\$39,925	\$14,143								
9/1/2011	\$153,279	\$25,794	\$35,798	\$12,272									
10/1/2011	\$154,931	\$39,210	\$12,279										
11/1/2011	\$134,231	\$14,848											
12/1/2011	\$26,777												

	AVERAGE SALE VALUE BY COHORT												
	Column Labels												
Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12
12/1/2010	\$20.66	\$24.96	\$25.14	\$24.98	\$19.91	\$25.48	\$26.45	\$25.37	\$25.98	\$31.14	\$30.56	\$22.21	\$24.67
1/1/2011	\$18.44	\$23.48	\$20.27	\$17.51	\$21.53	\$25.40	\$24.38	\$24.53	\$18.72	\$20.14	\$18.67	\$18.40	
2/1/2011	\$17.01	\$16.98	\$19.34	\$18.78	\$16.08	\$15.12	\$21.62	\$20.95	\$17.47	\$20.65	\$21.53		
3/1/2011	\$17.03	\$17.85	\$21.49	\$16.96	\$19.20	\$18.05	\$21.67	\$17.29	\$15.44	\$11.42			
4/1/2011	\$16.36	\$20.15	\$18.76	\$18.39	\$18.64	\$14.20	\$14.59	\$15.30	\$11.85				
5/1/2011	\$19.03	\$15.73	\$21.21	\$19.44	\$17.80	\$14.05	\$16.14	\$13.25					
6/1/2011	\$16.37	\$14.50	\$18.95	\$19.78	\$14.99	\$15.88	\$12.74						
7/1/2011	\$13.11	\$21.19	\$11.38	\$12.42	\$10.51	\$11.45							
8/1/2011	\$16.10	\$11.89	\$11.51	\$14.36	\$15.63								
9/1/2011	\$18.37	\$10.39	\$13.17	\$14.04									
10/1/2011	\$13.04	\$10.76	\$13.54										
11/1/2011	\$11.93	\$12.89											
12/1/2011	\$26.88												