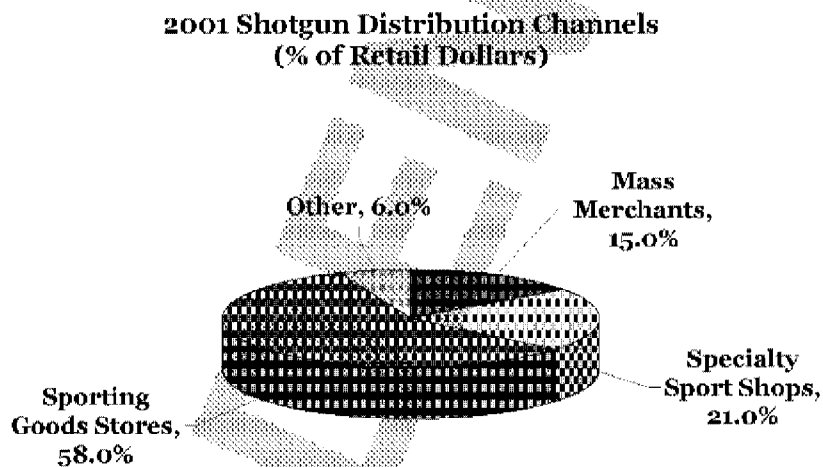


This represents a change from 2000 distribution of unit sales as follows<sup>6</sup>:

- A 1% increase in sales by Mass Merchants.
- A 3% decrease in sales by Sporting Goods Stores.
- A 2% increase in sales by Specialty Sports Shops.
- Virtually no change in other distribution channels.

Additionally, 2001 Distribution data for domestic sales in retail dollars is:



This represents a change from 2000 as follows<sup>7</sup>:

- An increase of 1% in dollar volume by Mass Merchants.
- A decrease of 2% in dollar volume by Sporting Goods Stores.
- An increase of 3% in dollar volume by Specialty Sports Shops.
- Virtually no change in other distribution dollar volume.

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6. SMRG Marketrac Study 2001

7. Ibid