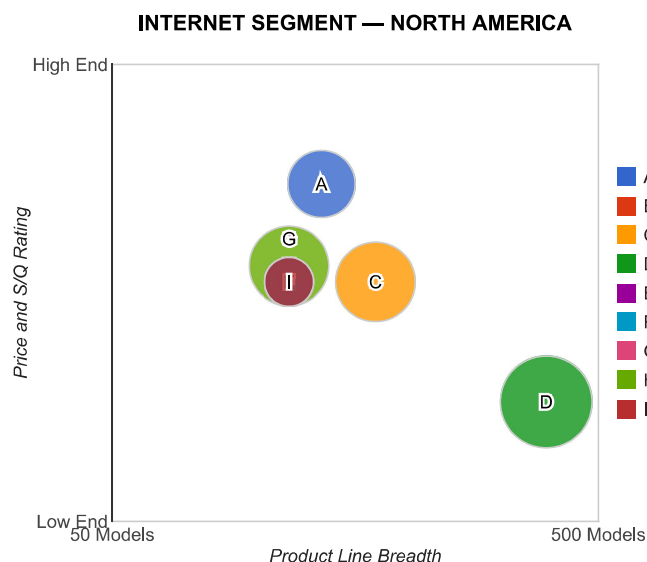
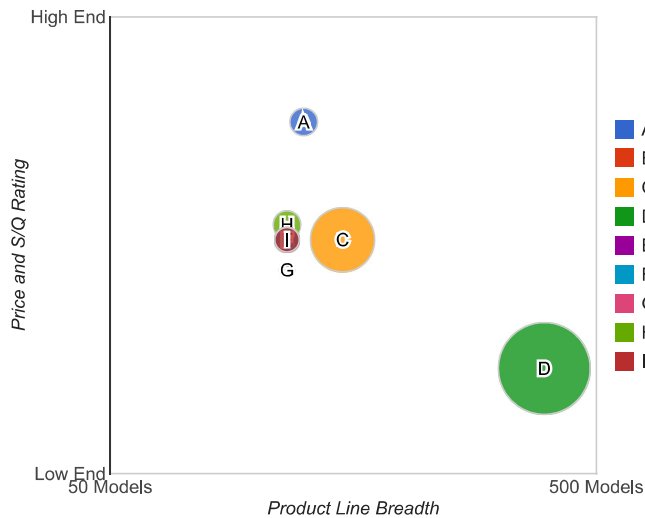


North America	Competitive Efforts by Company											Industry Average	Co. F vs Ind. Avg.
	A	B	C	D	E	F	G	H	I	J	K		
INTERNET SEGMENT													
Retail Price (\$ per unit)	70.00	67.00	67.00	67.00	67.00	67.00	80.00	67.00	67.00			68.78	-2.6%
Search Engine Advertising (\$000s)	5,250	5,000	5,000	5,000	5,000	5,000	5,000	5,500	5,000			5,083	-1.6%
Free Shipping	No	No	No	No	No	No	No	Yes	No			Few	Below Avg
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	2.5★	4.0★	4.0★	3.8★	4.2★	4.0★			3.9★	+2.6%
Model Availability	237	200	298	491	200	200	200	200	200			247	-19.0%
Brand Advertising (\$000s)	11,500	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000			10,167	-1.6%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Online Orders (000s of pairs)	419	340	494	577	340	340	255	496	340			400	-15.0%
Pairs Sold (\$000s of pairs)	419	340	494	577	340	340	255	496	340			400	-15.0%
Market Share (%)	11.6%	9.4%	13.7%	16.0%	9.4%	9.4%	7.1%	13.8%	9.4%			11.1%	-1.7pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	50.00	48.00	50.00	48.00	48.00	48.00	48.00	48.00	48.00			48.44	-0.9%
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	2.5★	4.0★	4.0★	3.8★	4.2★	4.0★			3.9★	+2.6%
Model Availability	237	200	298	491	200	200	200	200	200			247	-19.0%
Brand Advertising (\$000s)	11,500	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000			10,167	-1.6%
Rebate Offer (\$ per pair)	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00			5.00	0.0%
Delivery Time (weeks)	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks			3.0 wks	0.0%
Retailer Support (\$ per outlet)	3,500	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000			3,944	+1.4%
Retailer Outlets	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			1,000	0.0%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Pairs Demanded (000s of pairs)	2,158	1,909	2,402	2,839	1,909	1,909	1,892	1,926	1,909			2,095	-8.9%
Gained / Lost (due to stockouts)	+348	+176	-539	-1,260	+176	+186	+244	-1	+176			-55	
Pairs Sold (000s of pairs)	2,506	2,085	1,863	1,579	2,085	2,095	2,136	1,925	2,085			2,040	+2.7%
Market Share (%)	13.7%	11.4%	10.2%	8.6%	11.4%	11.4%	11.6%	10.5%	11.4%			11.1%	+0.3pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$38.44)	40.00	32.00	32.00	32.00	32.00	32.00	32.00	32.00	32.00			Total Private-Label Pairs (000s) Demand = 1,998 Offered = 1,885 Sold = 1,399	
S/Q Rating (minimum = 3.0 stars)	5.0★	3.0★	3.0★	3.1★	3.0★	3.0★	3.0★	2.9★	3.0★				
Pairs Offered / Available (000s)	285	200	201	200	200	200	198	201	200				
Pairs Sold (000s)	0	200	201	200	200	200	198	0	200				
Market Share (%)	0.0%	10.0%	10.1%	10.0%	10.0%	10.0%	9.9%	0.0%	10.0%				

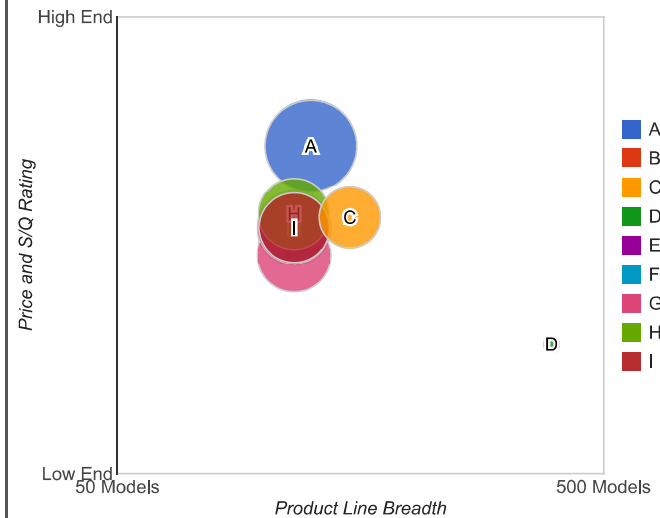


Europe-Africa	Competitive Efforts by Company										Industry Average	Co. F vs Ind. Avg.	
	A	B	C	D	E	F	G	H	I	J			K
INTERNET SEGMENT													
Retail Price (\$ per unit)	80.00	72.00	72.00	72.00	72.00	72.00	72.00	72.00	72.00			72.89	-1.2%
Search Engine Advertising (\$000s)	4,250	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500			4,472	+0.6%
Free Shipping	No	No	No	No	No	No	No	No	No			None	Near Avg
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	2.3★	4.0★	4.0★	3.6★	4.2★	4.0★			3.9★	+2.6%
Model Availability	219	200	263	491	200	200	200	200	200			241	-17.0%
Brand Advertising (\$000s)	10,500	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000			9,167	-1.8%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Online Orders (000s of pairs)	312	305	404	511	305	305	297	309	305			339	-10.0%
Pairs Sold (\$000s of pairs)	312	305	404	511	305	305	297	309	305			339	-10.0%
Market Share (%)	10.2%	10.0%	13.2%	16.7%	10.0%	10.0%	9.7%	10.1%	10.0%			11.1%	-1.1pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	55.00	53.00	55.00	53.00	53.00	53.00	53.00	53.00	53.00			53.44	-0.8%
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	2.3★	4.0★	4.0★	3.6★	4.2★	4.0★			3.9★	+2.6%
Model Availability	219	200	263	491	200	200	200	200	200			241	-17.0%
Brand Advertising (\$000s)	10,500	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000			9,167	-1.8%
Rebate Offer (\$ per pair)	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00			5.00	0.0%
Delivery Time (weeks)	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks			3.0 wks	0.0%
Retailer Support (\$ per outlet)	3,750	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000			3,972	+0.7%
Retailer Outlets	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			1,000	0.0%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Pairs Demanded (000s of pairs)	1,819	1,643	1,943	2,451	1,643	1,643	1,613	1,658	1,643			1,784	-7.9%
Gained / Lost (due to stockouts)	+228	+114	-325	-1,127	+114	+121	+153	+99	+114			-57	
Pairs Sold (000s of pairs)	2,047	1,757	1,618	1,324	1,757	1,764	1,766	1,757	1,757			1,727	+2.1%
Market Share (%)	13.2%	11.3%	10.4%	8.5%	11.3%	11.4%	11.4%	11.3%	11.3%			11.1%	+0.3pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$43.44)	40.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00			Total Private-Label Pairs (000s) Demand = 1,998 Offered = 1,875 Sold = 1,674	
S/Q Rating (minimum = 3.0 stars)	5.0★	3.0★	3.0★	3.1★	3.0★	3.0★	3.0★	2.9★	3.0★				
Pairs Offered / Available (000s)	275	200	201	200	200	200	198	201	200				
Pairs Sold (000s)	275	200	201	200	200	200	198	0	200				
Market Share (%)	13.8%	10.0%	10.1%	10.0%	10.0%	10.0%	9.9%	0.0%	10.0%				

INTERNET SEGMENT — EUROPE-AFRICA

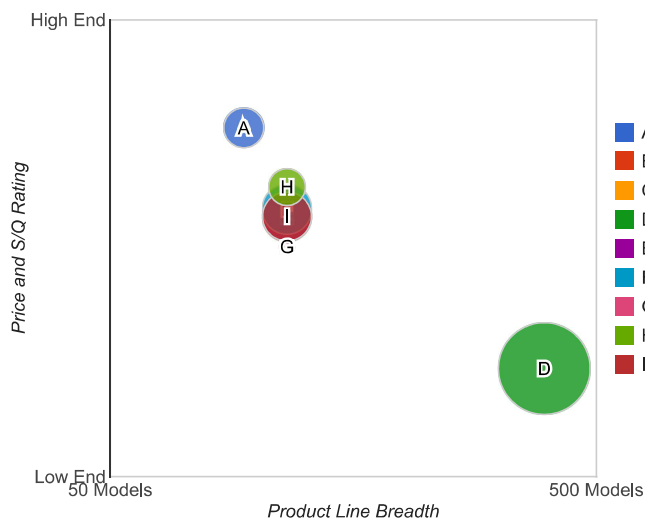


WHOLESALE SEGMENT — EUROPE-AFRICA

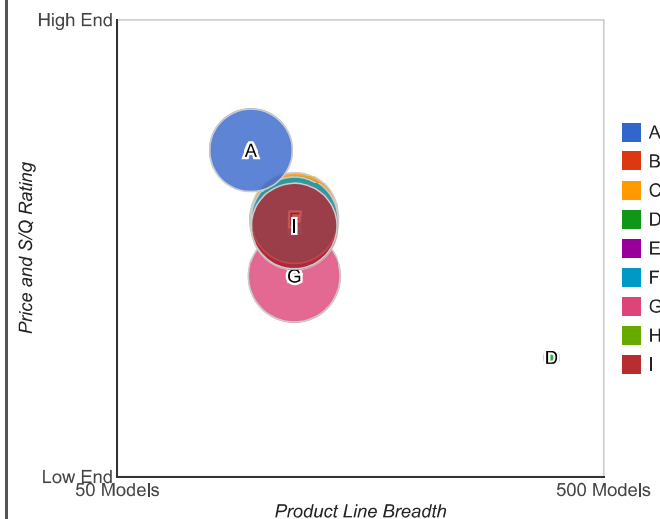


Asia-Pacific	Competitive Efforts by Company										Industry Average	Co. F vs Ind. Avg.	
	A	B	C	D	E	F	G	H	I	J			K
INTERNET SEGMENT													
Retail Price (\$ per unit)	70.00	67.00	67.00	67.00	67.00	67.00	75.00	72.00	67.00			68.78	-2.6%
Search Engine Advertising (\$000s)	3,750	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000			3,972	+0.7%
Free Shipping	No	No	No	No	No	No	No	No	No			None	Near Avg
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	1.9★	4.0★	4.1★	3.2★	4.1★	4.0★			3.8★	+7.9%
Model Availability	151	200	200	491	200	200	200	200	200			227	-11.9%
Brand Advertising (\$000s)	8,500	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000			8,056	-0.7%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Online Orders (000s of pairs)	240	258	258	403	258	259	208	235	258			264	-1.9%
Pairs Sold (\$000s of pairs)	240	258	258	403	258	259	208	235	258			264	-1.9%
Market Share (%)	10.1%	10.9%	10.9%	17.0%	10.9%	10.9%	8.8%	9.9%	10.9%			11.1%	-0.2pts.
WHOLESALE SEGMENT													
Wholesale Price (\$ per pair)	50.00	48.00	50.00	48.00	48.00	48.00	48.00	48.00	48.00			48.44	-0.9%
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	1.9★	4.0★	4.1★	3.2★	4.1★	4.0★			3.8★	+7.9%
Model Availability	151	200	200	491	200	200	200	200	200			227	-11.9%
Brand Advertising (\$000s)	8,500	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000			8,056	-0.7%
Rebate Offer (\$ per pair)	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00			5.00	0.0%
Delivery Time (weeks)	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks			3.0 wks	0.0%
Retailer Support (\$ per outlet)	2,500	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750			2,722	+1.0%
Retailer Outlets	700	700	700	700	700	700	700	700	700			700	0.0%
Celebrity Appeal	0	0	0	0	0	0	0	0	0			0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70			70	0.0%
Pairs Demanded (000s of pairs)	1,276	1,343	1,283	1,909	1,343	1,349	1,296	1,349	1,343			1,388	-2.8%
Gained / Lost (due to stockouts)	-20	-59	-3	-935	-59	-63	+41	-35	-59			-132	
Pairs Sold (000s of pairs)	1,256	1,284	1,280	974	1,284	1,286	1,337	1,314	1,284			1,255	+2.5%
Market Share (%)	11.1%	11.4%	11.3%	8.6%	11.4%	11.4%	11.8%	11.6%	11.4%			11.1%	+0.3pts.
PRIVATE-LABEL SEGMENT													
Offer Price (maximum = \$38.44)	0.00	32.00	32.00	32.00	32.00	32.00	32.00	32.00	32.00			Total Private-Label Pairs (000s) Demand = 2,034 Offered = 1,600 Sold = 1,600	
S/Q Rating (minimum = 3.0 stars)	0.0★	3.0★	3.1★	3.2★	3.0★	3.1★	3.0★	3.1★	3.0★				
Pairs Offered / Available (000s)	0	200	200	200	200	200	199	201	200				
Pairs Sold (000s)	0	200	200	200	200	200	199	201	200				
Market Share (%)	0.0%	9.8%	9.8%	9.8%	9.8%	9.8%	9.8%	9.9%	9.8%				

INTERNET SEGMENT — ASIA-PACIFIC

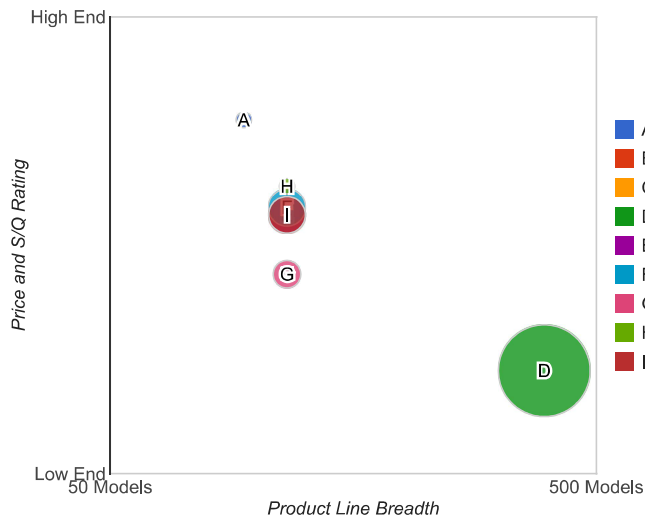


WHOLESALE SEGMENT — ASIA-PACIFIC



Latin America	Competitive Efforts by Company										Industry Average	Co. F vs Ind. Avg.
	A	B	C	D	E	F	G	H	I	J	K	L
INTERNET SEGMENT												
Retail Price (\$ per unit)	76.00	72.00	72.00	72.00	72.00	72.00	72.00	77.00	72.00		73.00	-1.4%
Search Engine Advertising (\$000s)	3,500	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000		3,944	+1.4%
Free Shipping	No	No	No	No	No	No	No	No	No		None	Near Avg
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	1.9★	4.0★	4.1★	3.2★	4.1★	4.0★		3.8★	+7.9%
Model Availability	151	200	200	491	200	200	200	200	200		227	-11.9%
Brand Advertising (\$000s)	8,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500		7,611	-1.5%
Celebrity Appeal	0	0	0	0	0	0	0	0	0		0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70		70	0.0%
Online Orders (000s of pairs)	233	254	254	397	254	256	242	233	254		264	-3.0%
Pairs Sold (\$000s of pairs)	233	254	254	397	254	256	242	233	254		264	-3.0%
Market Share (%)	9.8%	10.7%	10.7%	16.7%	10.7%	10.8%	10.2%	9.8%	10.7%		11.1%	-0.3pts.
WHOLESALE SEGMENT												
Wholesale Price (\$ per pair)	55.00	53.00	55.00	53.00	53.00	53.00	53.00	53.00	53.00		53.44	-0.8%
S/Q Rating (1 to 10 stars)	5.0★	4.0★	4.0★	1.9★	4.0★	4.1★	3.2★	4.1★	4.0★		3.8★	+7.9%
Model Availability	151	200	200	491	200	200	200	200	200		227	-11.9%
Brand Advertising (\$000s)	8,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500		7,611	-1.5%
Rebate Offer (\$ per pair)	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00		5.00	0.0%
Delivery Time (weeks)	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks	3 wks		3.0 wks	0.0%
Retailer Support (\$ per outlet)	2,250	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750		2,694	+2.1%
Retailer Outlets	700	700	700	700	700	700	700	700	700		700	0.0%
Celebrity Appeal	0	0	0	0	0	0	0	0	0		0	0.0%
Brand Reputation (prior-year image)	70	70	70	70	70	70	70	70	70		70	0.0%
Pairs Demanded (000s of pairs)	1,291	1,340	1,280	1,916	1,340	1,346	1,292	1,346	1,340		1,388	-3.0%
Gained / Lost (due to stockouts)	+17	-52	+4	-936	-52	-57	-3	-29	-52		-129	
Pairs Sold (000s of pairs)	1,308	1,288	1,284	980	1,288	1,289	1,289	1,317	1,288		1,259	+2.4%
Market Share (%)	11.5%	11.4%	11.3%	8.6%	11.4%	11.4%	11.4%	11.6%	11.4%		11.1%	+0.3pts.
PRIVATE-LABEL SEGMENT												
Offer Price (maximum = \$43.44)	48.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00		Total Private-Label Pairs (000s) Demand = 2,034 Offered = 1,980 Sold = 1,600	
S/Q Rating (minimum = 3.0 stars)	5.0★	3.0★	3.1★	3.2★	3.0★	3.1★	3.0★	3.1★	3.0★			
Pairs Offered / Available (000s)	380	200	200	200	200	200	199	201	200			
Pairs Sold (000s)	0	200	200	200	200	200	199	201	200			
Market Share (%)	0.0%	9.8%	9.8%	9.8%	9.8%	9.8%	9.8%	9.9%	9.8%			

INTERNET SEGMENT — LATIN AMERICA



WHOLESALE SEGMENT — LATIN AMERICA

