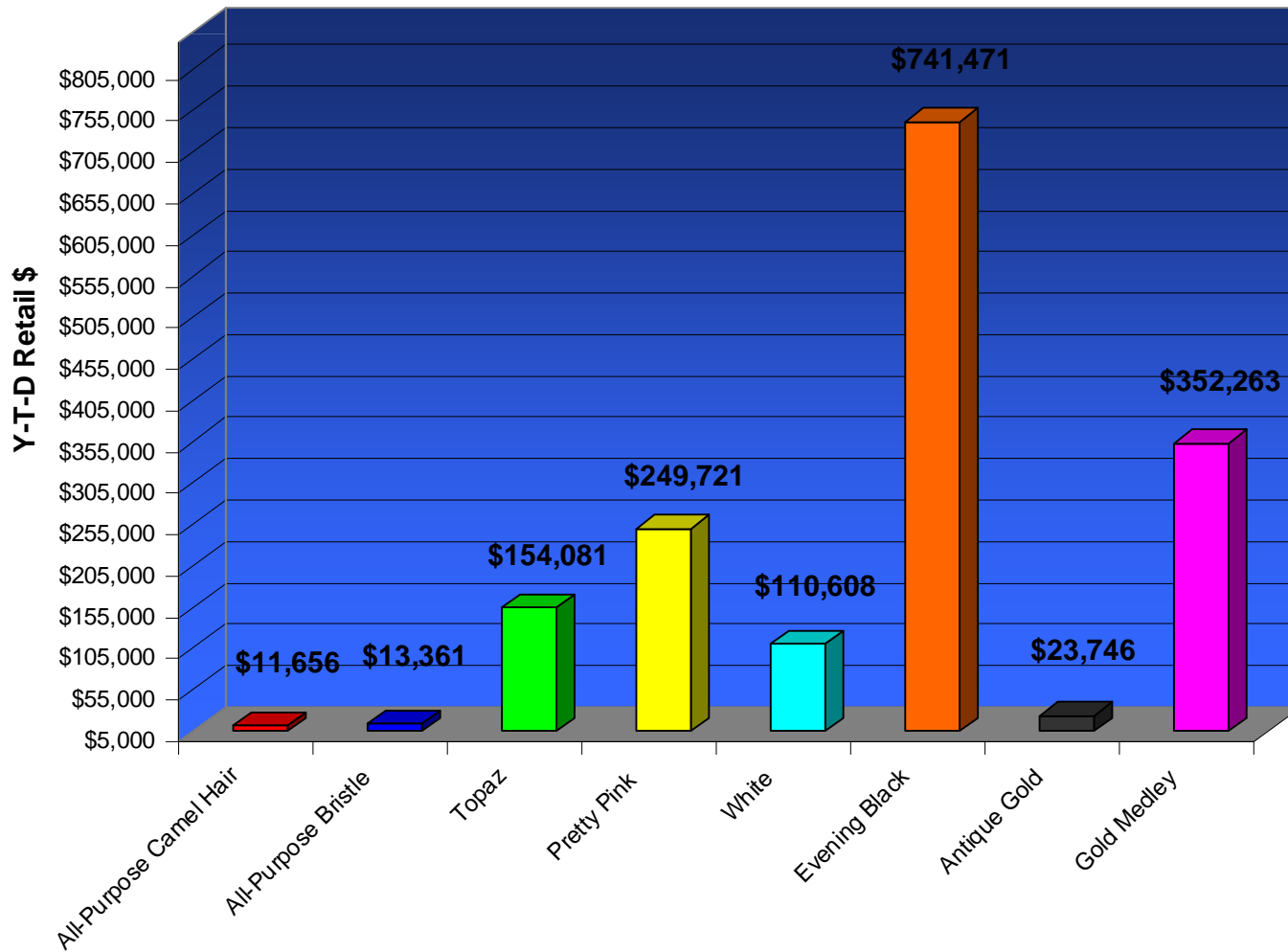


POS Performance Weekly Report – Data Fiscal YTD thru 3/7



Evening Black Category Summary Y-T-D



EVENING BLACK P.O.S. SUMMARY	TOTAL
TY Total Units Sold	221,110
TY Total Retail Sales	\$ 741,471
TY Avg. Retail Price	\$ 3.35
TY Avg. Units / SKU	55,278
TY Avg. Retail \$ / SKU	\$ 185,368
LY Total Units Sold	224,439
LY Total Retail Sales	\$ 798,236
LY Avg. Retail Price	\$ 3.56
% Change Units Y-O-Y	-1%
% Change Dollars Y-O-Y	-7%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	47,631
Prior Week - Units Sold	36,620
Current Week - Retail Dollars	\$ 140,688
Prior Week - Retail Dollars	\$ 134,401
% Change Units	30%
% Change Retail Dollars	5%

- Last Week: Heavily Promoted (UP 30% in Units vs Prior Wk)
- YTD: Matching Last Year in Volume – **DWN 7%** in \$



Gold Medley Category Summary Y-T-D



GOLD MEDLEY P.O.S. SUMMARY	TOTAL
TY Total Units Sold	141,698
TY Total Retail Sales	\$ 352,263
TY Avg. Retail Price	\$ 2.49
TY Avg. Units / SKU	35,425
TY Avg. Retail \$ / SKU	\$ 88,066
LY Total Units Sold	190,604
LY Total Retail Sales	\$ 424,625
LY Avg. Retail Price	\$ 2.23
% Change Units Y-O-Y	-26%
% Change Dollars Y-O-Y	-17%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	23,151
Prior Week - Units Sold	24,324
Current Week - Retail Dollars	\$ 61,601
Prior Week - Retail Dollars	\$ 63,140
% Change Units	-5%
% Change Retail Dollars	-2%

- Last Week: Performance Within 5% of Prior Week
- YTD: DWN Considerable Dbl Digit Totals





All Purpose- Camel Hair Category Summary Y-T-D

ALL PURPOSE CAMEL HAIR P.O.S. SUMMARY	TOTAL
TY Total Units Sold	986
TY Total Retail Sales	\$ 11,656
TY Avg. Retail Price	\$ 11.82
TY Avg. Units / SKU	247
TY Avg. Retail \$ / SKU	\$ 2,914
LY Total Units Sold	4,099
LY Total Retail Sales	\$ 45,761
LY Avg. Retail Price	\$ 11.16
% Change Units Y-O-Y	-76%
% Change Dollars Y-O-Y	-75%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	178
Prior Week - Units Sold	207
Current Week - Retail Dollars	\$ 2,089
Prior Week - Retail Dollars	\$ 2,538
% Change Units	-14%
% Change Retail Dollars	-18%

- One Item Generating > 80% of Sales



All Purpose Bristle Category Summary Y-T-D

ALL PURPOSE BRISTLE P.O.S. SUM	TOTAL
TY Total Units Sold	695
TY Total Retail Sales	\$ 13,361
TY Avg. Retail Price	\$ 19.22
TY Avg. Units / SKU	174
TY Avg. Retail \$ / SKU	\$ 3,340
LY Total Units Sold	1,315
LY Total Retail Sales	\$ 27,185
LY Avg. Retail Price	\$ 20.67
% Change Units Y-O-Y	-47%
% Change Dollars Y-O-Y	-51%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	212
Prior Week - Units Sold	148
Current Week - Retail Dollars	\$ 4,737
Prior Week - Retail Dollars	\$ 3,004
% Change Units	43%
% Change Retail Dollars	58%

- Unit Sales UP 50% vs Prior Week

Topaz Category Summary Y-T-D



TOPAZ P.O.S. SUMMARY	TOTAL
TY Total Units Sold	25,513
TY Total Retail Sales	\$ 154,081
TY Avg. Retail Price	\$ 6.04
TY Avg. Units / SKU	6,378
TY Avg. Retail \$ / SKU	\$ 38,520
LY Total Units Sold	33,583
LY Total Retail Sales	\$ 185,419
LY Avg. Retail Price	\$ 5.52
% Change Units Y-O-Y	-24%
% Change Dollars Y-O-Y	-17%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	5,601
Prior Week - Units Sold	4,287
Current Week - Retail Dollars	\$ 30,289
Prior Week - Retail Dollars	\$ 29,286
% Change Units	31%
% Change Retail Dollars	3%

- Last Week: Price Promotion in Category – Volume UP 30% - Dollars Only UP 3%
- YTD: Still DWN Dbl Digits vs Last Year



Pretty Pink Category Summary Y-T-D



PRETTY PINK P.O.S. SUMMARY	TOTAL
TY Total Units Sold	26,165
TY Total Retail Sales	\$ 249,721
TY Avg. Retail Price	\$ 9.54
TY Avg. Units / SKU	6,541
TY Avg. Retail \$ / SKU	\$ 62,430
LY Total Units Sold	19,357
LY Total Retail Sales	\$ 181,364
LY Avg. Retail Price	\$ 9.37
% Change Units Y-O-Y	35%
% Change Dollars Y-O-Y	38%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	4,519
Prior Week - Units Sold	3,834
Current Week - Retail Dollars	\$ 44,077
Prior Week - Retail Dollars	\$ 41,011
% Change Units	18%
% Change Retail Dollars	7%

- Last Week: Solid Increase In Volume vs Prior Week
- YTD: This is 3rd Best Category – Trailing Only Soft Spoken & Stickers!



White Category Summary Y-T-D



WHITE P.O.S. SUMMARY	TOTAL
TY Total Units Sold	47,064
TY Total Retail Sales	\$ 110,608
TY Avg. Retail Price	\$ 2.35
TY Avg. Units / SKU	11,766
TY Avg. Retail \$ / SKU	\$ 27,652
LY Total Units Sold	46,925
LY Total Retail Sales	\$ 103,593
LY Avg. Retail Price	\$ 2.21
% Change Units Y-O-Y	0%
% Change Dollars Y-O-Y	7%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	8,576
Prior Week - Units Sold	8,763
Current Week - Retail Dollars	\$ 20,199
Prior Week - Retail Dollars	\$ 20,723
% Change Units	-2%
% Change Retail Dollars	-3%

- This Week: Sales Mirrored Prior Week (\$20K)
- YTD: Flat in Units – Up 7% in Dollars



Antique Gold Category Summary Y-T-D



ANTIQUER GOLD P.O.S. SUMMARY	TOTAL
TY Total Units Sold	8,130
TY Total Retail Sales	\$ 23,746
TY Avg. Retail Price	\$ 2.92
TY Avg. Units / SKU	2,033
TY Avg. Retail \$ / SKU	\$ 5,937
LY Total Units Sold	15,936
LY Total Retail Sales	\$ 52,386
LY Avg. Retail Price	\$ 3.29
% Change Units Y-O-Y	-49%
% Change Dollars Y-O-Y	-55%
WEEK - BY - WEEK DATA	TOTAL
Current Week - Units Sold	1,547
Prior Week - Units Sold	1,565
Current Week - Retail Dollars	\$ 4,478
Prior Week - Retail Dollars	\$ 4,601
% Change Units	-1%
% Change Retail Dollars	-3%

- This Week: Sales Mirrored Prior Week (\$4.5K)
- YTD: Performance By Item Varies Considerably

