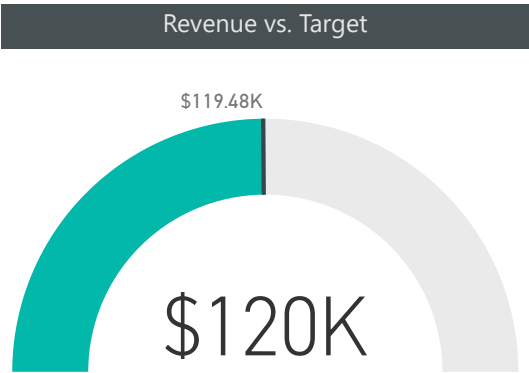
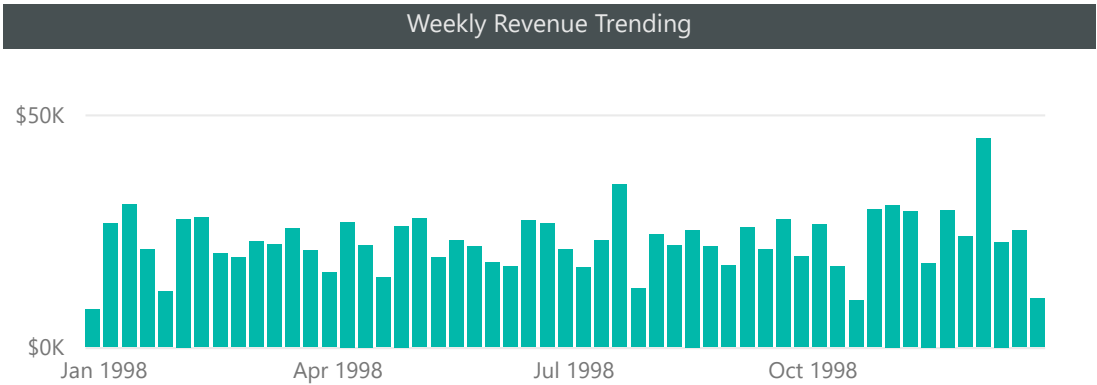
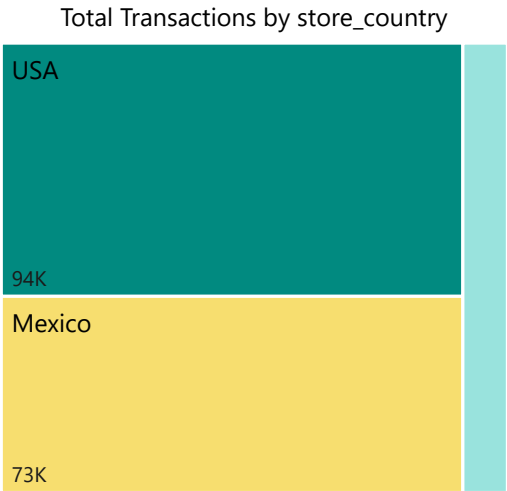
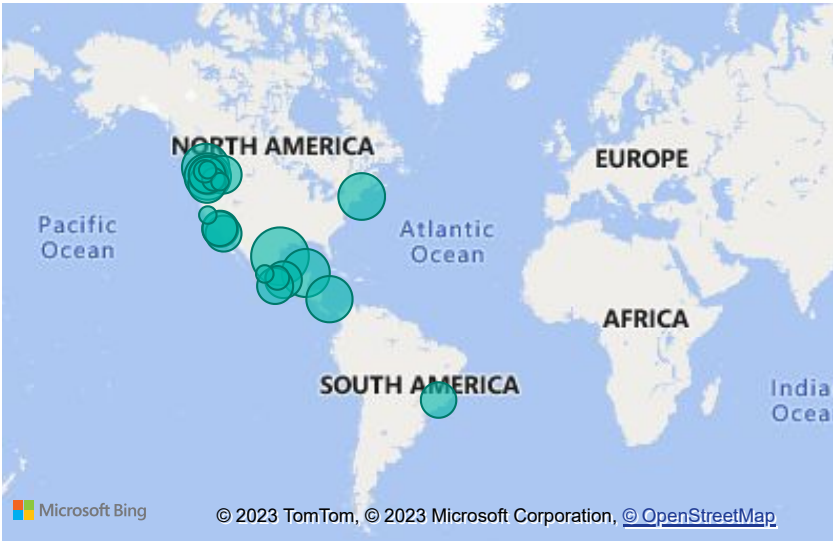


Product Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	5,342	\$21,753	58.64%	0.95%
Ebony	5,238	\$20,354	59.81%	0.96%
Tell Tale	5,112	\$19,982	58.05%	0.99%
Tri-State	5,099	\$19,980	58.91%	1.10%
High Top	4,940	\$19,810	60.42%	1.01%
Nationeel	4,408	\$18,617	60.44%	1.18%
Best Choice	4,218	\$18,355	60.64%	0.81%
Horatio	4,195	\$17,737	58.42%	1.26%
Fort West	4,108	\$15,834	59.80%	0.97%
Fast	4,097	\$16,469	61.03%	1.07%
Sunset	3,953	\$14,018	60.45%	1.03%
Carrington	3,891	\$14,883	59.52%	0.78%
Red Wing	3,870	\$15,870	59.36%	1.06%
Big Time	3,816	\$15,560	60.20%	1.05%
Cormorant	3,744	\$15,749	61.60%	0.87%
Imagine	3,634	\$15,102	61.40%	1.06%
Super	3,618	\$13,868	60.59%	0.96%
Denny	3,584	\$16,015	58.02%	0.99%
High Quality	3,577	\$16,139	59.98%	1.13%
Golden	3,550	\$13,256	58.72%	0.88%
BBB Best	3,514	\$12,991	62.12%	0.80%
PigTail	3,467	\$11,617	60.68%	1.04%
Plato	3,352	\$12,748	63.55%	1.06%
Landslide	3,270	\$10,647	58.65%	0.98%
CDR	3,078	\$12,062	58.98%	1.11%
Better	2,823	\$9,179	61.15%	1.07%
Total	1,13,668	\$4,49,627	59.94%	1.00%

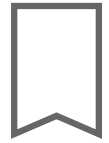
- Select all
- Canada
- Mexico
- USA



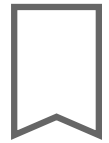
PERFORMANCE NOTES:



Portland reached 1,000 sales in December to close out the year



High Top product returns doubled in Mexico (4 to 8), at a return rate of 1.2%



Plato products drove the strongest overall profit margin (63.55%) in 1998

METRIC

store_country	Total Revenue	Total Transactions	Total Returns	Total Profit
Canada	\$9,629	1,459	42	\$5,798
Mexico	\$48,622	7,350	198	\$28,976
USA	\$61,910	9,516	256	\$36,909
Total	\$1,20,161	18,325	496	\$71,682