



SM MULTIMEDIA REPORT



| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|--------------------------------|------------|-----------------------|
| April 2008 | | | |
| May 2011 | HL Road Frame - Black, 58 | \$1,431.50 | |
| | HL Road Frame - Red, 58 | \$1,431.50 | |
| | May 2011 | | |
| | AWC Logo Cap | \$8.99 | |
| | HL Mountain Frame - Black, 38 | \$1,349.60 | |
| | HL Mountain Frame - Black, 42 | \$1,349.60 | |
| | HL Mountain Frame - Black, 44 | \$1,349.60 | Tuesday, May 29, 2012 |
| | HL Mountain Frame - Black, 46 | \$1,349.60 | |
| | HL Mountain Frame - Black, 48 | \$1,349.60 | Tuesday, May 29, 2012 |
| | HL Mountain Frame - Silver, 38 | \$1,364.50 | |
| | HL Mountain Frame - Silver, 42 | \$1,364.50 | |
| | HL Mountain Frame - Silver, 44 | \$1,364.50 | Tuesday, May 29, 2012 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|--------------------------------|------------|-------------------------|
| May 2011 | HL Mountain Frame - Silver, 46 | \$1,364.50 | |
| | HL Mountain Frame - Silver, 48 | \$1,364.50 | Tuesday, May 29, 2012 |
| | HL Road Frame - Red, 44 | \$1,431.50 | |
| | HL Road Frame - Red, 48 | \$1,431.50 | |
| | HL Road Frame - Red, 52 | \$1,431.50 | |
| | HL Road Frame - Red, 56 | \$1,431.50 | |
| | HL Road Frame - Red, 62 | \$1,431.50 | |
| | LL Road Frame - Black, 44 | \$337.22 | |
| | LL Road Frame - Black, 48 | \$337.22 | |
| | LL Road Frame - Black, 52 | \$337.22 | |
| | LL Road Frame - Black, 58 | \$337.22 | |
| | LL Road Frame - Black, 60 | \$337.22 | |
| | LL Road Frame - Black, 62 | \$337.22 | |
| | LL Road Frame - Red, 44 | \$337.22 | Wednesday, May 29, 2013 |
| | LL Road Frame - Red, 48 | \$337.22 | Wednesday, May 29, 2013 |
| | LL Road Frame - Red, 52 | \$337.22 | Wednesday, May 29, 2013 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-----------------------------|------------|-------------------------|
| May 2011 | LL Road Frame - Red, 58 | \$337.22 | Wednesday, May 29, 2013 |
| | LL Road Frame - Red, 60 | \$337.22 | Wednesday, May 29, 2013 |
| | LL Road Frame - Red, 62 | \$337.22 | Wednesday, May 29, 2013 |
| | Long-Sleeve Logo Jersey, L | \$49.99 | |
| | Long-Sleeve Logo Jersey, M | \$49.99 | |
| | Long-Sleeve Logo Jersey, S | \$49.99 | |
| | Long-Sleeve Logo Jersey, XL | \$49.99 | |
| | ML Road Frame - Red, 44 | \$594.83 | Tuesday, May 29, 2012 |
| | ML Road Frame - Red, 48 | \$594.83 | Tuesday, May 29, 2012 |
| | ML Road Frame - Red, 52 | \$594.83 | Tuesday, May 29, 2012 |
| | ML Road Frame - Red, 58 | \$594.83 | Tuesday, May 29, 2012 |
| | ML Road Frame - Red, 60 | \$594.83 | Tuesday, May 29, 2012 |
| | Mountain Bike Socks, L | \$9.50 | Tuesday, May 29, 2012 |
| | Mountain Bike Socks, M | \$9.50 | Tuesday, May 29, 2012 |
| | Mountain-100 Black, 38 | \$3,374.99 | Tuesday, May 29, 2012 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------|------------|-----------------------|
| May 2011 | Mountain-100 Black, 42 | \$3,374.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Black, 44 | \$3,374.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Black, 48 | \$3,374.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Silver, 38 | \$3,399.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Silver, 42 | \$3,399.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Silver, 44 | \$3,399.99 | Tuesday, May 29, 2012 |
| | Mountain-100 Silver, 48 | \$3,399.99 | Tuesday, May 29, 2012 |
| | Road-150 Red, 44 | \$3,578.27 | Tuesday, May 29, 2012 |
| | Road-150 Red, 48 | \$3,578.27 | Tuesday, May 29, 2012 |
| | Road-150 Red, 52 | \$3,578.27 | Tuesday, May 29, 2012 |
| | Road-150 Red, 56 | \$3,578.27 | Tuesday, May 29, 2012 |
| | Road-150 Red, 62 | \$3,578.27 | Tuesday, May 29, 2012 |
| | Road-450 Red, 44 | \$1,457.99 | Tuesday, May 29, 2012 |
| | Road-450 Red, 48 | \$1,457.99 | Tuesday, May 29, 2012 |
| | Road-450 Red, 52 | \$1,457.99 | Tuesday, May 29, 2012 |
| | Road-450 Red, 58 | \$1,457.99 | Tuesday, May 29, 2012 |
| | Road-450 Red, 60 | \$1,457.99 | Tuesday, May 29, 2012 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------|------------|-------------------------|
| May 2011 | Road-650 Black, 44 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Black, 48 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Black, 52 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Black, 58 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Black, 60 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Black, 62 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 44 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 48 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 52 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 58 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 60 | \$782.99 | Wednesday, May 29, 2013 |
| | Road-650 Red, 62 | \$782.99 | Wednesday, May 29, 2013 |
| | Sport-100 Helmet, Black | \$34.99 | |
| | Sport-100 Helmet, Blue | \$34.99 | |
| | Sport-100 Helmet, Red | \$34.99 | |
| May 2012 | Cable Lock | \$25.00 | Wednesday, May 29, 2013 |
| | Full-Finger Gloves, L | \$37.99 | Wednesday, May 29, 2013 |
| | | | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|---------------------------|------------|-------------------------|
| May 2012 | Full-Finger Gloves, M | \$37.99 | Wednesday, May 29, 2013 |
| | Full-Finger Gloves, S | \$37.99 | Wednesday, May 29, 2013 |
| | Half-Finger Gloves, L | \$24.49 | |
| | Half-Finger Gloves, M | \$24.49 | |
| | Half-Finger Gloves, S | \$24.49 | |
| | Headlights - Dual-Beam | \$34.99 | Wednesday, May 29, 2013 |
| | Headlights - Weatherproof | \$44.99 | Wednesday, May 29, 2013 |
| | HL Fork | \$229.49 | Wednesday, May 29, 2013 |
| | HL Headset | \$124.73 | Wednesday, May 29, 2013 |
| | HL Mountain Front Wheel | \$300.22 | Wednesday, May 29, 2013 |
| | HL Mountain Handlebars | \$120.27 | |
| | HL Mountain Rear Wheel | \$327.22 | Wednesday, May 29, 2013 |
| | HL Road Frame - Black, 44 | \$1,431.50 | |
| | HL Road Frame - Black, 48 | \$1,431.50 | |
| | HL Road Frame - Black, 52 | \$1,431.50 | |
| | HL Road Frame - Black, 62 | \$1,431.50 | |
| | HL Road Front Wheel | \$330.06 | Wednesday, May 29, 2013 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------|------------|-------------------------|
| May 2012 | HL Road Handlebars | \$120.27 | |
| | HL Road Rear Wheel | \$357.06 | Wednesday, May 29, 2013 |
| | LL Fork | \$148.22 | Wednesday, May 29, 2013 |
| | LL Headset | \$34.20 | Wednesday, May 29, 2013 |
| | LL Mountain Front Wheel | \$60.75 | Wednesday, May 29, 2013 |
| | LL Mountain Handlebars | \$44.54 | |
| | LL Mountain Rear Wheel | \$87.75 | Wednesday, May 29, 2013 |
| | LL Road Front Wheel | \$85.57 | Wednesday, May 29, 2013 |
| | LL Road Handlebars | \$44.54 | |
| | LL Road Rear Wheel | \$112.57 | Wednesday, May 29, 2013 |
| | Men's Bib-Shorts, L | \$89.99 | Wednesday, May 29, 2013 |
| | Men's Bib-Shorts, M | \$89.99 | Wednesday, May 29, 2013 |
| | Men's Bib-Shorts, S | \$89.99 | Wednesday, May 29, 2013 |
| | Men's Sports Shorts, L | \$59.99 | Wednesday, May 29, 2013 |
| | Men's Sports Shorts, M | \$59.99 | Wednesday, May 29, 2013 |
| | Men's Sports Shorts, S | \$59.99 | Wednesday, May 29, 2013 |
| | Men's Sports Shorts, XL | \$59.99 | Wednesday, May 29, 2013 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------------|------------|-------------------------|
| May 2012 | Minipump | \$19.99 | Wednesday, May 29, 2013 |
| | ML Fork | \$175.49 | Wednesday, May 29, 2013 |
| | ML Headset | \$102.29 | Wednesday, May 29, 2013 |
| | ML Mountain Frame - Black, 38 | \$348.76 | Wednesday, May 29, 2013 |
| | ML Mountain Frame - Black, 40 | \$348.76 | Wednesday, May 29, 2013 |
| | ML Mountain Frame - Black, 44 | \$348.76 | Wednesday, May 29, 2013 |
| | ML Mountain Frame - Black, 48 | \$348.76 | Wednesday, May 29, 2013 |
| | ML Mountain Front Wheel | \$209.03 | Wednesday, May 29, 2013 |
| | ML Mountain Handlebars | \$61.92 | |
| | ML Mountain Rear Wheel | \$236.03 | Wednesday, May 29, 2013 |
| | ML Road Frame-W - Yellow, 38 | \$594.83 | |
| | ML Road Frame-W - Yellow, 40 | \$594.83 | |
| | ML Road Frame-W - Yellow, 42 | \$594.83 | |
| | ML Road Frame-W - Yellow, 44 | \$594.83 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|------------------------------|------------|-------------------------|
| May 2012 | ML Road Frame-W - Yellow, 48 | \$594.83 | |
| | ML Road Front Wheel | \$248.39 | Wednesday, May 29, 2013 |
| | ML Road Handlebars | \$61.92 | |
| | ML Road Rear Wheel | \$275.39 | Wednesday, May 29, 2013 |
| | Mountain Pump | \$24.99 | Wednesday, May 29, 2013 |
| | Mountain-200 Black, 38 | \$2,294.99 | |
| | Mountain-200 Black, 42 | \$2,294.99 | |
| | Mountain-200 Black, 46 | \$2,294.99 | |
| | Mountain-200 Silver, 38 | \$2,319.99 | |
| | Mountain-200 Silver, 42 | \$2,319.99 | |
| | Mountain-200 Silver, 46 | \$2,319.99 | |
| | Mountain-300 Black, 38 | \$1,079.99 | Wednesday, May 29, 2013 |
| | Mountain-300 Black, 40 | \$1,079.99 | Wednesday, May 29, 2013 |
| | Mountain-300 Black, 44 | \$1,079.99 | Wednesday, May 29, 2013 |
| | Mountain-300 Black, 48 | \$1,079.99 | Wednesday, May 29, 2013 |
| | Road-250 Black, 44 | \$2,443.35 | |
| | Road-250 Black, 48 | \$2,443.35 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|------------------------------|------------|-------------------------|
| May 2012 | Road-250 Black, 52 | \$2,443.35 | |
| | Road-250 Black, 58 | \$2,443.35 | |
| | Road-250 Red, 44 | \$2,443.35 | Wednesday, May 29, 2013 |
| | Road-250 Red, 48 | \$2,443.35 | Wednesday, May 29, 2013 |
| | Road-250 Red, 52 | \$2,443.35 | Wednesday, May 29, 2013 |
| | Road-250 Red, 58 | \$2,443.35 | |
| | Road-550-W Yellow, 38 | \$1,120.49 | |
| | Road-550-W Yellow, 40 | \$1,120.49 | |
| | Road-550-W Yellow, 42 | \$1,120.49 | |
| | Road-550-W Yellow, 44 | \$1,120.49 | |
| | Road-550-W Yellow, 48 | \$1,120.49 | |
| | Taillights - Battery-Powered | \$13.99 | Wednesday, May 29, 2013 |
| | Touring Front Wheel | \$218.01 | Wednesday, May 29, 2013 |
| | Touring Rear Wheel | \$245.01 | Wednesday, May 29, 2013 |
| | Touring-Panniers, Large | \$125.00 | Wednesday, May 29, 2013 |
| | Women's Tights, L | \$74.99 | Wednesday, May 29, 2013 |
| | Women's Tights, M | \$74.99 | Wednesday, May 29, 2013 |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-----------------------------|------------|-------------------------|
| May 2012 | Women's Tights, S | \$74.99 | Wednesday, May 29, 2013 |
| May 2013 | All-Purpose Bike Stand | \$159.00 | |
| | Bike Wash - Dissolver | \$7.95 | |
| | Chain | \$20.24 | |
| | Classic Vest, L | \$63.50 | |
| | Classic Vest, M | \$63.50 | |
| | Classic Vest, S | \$63.50 | |
| | Fender Set - Mountain | \$21.98 | |
| | Front Brakes | \$106.50 | |
| | Front Derailleur | \$91.49 | |
| | Hitch Rack - 4-Bike | \$120.00 | |
| | HL Bottom Bracket | \$121.49 | |
| | HL Crankset | \$404.99 | |
| | HL Mountain Pedal | \$80.99 | |
| | HL Mountain Seat/Saddle | \$52.64 | |
| | HL Mountain Tire | \$35.00 | |
| | HL Road Pedal | \$80.99 | |
| | HL Road Seat/Saddle | \$52.64 | |
| | HL Road Tire | \$32.60 | |
| | HL Touring Frame - Blue, 46 | \$1,003.91 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------------|------------|---------------|
| May 2013 | HL Touring Frame - Blue, 50 | \$1,003.91 | |
| | HL Touring Frame - Blue, 54 | \$1,003.91 | |
| | HL Touring Frame - Blue, 60 | \$1,003.91 | |
| | HL Touring Frame - Yellow, 46 | \$1,003.91 | |
| | HL Touring Frame - Yellow, 50 | \$1,003.91 | |
| | HL Touring Frame - Yellow, 54 | \$1,003.91 | |
| | HL Touring Frame - Yellow, 60 | \$1,003.91 | |
| | HL Touring Handlebars | \$91.57 | |
| | HL Touring Seat/Saddle | \$52.64 | |
| | Hydration Pack - 70 oz. | \$54.99 | |
| | LL Bottom Bracket | \$53.99 | |
| | LL Crankset | \$175.49 | |
| | LL Mountain Frame - Black, 40 | \$249.79 | |
| | LL Mountain Frame - Black, 42 | \$249.79 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|--------------------------------|------------|---------------|
| May 2013 | LL Mountain Frame - Black, 44 | \$249.79 | |
| | LL Mountain Frame - Black, 48 | \$249.79 | |
| | LL Mountain Frame - Black, 52 | \$249.79 | |
| | LL Mountain Frame - Silver, 40 | \$264.05 | |
| | LL Mountain Frame - Silver, 42 | \$264.05 | |
| | LL Mountain Frame - Silver, 44 | \$264.05 | |
| | LL Mountain Frame - Silver, 48 | \$264.05 | |
| | LL Mountain Frame - Silver, 52 | \$264.05 | |
| | LL Mountain Pedal | \$40.49 | |
| | LL Mountain Seat/Saddle | \$27.12 | |
| | LL Mountain Tire | \$24.99 | |
| | LL Road Pedal | \$40.49 | |
| | LL Road Seat/Saddle | \$27.12 | |
| | LL Road Tire | \$21.49 | |



SM MULTIMEDIA REPORT



| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------------|------------|---------------|
| May 2013 | LL Touring Frame - Blue, 44 | \$333.42 | |
| | LL Touring Frame - Blue, 50 | \$333.42 | |
| | LL Touring Frame - Blue, 54 | \$333.42 | |
| | LL Touring Frame - Blue, 58 | \$333.42 | |
| | LL Touring Frame - Blue, 62 | \$333.42 | |
| | LL Touring Frame - Yellow, 44 | \$333.42 | |
| | LL Touring Frame - Yellow, 50 | \$333.42 | |
| | LL Touring Frame - Yellow, 54 | \$333.42 | |
| | LL Touring Frame - Yellow, 58 | \$333.42 | |
| | LL Touring Frame - Yellow, 62 | \$333.42 | |
| | LL Touring Handlebars | \$46.09 | |
| | LL Touring Seat/Saddle | \$27.12 | |
| | ML Bottom Bracket | \$101.24 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|----------------------------------|------------|---------------|
| May 2013 | ML Crankset | \$256.49 | |
| | ML Mountain Frame-W - Silver, 38 | \$364.09 | |
| | ML Mountain Frame-W - Silver, 40 | \$364.09 | |
| | ML Mountain Frame-W - Silver, 42 | \$364.09 | |
| | ML Mountain Frame-W - Silver, 46 | \$364.09 | |
| | ML Mountain Pedal | \$62.09 | |
| | ML Mountain Seat/Saddle | \$39.14 | |
| | ML Mountain Tire | \$29.99 | |
| | ML Road Pedal | \$62.09 | |
| | ML Road Seat/Saddle | \$39.14 | |
| | ML Road Tire | \$24.99 | |
| | ML Touring Seat/Saddle | \$39.14 | |
| | Mountain Bottle Cage | \$9.99 | |
| | Mountain Tire Tube | \$4.99 | |
| | Mountain-400-W Silver, 38 | \$769.49 | |
| | Mountain-400-W Silver, 40 | \$769.49 | |
| | Mountain-400-W Silver, 42 | \$769.49 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|---------------------------|------------|---------------|
| May 2013 | Mountain-400-W Silver, 46 | \$769.49 | |
| | Mountain-500 Black, 40 | \$539.99 | |
| | Mountain-500 Black, 42 | \$539.99 | |
| | Mountain-500 Black, 44 | \$539.99 | |
| | Mountain-500 Black, 48 | \$539.99 | |
| | Mountain-500 Black, 52 | \$539.99 | |
| | Mountain-500 Silver, 40 | \$564.99 | |
| | Mountain-500 Silver, 42 | \$564.99 | |
| | Mountain-500 Silver, 44 | \$564.99 | |
| | Mountain-500 Silver, 48 | \$564.99 | |
| | Mountain-500 Silver, 52 | \$564.99 | |
| | Patch Kit/8 Patches | \$2.29 | |
| | Racing Socks, L | \$8.99 | |
| | Racing Socks, M | \$8.99 | |
| | Rear Brakes | \$106.50 | |
| | Rear Derailleur | \$121.46 | |
| | Road Bottle Cage | \$8.99 | |
| | Road Tire Tube | \$3.99 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|---------------------------------|------------|---------------|
| May 2013 | Road-350-W Yellow, 40 | \$1,700.99 | |
| | Road-350-W Yellow, 42 | \$1,700.99 | |
| | Road-350-W Yellow, 44 | \$1,700.99 | |
| | Road-350-W Yellow, 48 | \$1,700.99 | |
| | Road-750 Black, 44 | \$539.99 | |
| | Road-750 Black, 48 | \$539.99 | |
| | Road-750 Black, 52 | \$539.99 | |
| | Road-750 Black, 58 | \$539.99 | |
| | Short-Sleeve Classic Jersey, L | \$53.99 | |
| | Short-Sleeve Classic Jersey, M | \$53.99 | |
| | Short-Sleeve Classic Jersey, S | \$53.99 | |
| | Short-Sleeve Classic Jersey, XL | \$53.99 | |
| | Touring Pedal | \$80.99 | |
| | Touring Tire | \$28.99 | |
| | Touring Tire Tube | \$4.99 | |
| | Touring-1000 Blue, 46 | \$2,384.07 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|-------------------------|------------|---------------|
| May 2013 | Touring-1000 Blue, 50 | \$2,384.07 | |
| | Touring-1000 Blue, 54 | \$2,384.07 | |
| | Touring-1000 Blue, 60 | \$2,384.07 | |
| | Touring-1000 Yellow, 46 | \$2,384.07 | |
| | Touring-1000 Yellow, 50 | \$2,384.07 | |
| | Touring-1000 Yellow, 54 | \$2,384.07 | |
| | Touring-1000 Yellow, 60 | \$2,384.07 | |
| | Touring-2000 Blue, 46 | \$1,214.85 | |
| | Touring-2000 Blue, 50 | \$1,214.85 | |
| | Touring-2000 Blue, 54 | \$1,214.85 | |
| | Touring-2000 Blue, 60 | \$1,214.85 | |
| | Touring-3000 Blue, 44 | \$742.35 | |
| | Touring-3000 Blue, 50 | \$742.35 | |
| | Touring-3000 Blue, 54 | \$742.35 | |
| | Touring-3000 Blue, 58 | \$742.35 | |
| | Touring-3000 Blue, 62 | \$742.35 | |
| | Touring-3000 Yellow, 44 | \$742.35 | |



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| Sell Start Date | Product Name | List Price | Sell End Date |
|-----------------|----------------------------|------------|---------------|
| May 2013 | Touring-3000 Yellow, 50 | \$742.35 | |
| | Touring-3000 Yellow, 54 | \$742.35 | |
| | Touring-3000 Yellow, 58 | \$742.35 | |
| | Touring-3000 Yellow, 62 | \$742.35 | |
| | Water Bottle - 30 oz. | \$4.99 | |
| | Women's Mountain Shorts, L | \$69.99 | |
| | Women's Mountain Shorts, M | \$69.99 | |
| | Women's Mountain Shorts, S | \$69.99 | |