

SUCCESS STUDY: Revolution Cycles 2009



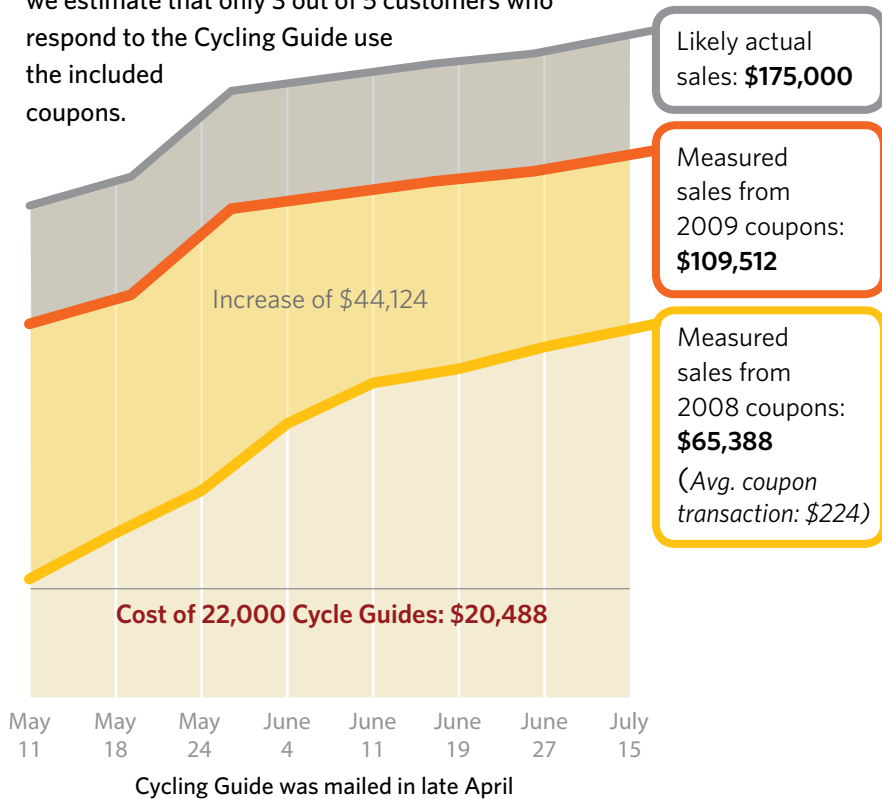
Mike Hamannwright, co-owner of Revolution Cycles with four stores in the greater Washington, DC market, discovered that coupons with higher qualifying amounts drove significantly higher and more profitable sales. Mike captures real-time sales data by using his Ascend POS system to scan his bar-coded Cycling Guide coupons.

Profitable, Season-Long Results

Cycling Guide Coupons:

- Generated purchase amounts approximately 2-3 times greater than the "qualifying" amount
- Sustained profitable response for the season's 3 key months
- Drove 67% increase in measured sales over previous year

In an affluent market like the Washington, DC suburbs, we estimate that only 3 out of 5 customers who respond to the Cycling Guide use the included coupons.



These coupons are excellent examples of significant sales increases with minimum actual discounts:

High-Dollar Coupon Bike Sales

Discount with bike purchase spurs greatest sales with lowest discount percent.

Redemptions:	44
Average sale:	\$1,159
Total sales:	\$53,896
Avg. Discount:	-1.23%

High-Traffic Coupons

Redemptions:	99
Average sale:	\$450
Total sales:	\$46,649
Avg. Discount:	-6%

Redemptions:	95
Average sale:	\$93
Total sales:	\$8,967
Avg. Discount:	-11%

Total coupons: 238
Total sales: \$109,512