

CELEBRITY ENDORSEMENTS

Celebrity	Consumer Appeal Index	Standard Contract Length	Contract Status			Latest Bidding Round			Year Next Up For Bid
			Company Currently Holding Contract	Year Signed	Terms (\$000/year)	# of Bids	Second Best Bid	Lowest Bid	
Payton Manyon	60	2 years	Downtown Treas	Year 17	20000	3	17000	10000	Year 19
Oprah Letterman	100	3 years	Buttermilk Sundae	Year 17	30002	6	30000	10000	Year 20
Mia Jamm	70	5 years	greedy graduates	Year 16	12507	2	11000	11000	Year 21
Tiger Green	90	2 years	greedy graduates	Year 16	25000	8	21004	8503	Year 18
José Montana	50	3 years	Juggernauts	Year 15	10000	4	8554	6000	Year 18
Karioki Foots	100	4 years	greedy graduates	Year 16	45002	6	22054	9603	Year 20
Freon Deon	40	1 years	Downtown Treas	Year 17	15000	2	10000	10000	Year 18
Venus Volley	55	3 years	greedy graduates	Year 16	12001	2	9000	9000	Year 19
Cheryl Hoops	75	4 years	Hot Shop Shoes	Year 17	25000	5	19000	10000	Year 21
Jaques LaFeet	30	2 years	Enthusiastic Vigor	Year 17	10000	2	6700	6700	Year 19
Péleé Payless	60	3 years	Enthusiastic Vigor	Year 17	10000	4	9000	7506	Year 20
Mikee Nikee	80	4 years	Flinstones	Year 14	13006	6	12000	6000	Year 18

STRATEGY RATING COMPARISONS

Measure of Strategic Performance		Strategy Rating Points										
		A	B	C	D	E	F	G	H	I	J	K
Broad/Focused Product Line (model availability at least 20% above/below region average)	N.A.	-	1	3	1	6	-	2	1	-	1	4
	Asia	-	1	1	1	5	-	1	1	-	2	-
	Europe	-	1	2	1	5	-	1	-	-	1	-
	L.A.	-	1	2	1	-	-	1	2	-	1	-
High Product Quality (quality rating at least 20 points above region average)	N.A.	-	-	-	7	4	-	-	-	3	3	3
	Asia	-	-	-	6	4	-	-	-	3	3	-
	Europe	-	-	-	7	4	-	-	-	2	2	-
	L.A.	-	-	-	8	-	-	-	-	5	3	-
Good Customer Service (service rating at least 20 points above region average)	N.A.	7	3	-	5	-	5	-	2	2	-	-
	Asia	4	3	-	4	-	-	-	2	-	-	-
	Europe	5	-	-	3	2	-	-	-	-	-	-
	L.A.	3	3	-	5	-	2	-	-	-	-	-
Good Brand Image (image rating at least 20 points above region average)	N.A.	-	-	-	-	5	-	10	-	-	3	-
	Asia	-	-	-	-	7	4	10	-	-	-	-
	Europe	-	-	-	-	6	-	10	-	-	-	-
	L.A.	-	-	-	-	7	10	-	-	-	-	-
Low Overall Cost (operating costs per pair sold at least 10% below branded region average or 2% below private-label region average)	P-Label	-	37	25	10	39	32	-	-	-	-	27
	N.A.	-	-	-	-	-	-	-	-	7	-	-
	Asia	-	3	-	-	-	-	-	-	4	-	-
	Europe	-	6	-	-	-	-	-	-	-	-	-
L.A.	-	4	7	-	-	-	-	-	-	-	-	
Market Share Leadership (sales volume at least 15% above segment, market, or region average)	P-Label	-	-	1	-	15	16	-	-	-	-	-
	Internet	-	-	-	2	10	-	4	2	-	-	-
	N.A.	-	-	-	-	9	4	-	-	26	-	-
	Asia	-	6	-	-	-	5	-	-	12	-	-
	Europe	-	19	-	-	-	-	-	-	16	-	-
L.A.	-	23	15	-	-	1	7	-	-	-	-	
Superior Value (ratio of quality and models to price at least 10% above market or region average)	Internet	-	-	-	3	15	-	-	2	-	-	-
	N.A.	-	-	-	-	12	-	-	1	12	-	-
	Asia	-	-	-	-	2	-	-	2	7	-	-
	Europe	-	-	-	-	5	-	-	-	5	-	-
	L.A.	-	5	-	-	-	-	-	-	-	-	-
Market Coverage (at least 10% of sales volume from each branded region or 50% from a single region)	Global	20	13	-	12	-	-	16	-	-	-	-
	Focused	-	-	-	-	19	21	-	-	12	-	57
		71	119	34	76	174	97	72	13	118	19	91