

Sales Force Reorganization

- First region -- Northeast -- 9/1/05
 - Pittsburgh next to Dick's
 - Regional plus four Reps
 - Current cost \$1.5M, new cost \$700K-\$800K
- Second region -- Midwest -- 4/2006
 - Columbia/Missouri based regional manager
 - 4 salesmen
 - Current cost \$2.0M, future cost \$700K-\$800K
- Third region -- Southeast - Fall 2006 / Winter 2007
- West Coast -- Current Rep group to remain in place