

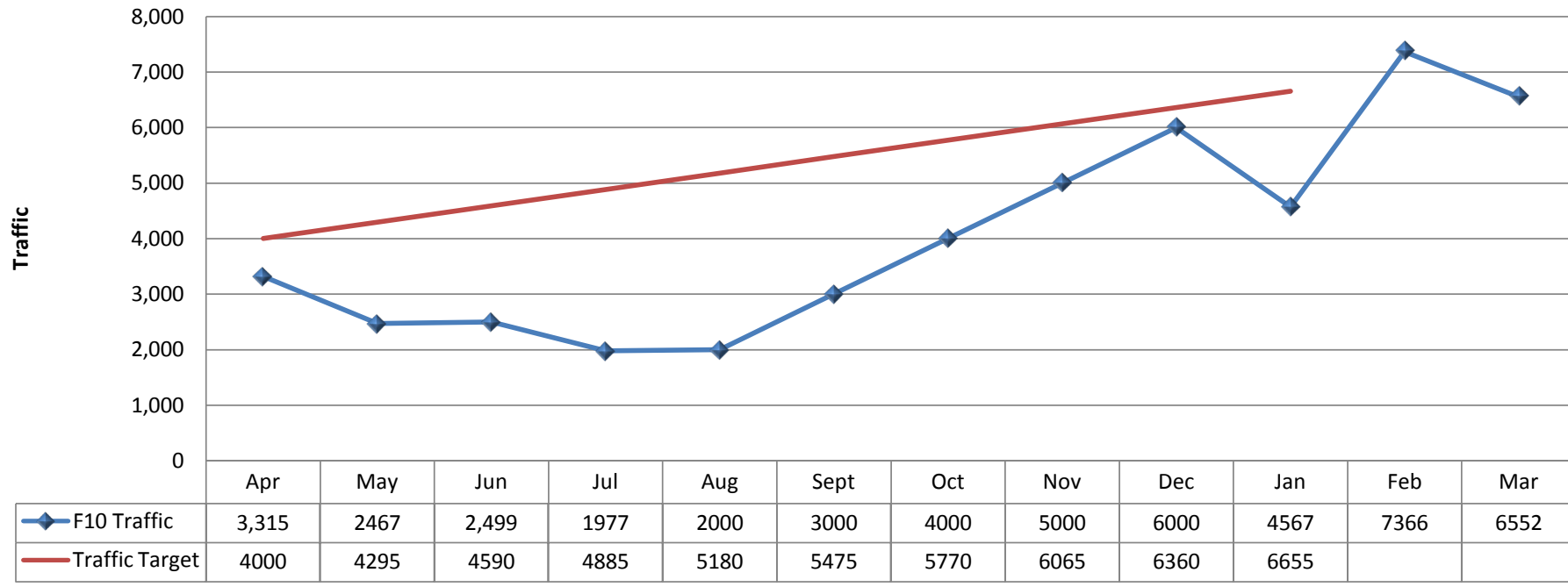
Key Performance Indicator Report

Website Marketing													
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
F10 Traffic	3,315	2467	2,499	1977	2000	3000	4000	5000	6000	4567	7366	6552	48,743
F10 Revenue	\$245.00	\$543.00	\$654.00	\$765.00	\$876.00	\$768.00	\$765.00	\$654.00	\$0.00	\$0.00	\$0.00	\$0.00	5,270
F10 Transactions	320	100	168	58	100	200	315	412	555	434	555	343	3,560
F10 Average Order Value	\$0.77	\$5.43	\$3.89	\$13.19	\$8.76	\$3.84	\$2.43	\$1.59	\$0.00	\$0.00	\$0.00	\$0.00	40
F10 Conversion %	9.65%	4.05%	6.72%	2.93%	5.00%	6.67%	7.88%	8.24%	9.25%	9.50%	7.53%	5.24%	1
F10 Unique Visitors	2,437	1,975	1,822	1,541	4,321	4,567	5,674	5,674	6,543	4,567	5333	8644	53,098
Organic Traffic													
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
F10 Organic Traffic	184	168	236	279	324	654	234	765	343	343	866	444	4,840
F10 Organic Revenue	\$233.00	\$122.00	\$222.00	\$111.00	\$313.00	\$158.00	\$333.00	\$233.00	\$333.00	\$233.00	\$433.00	\$432.00	3,156
F10 Organic Transactions	9	8	12	15	33	22	55	33	75	32	53	23	370
F10 Average Organic Order Value	\$25.89	\$15.25	\$18.50	\$7.40	\$9.48	\$33.00	\$22.00	\$222.00	\$22.00	\$22.00	\$8.17	\$22.00	428
F10 Organic "Google" Traffic	111	95	185	208	432	234	321	654	234	532	532	424	3,962
F10 Organic "Google" Revenue	\$0.23	\$0.16	\$0.10	\$0.04	\$0.02	\$0.14	\$0.07	\$0.34	\$0.09	\$0.04	\$0.02	\$0.05	1
F10 Organic "Google" Transactions	8	8	12	15	43	23	22	23	12	32	12	11	221
F10 Organic "Yahoo!" Traffic	8	5	3	2	4	3	6	4	12	15	34	45	141
F10 Organic "msn/Live" Traffic	51	49	36	36	65	76	87	98	56	43	34	23	654
F10 Organic "msn/Live" Transactions	1	3	2	5	3	3	6	8	9	5	3	0	48
F10 Organic "Other" Traffic	14	19	12	33	32	54	65	34	54	23	21	12	373
F10 Organic "Other" Revenue	\$12.00	\$33.00	\$22.00	\$34.00	\$32.00	\$21.00	\$54.00	\$22.00	\$44.00	\$33.00	\$22.00	\$12.00	341
F10 Organic "Other" Transactions	2	1	4	6	5	7	11	12	9	10	13	13	93
F10 Organic Conversion %	4.89%	4.76%	5.08%	5.38%	4.00%	3.00%	5.00%	3.00%	4.00%	9.33%	6.12%	5.18%	5
Direct Traffic													
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
F10 Direct Traffic Traffic	2,876	2,179	2,008	1,576	2122	3211	2322	3422	3243	2987	2333	4211	32,490
F10 Direct Revenue	\$322.00	\$456.00	\$432.00	\$234.00	\$543.00	\$234.00	\$439.00	\$243.00	\$356.00	\$354.00	\$378.00	\$321.00	4,312
F10 Direct Transactions	186	49	87	36	123	213	99	101	234	222	333	333	2,016
F10 Average Direct Order Value	\$123.00	\$9.31	\$4.97	\$6.50	\$4.41	\$1.10	\$4.43	\$2.41	\$1.52	\$1.59	\$1.14	\$0.96	161
F10 Direct Traffic Conversion %	6.47%	2.25%	4.33%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	7.43%	14.27%	7.91%	4
Referral Campaigns													
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
F10 Referral Traffic	255	120	255	118	231	124	119	115	201	111	212	219	2,080
F10 Referral Revenue	\$211.00	\$333.00	\$122.00	\$333.00	\$122.00	\$312.00	\$23.00	\$333.00	\$333.00	\$344.00	\$433.00	\$555.00	3,454
F10 Referral Transactions	125	43	69	7	22	42	22	11	43	122	121	32	659
F10 Average Referral Order Value	\$322.00	\$213.00	\$456.00	\$321.00	\$214.00	\$231.00	\$125.00	\$0.00	\$234.00	\$321.00	\$219.00	\$321.00	2,977
F10 ReferralConversion %	49.02%	35.83%	27.06%	5.93%	9.52%	33.87%	18.49%	9.57%	21.39%	109.91%	57.08%	14.61%	25

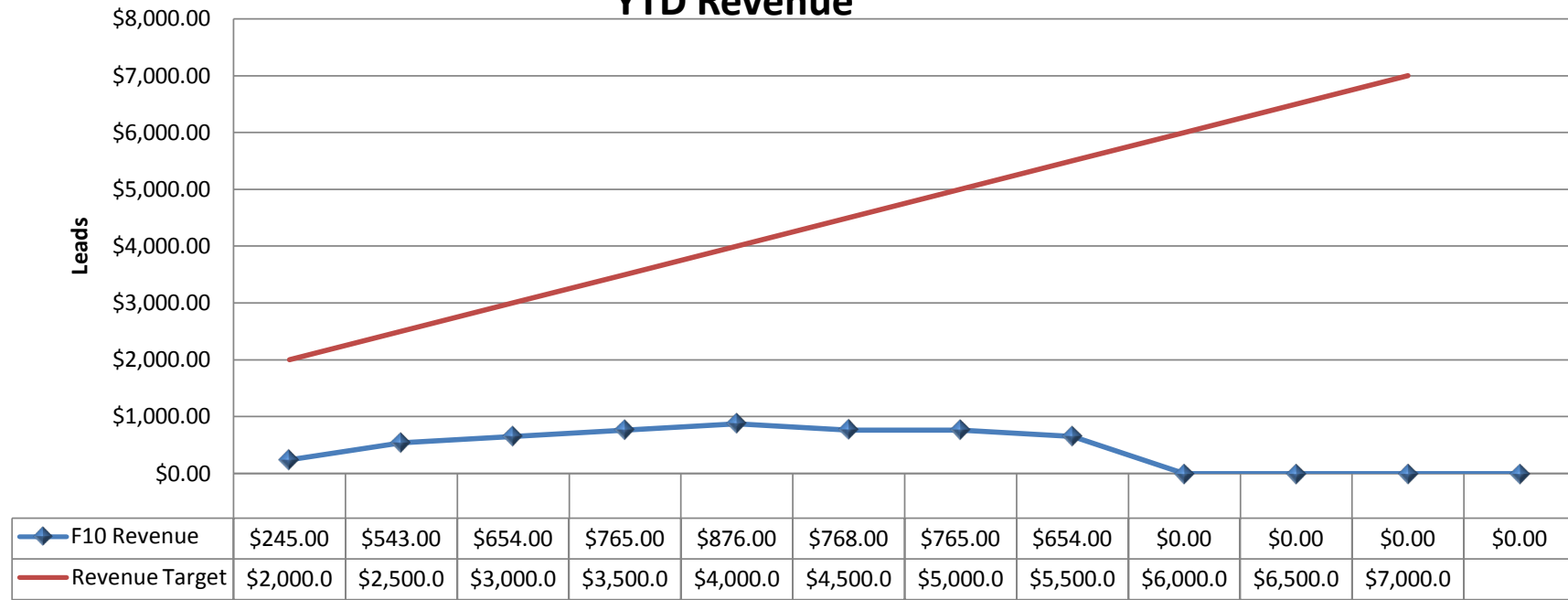
Monthly Breakdowns

Traffic Breakdown by Medium												
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Organic Traffic	184	168	236	279	324	654	234	765	343	343	866	444
Direct Traffic	2876	2179	2008	1576	2122	3211	2322	3422	3243	2987	2333	4211
Referral Traffic	255	120	255	122	-446	-865	1444	813	2414	1237	4167	1897
Revenue Breakdown by Medium												
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Organic Revenue	\$ 233.00	\$ 122.00	\$ 222.00	\$ 111.00	\$ 313.00	\$ 158.00	\$ 333.00	\$ 233.00	\$ 333.00	\$ 233.00	\$ 433.00	\$ 432.00
Direct Revenue	\$ 322.00	\$ 456.00	\$ 432.00	\$ 234.00	\$ 543.00	\$ 234.00	\$ 439.00	\$ 243.00	\$ 356.00	\$ 354.00	\$ 378.00	\$ 321.00
Referral Revenue	\$ 211.00	\$ 333.00	\$ 122.00	\$ 333.00	\$ 122.00	\$ 312.00	\$ 23.00	\$ 333.00	\$ 333.00	\$ 344.00	\$ 433.00	\$ 555.00
Conversion% Breakdown by Medium												
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Organic Conversion %	4.89%	4.76%	5.08%	5.38%	4.00%	3.00%	5.00%	3.00%	4.00%	9.33%	6.12%	5.18%
Direct Conversion %	6.47%	2.25%	4.33%	2.28%	0.00%	0.00%	0.00%	0.00%	0.00%	7.43%	14.27%	7.91%
Referral Conversion %	49.02%	35.83%	27.06%	5.93%	9.52%	33.87%	18.49%	9.57%	21.39%	109.91%	57.08%	14.61%

YTD Traffic

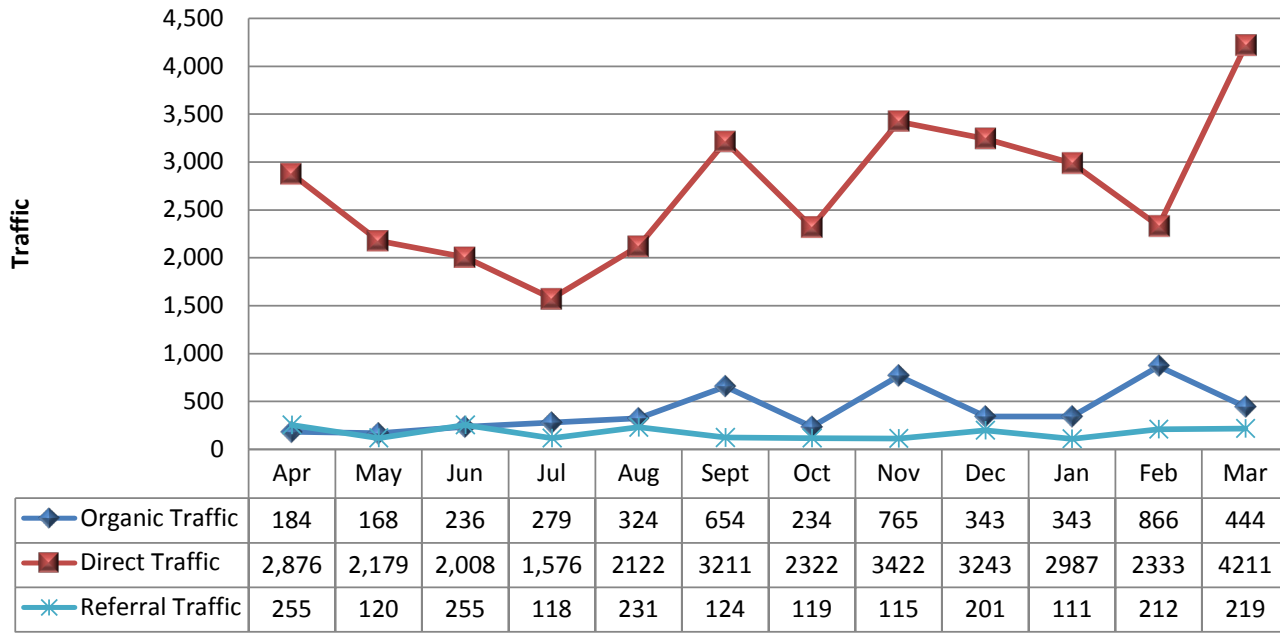


YTD Revenue

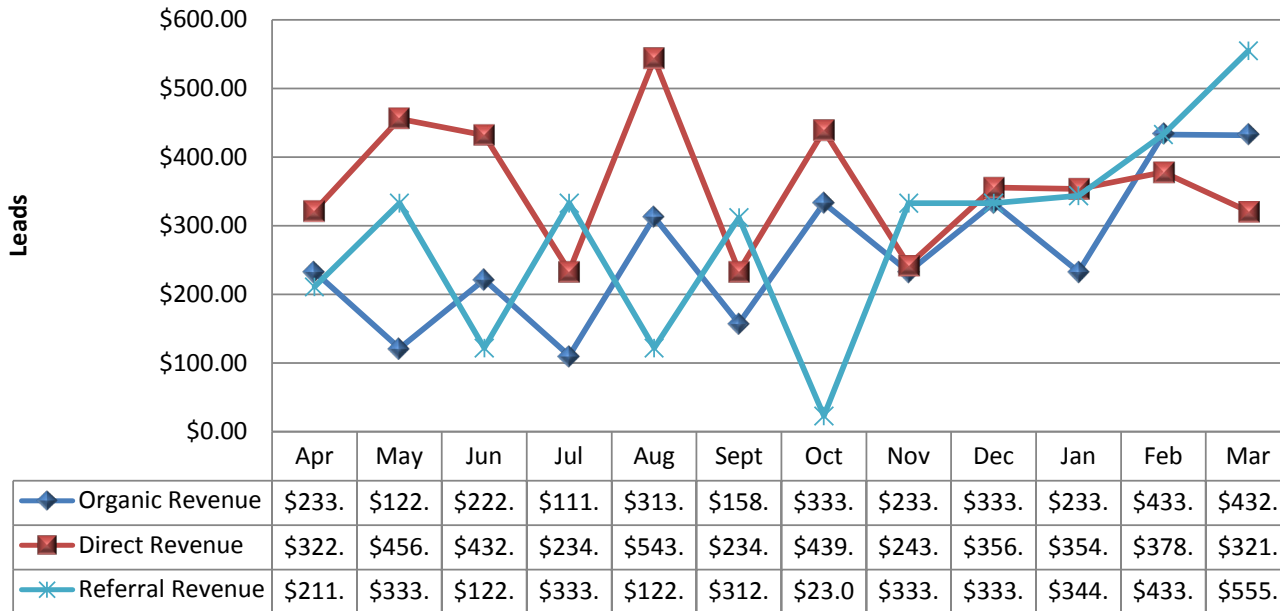


Traffic Target	4000	4295	4590	4885	5180	5475	5770	6065	6360	6655	6950	7245	7540	7835
Revenue Target	\$2,000.00	\$2,500.00	\$3,000.00	\$3,500.00	\$4,000.00	\$4,500.00	\$5,000.00	\$5,500.00	\$6,000.00	\$6,500.00	\$7,000.00	\$7,500.00	\$8,000.00	\$8,500.00

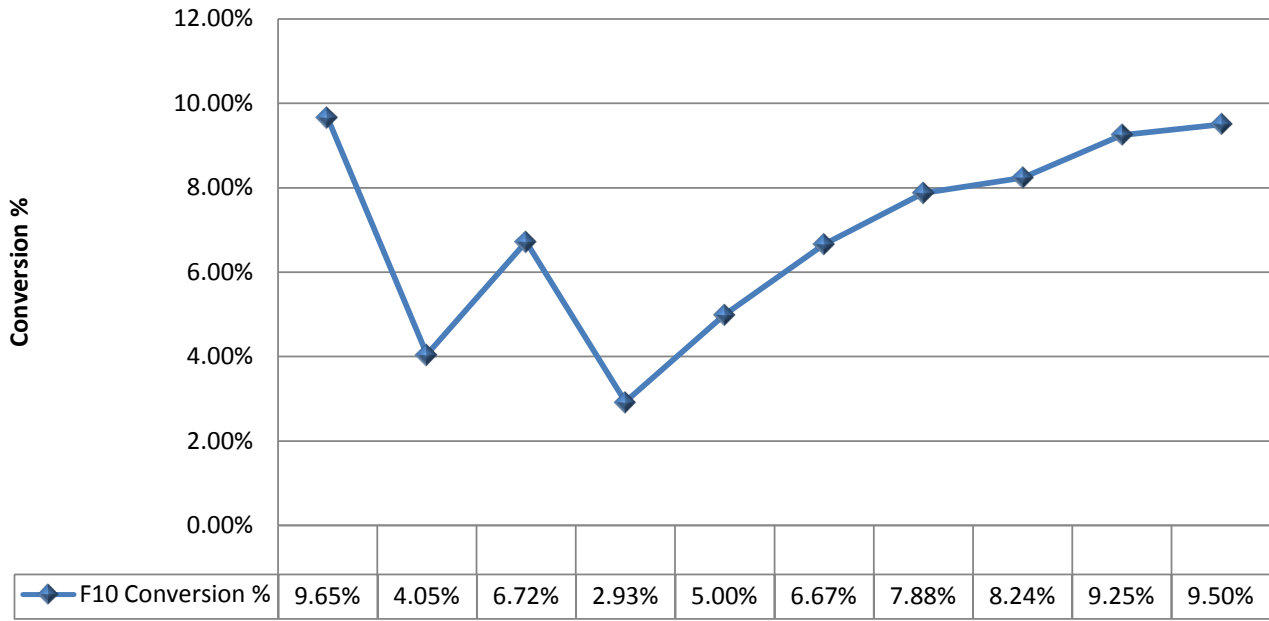
Traffic Breakdown by Medium



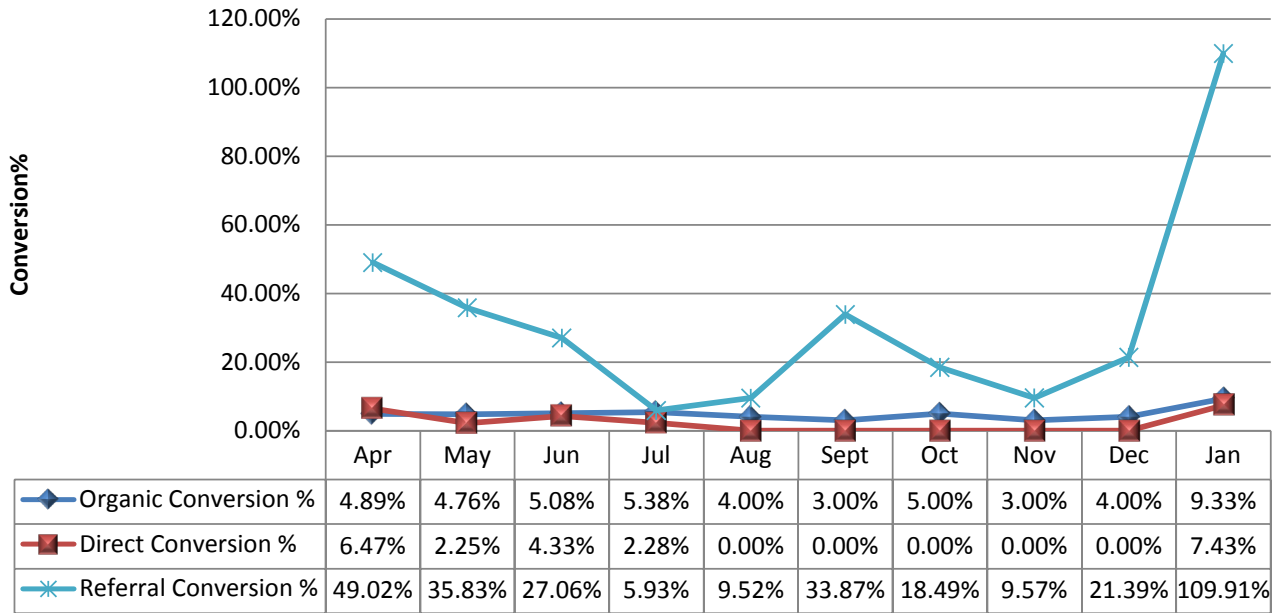
Revenue Breakdown by Medium



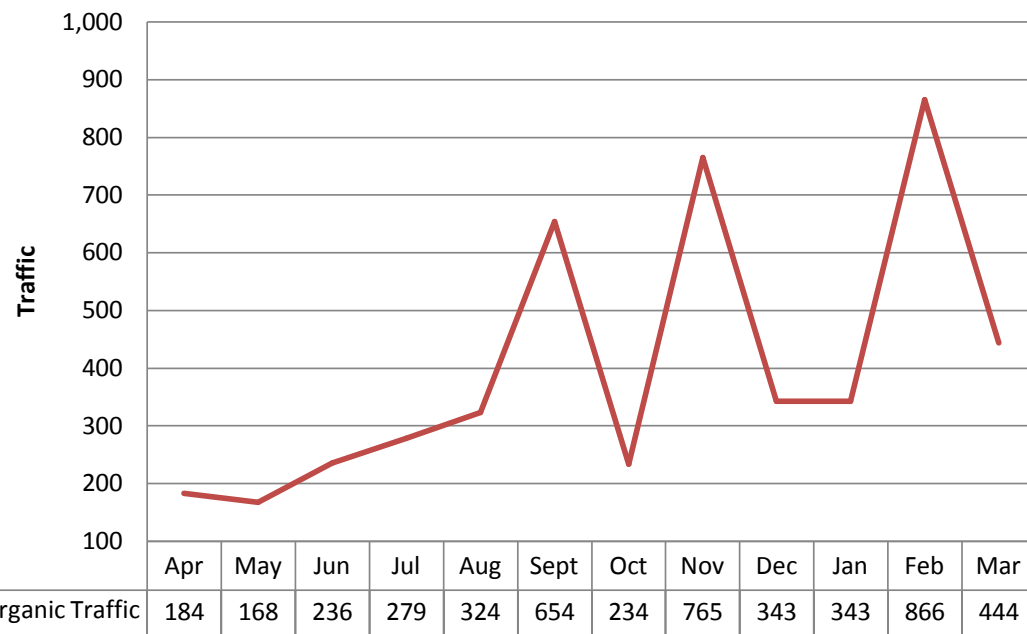
Overall Conversion %



Conversion% by Medium



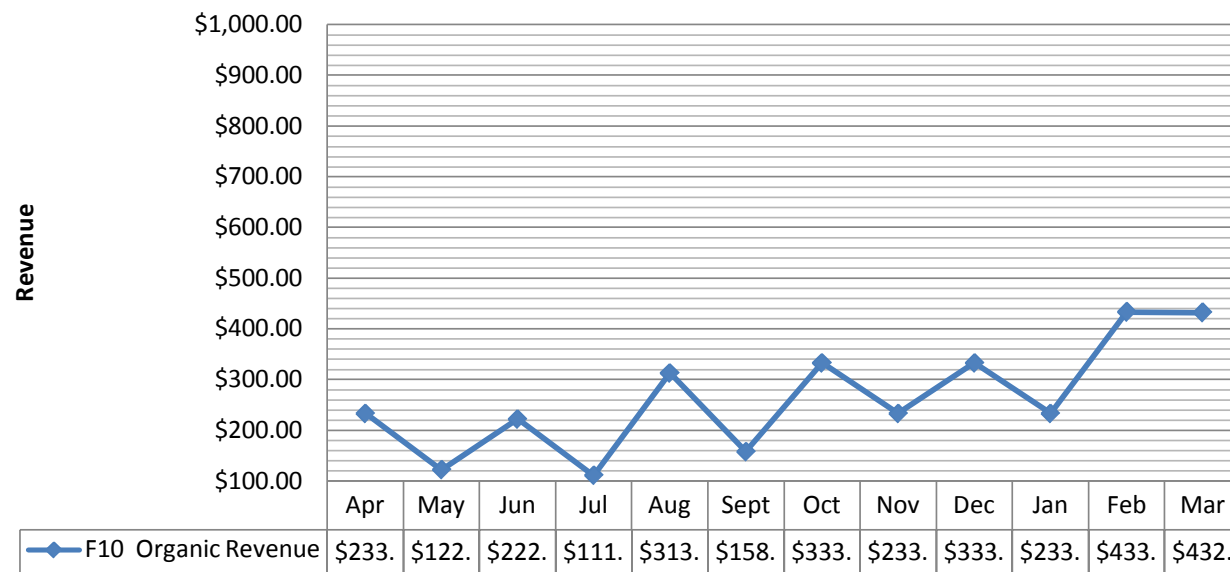
YTD Organic Traffic



Organic Source	Apr	May	% Change
Google Traffic	111	95	-14.41%
Yahoo! Traffic	8	5	-37.50%
msn/Live Traffic	51	49	-3.92%
Other Traffic	14	19	35.71%

Organic Source	Apr	May	% Change
Google Revenue	\$0.23	\$0.16	-31.17%
Yahoo! Revenue	\$0.00	\$0.00	#DIV/0!
msn/Live Revenue	\$0.00	\$0.00	#DIV/0!
Other Revenue	\$12.00	\$33.00	175.00%

YTD Organic Revenue



Organic Traffic Breakdown by Source

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
Google Traffic	111	95	185	208	432	234	#REF!	654	234	532	532	424	#REF!
Yahoo! Traffic	8	5	3	2	4	3	6	4	12	15	34	45	141
msn/Live Traffic	51	49	36	36	65	76	87	98	56	43	34	23	654
Other Traffic	14	19	12	33	-177	341	#REF!	9	41	-247	266	-48	#REF!

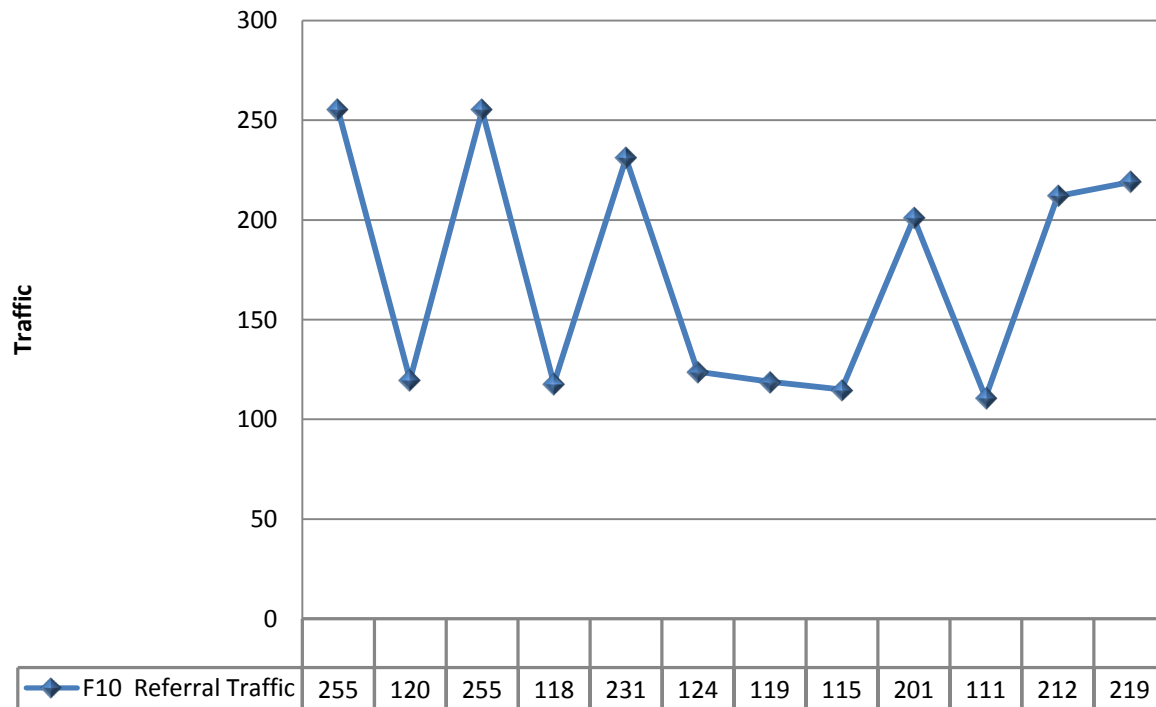
Organic Revenue Breakdown by Source

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
Google Revenue	\$0.23	\$0.16	\$0.10	\$0.04	\$0.02	\$0.14	\$0.07	\$0.34	\$0.09	\$0.04	\$0.02	\$0.05	\$1.30
Yahoo! Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
msn/Live Revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Revenue	\$12.00	\$33.00	\$22.00	\$34.00	\$32.00	\$21.00	\$54.00	\$22.00	\$44.00	\$33.00	\$22.00	\$12.00	\$341.00

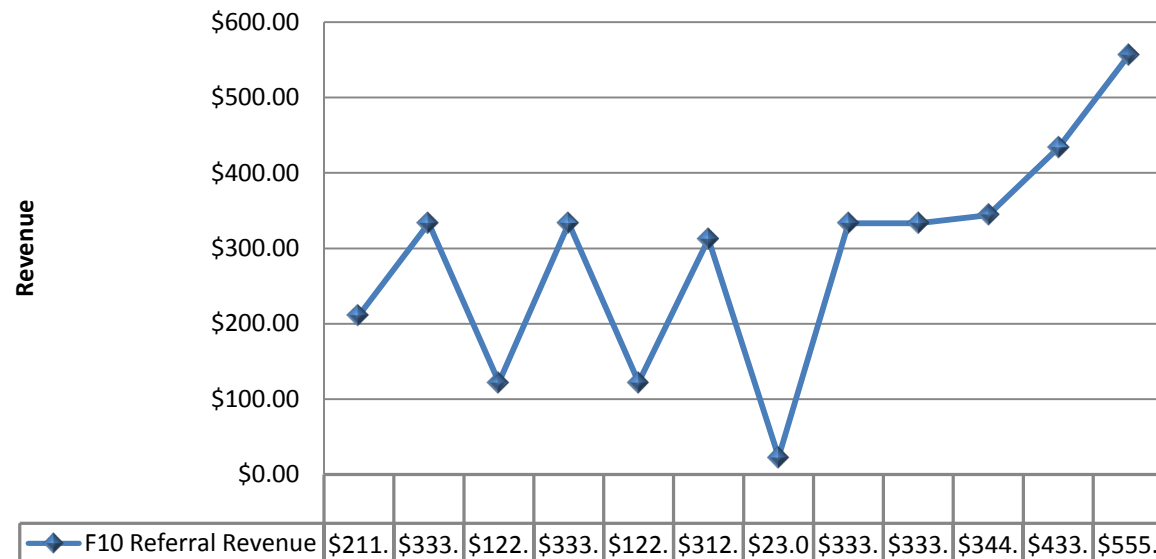
Organic Conversion% Breakdown by Source

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
Google Conversion %	7.21%	8.42%	6.49%	7.21%	9.95%	9.83%	#REF!	3.52%	5.13%	6.02%	2.26%	2.59%	#REF!
Yahoo! Conversion %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
msn/Live Conversion %	1.96%	6.12%	5.56%	13.89%	4.62%	3.95%	6.90%	8.16%	16.07%	11.63%	8.82%	0.00%	87.67%
Other Conversion %	14.29%	5.26%	33.33%	18.18%	15.63%	12.96%	16.92%	35.29%	16.67%	43.48%	61.90%	108.33%	382.25%

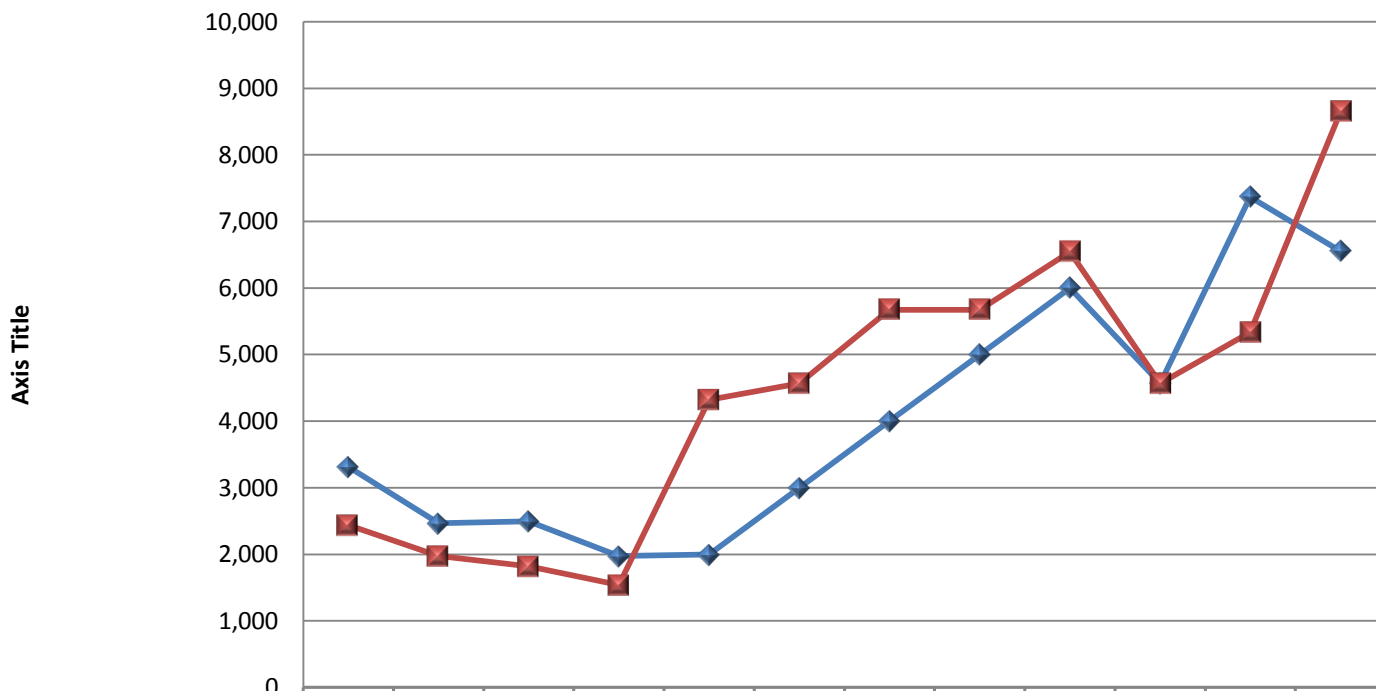
YTD Referral Traffic



YTD Referral Revenue



Visits vs. Visitors



	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
◆ F10 Traffic	3,315	2,467	2,499	1,977	2,000	3,000	4,000	5,000	6,000	4,567	7,366	6,552
■ F10 Unique Visitors	2,437	1,975	1,822	1,541	4,321	4,567	5,674	5,674	6,543	4,567	5,333	8,644

Column1	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Visits	3315	2467	2499	1977	2000	3000	4000	5000	6000	4567	7366	6552
Unique Visitors	2,437	1,975	1,822	1,541	4,321	4,567	5,674	5,674	6,543	4,567	5,333	8,644

	Quarter 4				Quarter 1			Quarter 2			Quarter 3	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Traffic Target	4000	4295	4590	4885								
09 Traffic	3,315	2,467	2,499	1,977	2,000	3,000	4,000	5,000	6,000	4,567	7,366	6,552
% Growth Target	0%	7%	15%	22%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%
% Growth Actual	0%	-26%	-25%	-40%	-40%	-10%	21%	51%	81%	38%	122%	98%
09 Organic Traffic	184	168	236	279	324	654	234	765	343	343	866	444
	Quarter 4				Quarter 1			Quarter 2			Quarter 3	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Revenue Target	\$24,011.43	\$26,942.21	\$29,872.99	#####	\$35,734.55	\$38,665.33	#####	\$44,526.89	#####	#####	#####	#####
09 Revenue	\$245.00	\$543.00	\$654.00	\$765.00	\$876.00	\$768.00	\$765.00	\$654.00	\$0.00	\$0.00	\$0.00	\$0.00
% Growth Target	0%	12%	24%	37%	49%	61%	73%	85%	98%	110%	122%	134%
% Growth Actual	0%	122%	167%	212%	258%	213%	212%	167%	-100%	-100%	-100%	-100%
09 Organic Revenue	\$233.00	\$122.00	\$222.00	\$111.00	\$313.00	\$158.00	\$333.00	\$233.00	\$333.00	\$233.00	\$433.00	\$432.00