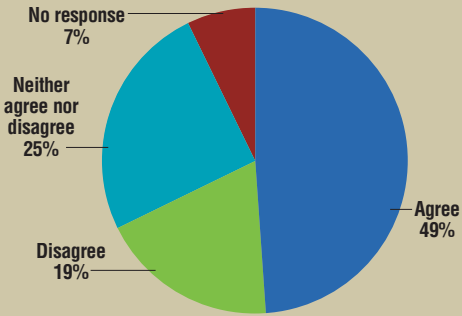


BY THE NUMBERS

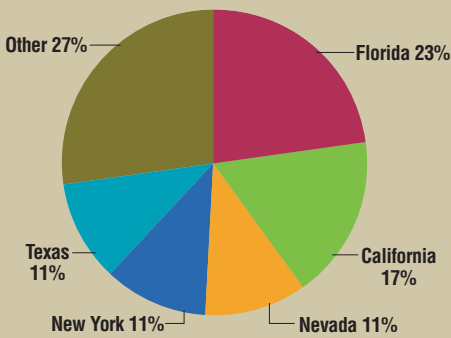
Home for the holidays

When planning a vacation, Americans are more interested in domestic travel than in visiting other countries these days. Florida is the most popular destination.

"I prefer domestic travel over foreign."



Favorite destinations for U.S. travelers in 2004



Source: Simmons Market Research

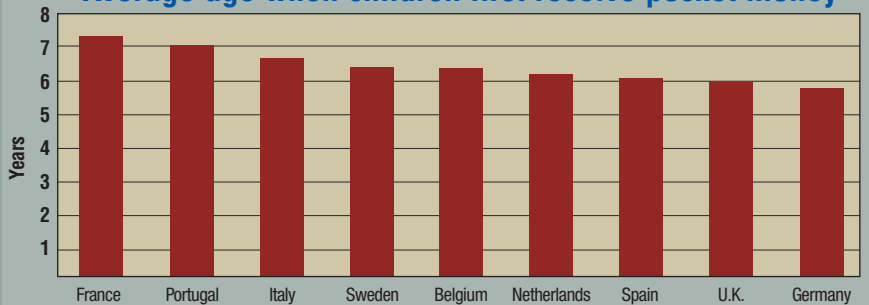
The most developed retail markets in the U.S.

Myrtle Beach, S.C., is the most developed retail market in the U.S. With more than 40 square feet of retail space per capita, the region offers Myrtle Beach residents a variety of shopping options.

	2005 GLA per capita	2005-2010 proj. pop. growth yrly	2005-2010 proj. income growth yrly
1 Myrtle Beach-N. Myrtle Beach-Conway (S.C.)	40.86 sf	2.05%	4.94%
2 Sandusky, Ohio	34.01	-0.31	2.03
3 Cape Coral-Fort Myers (Fla.)	33.16	3.17	7.04
4 Raleigh-Cary (N.C.)	31.10	2.84	5.81
5 Denver-Aurora (Colo.)	29.86	1.39	4.53
6 Elmira, N.Y.	28.78	-0.24	2.21
7 Salisbury, Md.	28.54	0.92	3.59
8 Charlotte-Gastonia (N.C.), Concord, S.C.	28.07	2.17	5.10
9 Phoenix-Mesa-Scottsdale (Ariz.)	27.43	2.72	5.58
10 Atlanta-Sandy Springs-Marietta (Ga.)	27.09	2.25	4.96
10 Naples-Marco Island (Fla.)	27.09	3.87	6.70
NATIONAL AVERAGE	18.19 sf	1.10%	3.81%

Sources: National Research Bureau/CoStar Group; Claritas

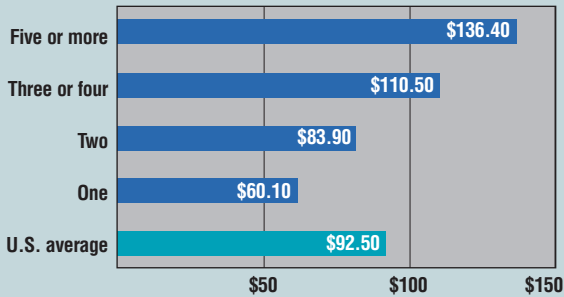
Average age when children first receive pocket money



If toy sales in Germany don't outpace other European nations, it's not because German children don't have the spending money. German parents give their children allowances at a much younger age than parents in neighboring nations, most noticeably France.

Source: NPD Group

Weekly grocery bill by household size



Dollar for dollar, families eat more cheaply than singles. The average U.S. household spends \$92.50 per week on groceries. Single-person households fork over \$60.10 weekly, while households of five or more spend roughly \$136 — about \$27 per person.

Source: Food Marketing Institute

Inside the head of the dollar store shopper

Dollar store chains such as 99 Cents Only and Family Dollar aren't just for the poorest shoppers. About 29 percent of dollar store patrons in the past six months reported annual household income of \$100,000 or more.

What are consumers buying?

Household cleaning or paper products	45%
Greeting cards or gift wrap/bags	34
Snack foods	26
Candy/gum	24
Home decor	18

How much are they spending?

\$17

How many shop more at dollar stores than last year?

32%

Dollar store penetration

(by household income, over past six months)

Less than \$20,000	59%
\$20,000-\$29,999	57
\$30,000-\$39,999	51
\$40,000-\$49,999	47
\$50,000-\$74,999	43
\$75,000-\$99,999	37
\$100,000 or more	29

Source: Retail Forward ShopperScape

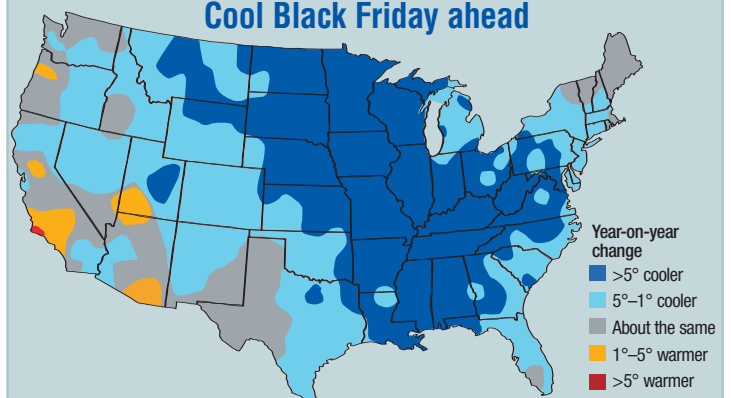
Trophy homes

The most valuable homes in the U.S. are in California. The state boasts the highest percentage of homes worth \$1 million or more. But Eastern states dominate as a region, occupying six places on this top 10 list.

	% of homes worth more than \$1 million	Median home value
1 California	4.09%	\$316,759
2 Connecticut	3.27	215,496
3 District of Columbia	3.25	246,310
4 Massachusetts	2.17	300,767
5 New York	2.14	196,085
6 Hawaii	1.92	302,315
7 New Jersey	1.54	240,145
8 Wyoming	1.25	108,446
9 Rhode Island	1.05	199,745
10 Washington	0.95	188,643
U.S. AVERAGE	1.02%	\$139,759

Source: U.S. Census Bureau (2003)

Cool Black Friday ahead



Cold fall weather drives demand for fall and winter apparel and other seasonal merchandise, so an expectedly cold November this year should boost demand from a year ago, when the month was relatively warm. The last cold November was in 2000, which prompted a 4 percent jump in sales. That bodes well for this year, which will be similarly cold. Not only will the all-important start to the holiday shopping season around Black Friday get off to a cold start, but it will be much drier nationally too, which also helps store traffic and sales.

Source: SDI/Weather Trends