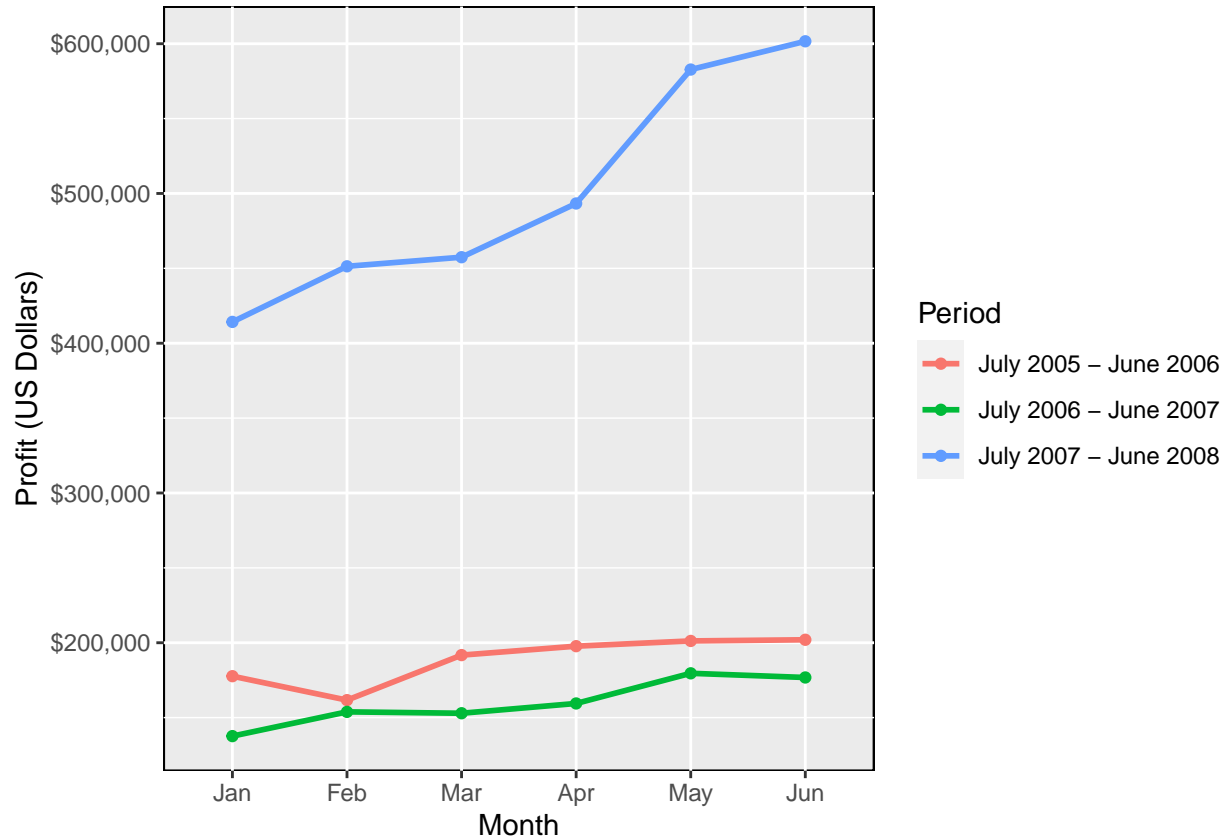


Monthly Profits Year Over Year

Total profits January 2008 - June 2008: **\$3,000,721.22**

Total profits January 2007 - June 2007: **\$960,215.13**

Total profits January 2006 - June 2006: **\$1,131,950.02**



Month	Prior	Current	Diff	% Change
Jan	\$137,647.35	\$414,233.10	\$276,585.75	200.9%
Feb	\$153,831.98	\$451,356.52	\$297,524.55	193.4%
Mar	\$152,911.69	\$457,439.03	\$304,527.34	199.2%
Apr	\$159,446.17	\$493,324.30	\$333,878.14	209.4%
May	\$179,581.17	\$582,750.56	\$403,169.39	224.5%
Jun	\$176,796.78	\$601,617.70	\$424,820.92	240.3%
All	\$960,215.13	\$3,000,721.22	\$2,040,506.09	212.5%

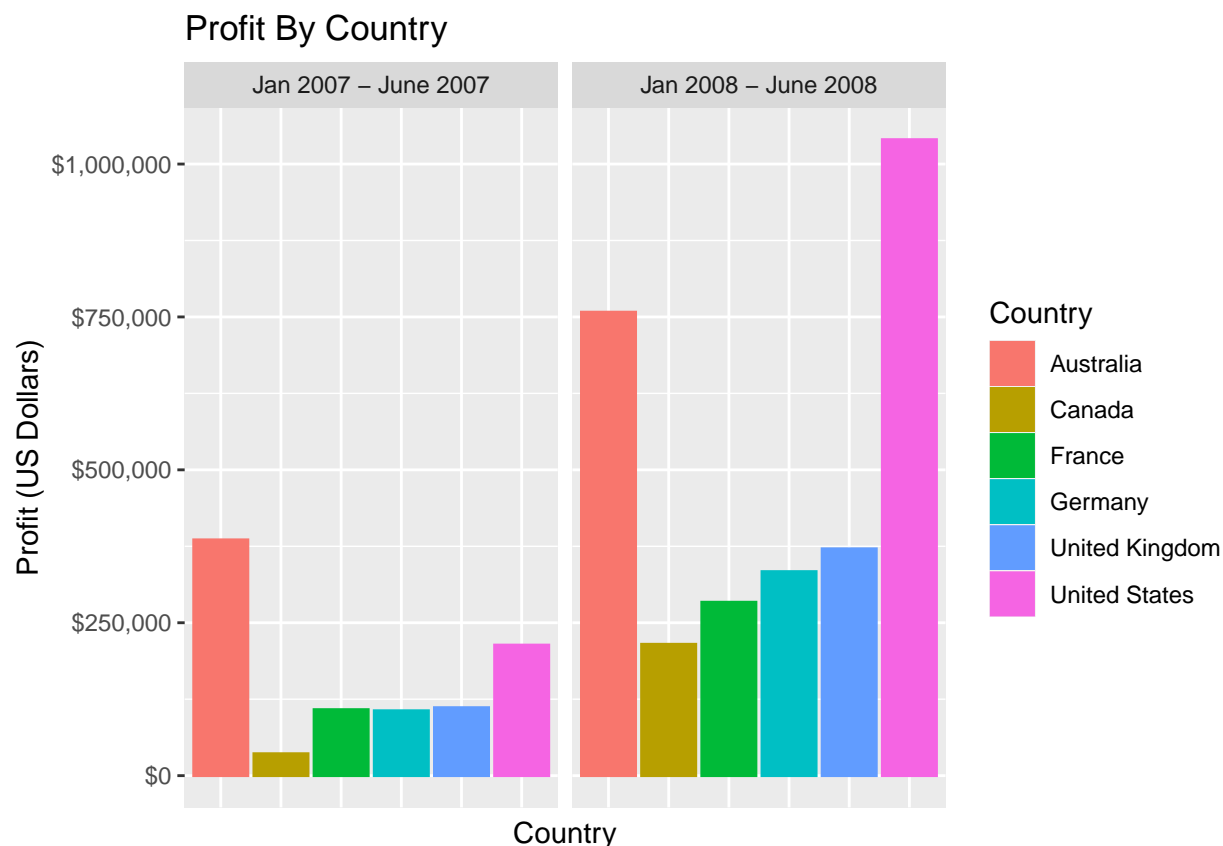
Our data indicates that profits are up year over year for all months of the 2008 calendar year. Bikes are our most profitable market, netting \$2,751,950.59 of profit between January 2008 and June 2008. Bikes netted a profit of \$960,215.13 from Jan 2007 through June 2007, and was our only sales market.

Part of what aided the increase in Bikes YOY was the introduction of a new subcategory, *Touring Bikes*. *Mountain Bikes*, however, are still our most profitable bike type.

Additionally, we've expanded our markets into both *Accessories* (netting \$194,490.76 in profit in 2008), and *Clothing* (netting \$54,279.87 in profit in 2008).

Regional Changes

There were fair amount of regional differences that also contributed to increased profits YOY. Most notably, Australia used to be the most profitable region, but currently, our most profitable region is the United States:



Country	Prior	Current	Diff	% Change
United States	\$213,525.44	\$1,039,936.78	\$826,411.34	387.0%
Australia	\$385,547.10	\$757,853.51	\$372,306.41	96.6%
United Kingdom	\$111,198.62	\$370,902.49	\$259,703.87	233.5%
Germany	\$106,121.55	\$333,641.21	\$227,519.65	214.4%
France	\$107,944.36	\$283,568.08	\$175,623.72	162.7%
Canada	\$35,878.07	\$214,819.16	\$178,941.09	498.7%
All	\$960,215.13	\$3,000,721.22	\$2,040,506.09	212.5%

Every Region has seen significant year over year increases, with even less profitable regions being more profitable in January 2008 - June 2008 than some of our highest performing regions in January 2007 - June 2007.