

THE BRANDED WHOLESALE MARKETS (continued)
--

	Model Availability				Advertising Budget (\$000s)				Customer Rebates (\$ per pair)				
	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	
A	149	149	150	150	8600	3400	5200	3800	10	7	7	7	A
B	99	100	100	100	2750	2750	2750	2750	3	3	3	4	B
C	199	199	200	200	2000	1000	1500	500	3	1	2	1	C
D	100	100	100	100	10000	8000	7000	1000	8	7	7	7	D
E	250	249	249	0	10500	3500	7000	0	10	5	8	0	E
F	149	149	0	149	9000	7000	0	7000	5	5	0	3	F
G	86	100	100	100	10000	7000	6000	6000	3	2	1	1	G
H	180	199	166	195	7500	6000	6250	3500	6	5	5	5	H
I	149	150	150	150	7200	4300	5500	3800	3	2	2	2	I
J	91	93	99	99	5000	2000	2700	250	4	3	3	3	J
K	50	0	0	93	6400	0	0	0	6	0	0	0	K
	137	149	146	138	7177	4495	4878	3178	5.6	4.0	4.2	3.7	

	Retail Outlets (total)				Company-Owned Megastores				Wholesale Price (\$ per pair)				
	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	
A	7200	2300	2800	1200	0	0	0	2	67.50	52.50	64.50	43.50	A
B	8500	5000	8500	5000	0	0	0	0	56.00	47.50	47.50	43.00	B
C	5000	1000	1500	750	1	1	1	1	68.00	61.00	60.00	53.00	C
D	5000	1500	2500	100	7	3	3	4	78.00	66.00	65.00	54.80	D
E	7500	3000	3500	0	13	6	5	0	64.00	70.00	68.50	0.00	E
F	6000	700	0	1000	7	5	0	11	58.00	51.00	0.00	50.00	F
G	5000	1200	1800	800	2	2	2	0	61.00	54.00	57.50	46.00	G
H	6000	3250	2100	1300	3	6	4	3	60.99	54.99	58.99	54.99	H
I	8200	4200	7700	2400	0	0	0	0	48.85	48.15	50.85	55.00	I
J	4500	900	1200	250	3	2	1	2	65.00	60.00	60.00	59.50	J
K	6500	0	0	0	0	0	0	0	68.00	0.00	0.00	0.00	K
	6309	2305	3511	1422	3	3	2	3	63.21	56.51	59.20	51.09	

	Pairs Sold (000s)				Stockouts (000s of pairs)				Sales Gains from Stockouts				
	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	N.A.	Asia	Europe	L.A.	
A	1933	1174	1042	1416	0	0	0	0	14	0	1	6	A
B	2510	1472	3737	1149	0	0	0	0	19	0	6	4	B
C	830	286	685	186	0	0	0	23	6	0	1	0	C
D	1325	579	1162	471	0	0	0	0	10	0	1	2	D
E	3711	640	1616	0	0	0	0	0	28	0	2	0	E
F	3314	1386	0	663	0	0	0	0	25	0	0	2	F
G	1916	816	1170	822	0	0	0	0	14	0	1	3	G
H	1903	891	997	382	0	0	0	0	14	0	1	1	H
I	6490	1849	3610	354	0	0	0	0	49	0	5	1	I
J	711	312	672	127	178	0	23	0	0	0	0	0	J
K	854	0	0	0	6	0	0	0	0	0	0	0	K
	25497	9405	14691	5570	184	0	23	23	179	0	18	19	

Note: Regional averages for the branded wholesale markets do not include the efforts of companies selling fewer than 100,000 pairs.