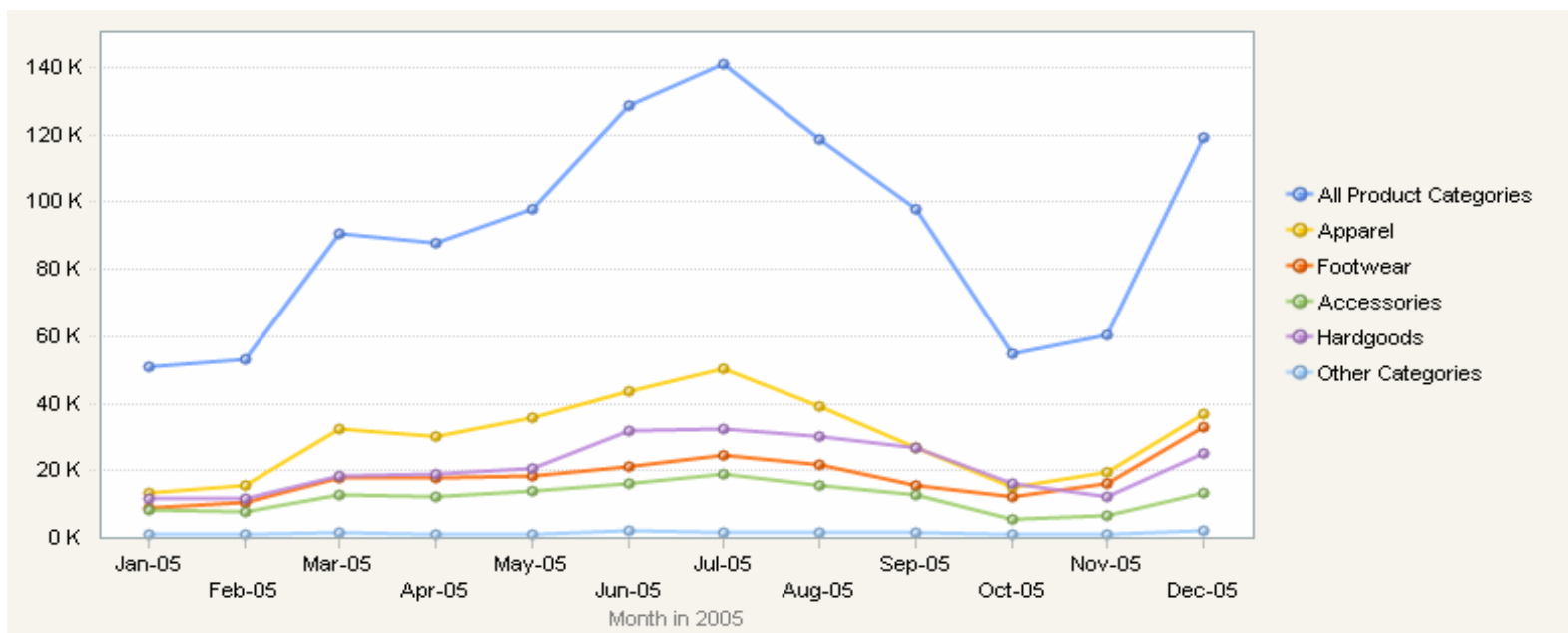


## Average Dollar Sales (2005)



	05-Jan	05-Feb	05-Mar	05-Apr	05-May	05-Jun	05-Jul	05-Aug	05-Sep	05-Oct	05-Nov	05-Dec	Total
All Product Categories*	5%	5%	8%	8%	9%	12%	13%	11%	9%	5%	5%	11%	100%
Apparel	4%	4%	9%	8%	10%	12%	14%	11%	8%	4%	5%	10%	100%
Footwear	4%	5%	8%	8%	9%	10%	11%	10%	7%	6%	7%	15%	100%
Accessories	6%	5%	9%	9%	10%	11%	13%	11%	9%	4%	5%	9%	100%
Hardgoods	5%	5%	7%	7%	8%	12%	13%	12%	10%	6%	5%	10%	100%
Other Categories	6%	5%	8%	7%	7%	12%	11%	10%	8%	6%	6%	13%	100%

\*Note: "All Product Categories" includes Wetsuits, but Wetsuits are not broken out separately because too few retailers on the panel carried wetsuits in 2005.