



Retail Marketplace Profile

Prepared by Fitness Acquisitions, Inc.

Sample Report
500 N Kingsbury St
Chicago, IL 60610

Site Type: Drivetime

Latitude: 41.890724
Longitude: -87.639259
Drivetime: 4 minutes

Summary Demographics

2007 Population	132,934
2007 Households	74,218
2007 Median Disposable Income	\$55,905
2007 Per Capita Income	\$68,510

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$3,527,270,184	\$6,828,745,665	\$-3,301,475,481	-31.9	4,159
Total Retail Trade (NAICS 44-45)	\$3,006,646,272	\$5,530,610,454	\$-2,523,964,182	-29.6	2,781
Total Food & Drink (NAICS 722)	\$520,623,912	\$1,298,135,211	\$-777,511,299	-42.7	1,378

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$776,911,276	\$329,468,843	\$447,442,433	40.4	60
Automobile Dealers (NAICS 4411)	\$687,923,329	\$254,646,109	\$433,277,220	46.0	30
Other Motor Vehicle Dealers (NAICS 4412)	\$45,140,200	\$71,183,217	\$-26,043,017	-22.4	21
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$43,847,747	\$3,639,517	\$40,208,230	84.7	9
Furniture & Home Furnishings Stores (NAICS 442)	\$107,287,797	\$160,861,638	\$-53,573,841	-20.0	156
Furniture Stores (NAICS 4421)	\$60,575,150	\$58,155,151	\$2,419,999	2.0	74
Home Furnishings Stores (NAICS 4422)	\$46,712,647	\$102,706,487	\$-55,993,840	-37.5	82
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$82,193,392	\$387,088,889	\$-304,895,497	-65.0	351
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$87,866,351	\$93,925,570	\$-6,059,219	-3.3	80
Building Material and Supplies Dealers (NAICS 4441)	\$83,121,387	\$92,094,175	\$-8,972,788	-5.1	73
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$4,744,964	\$1,831,395	\$2,913,569	44.3	7
Food & Beverage Stores (NAICS 445)	\$585,691,272	\$456,126,902	\$129,564,370	12.4	258
Grocery Stores (NAICS 4451)	\$516,995,376	\$374,140,885	\$142,854,491	16.0	136
Specialty Food Stores (NAICS 4452)	\$23,139,284	\$32,986,711	\$-9,847,427	-17.5	92
Beer, Wine, and Liquor Stores (NAICS 4453)	\$45,556,612	\$48,999,306	\$-3,442,694	-3.6	30
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$119,837,082	\$264,807,684	\$-144,970,602	-37.7	159
Gasoline Stations (NAICS 447/4471)	\$312,770,938	\$97,635,781	\$215,135,157	52.4	33
Clothing and Clothing Accessories Stores (NAICS 448)	\$212,336,607	\$778,577,438	\$-566,240,831	-57.1	670
Clothing Stores (NAICS 4481)	\$160,087,618	\$531,585,162	\$-371,497,544	-53.7	320
Shoe Stores (NAICS 4482)	\$34,916,460	\$84,527,382	\$-49,610,922	-41.5	65
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$17,332,529	\$162,464,894	\$-145,132,365	-80.7	285
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$53,298,107	\$153,724,036	\$-100,425,929	-48.5	200
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$32,362,104	\$65,772,171	\$-33,410,067	-34.0	94
Book, Periodical, and Music Stores (NAICS 4512)	\$20,936,003	\$87,951,865	\$-67,015,862	-61.5	106

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.



Retail Marketplace Profile

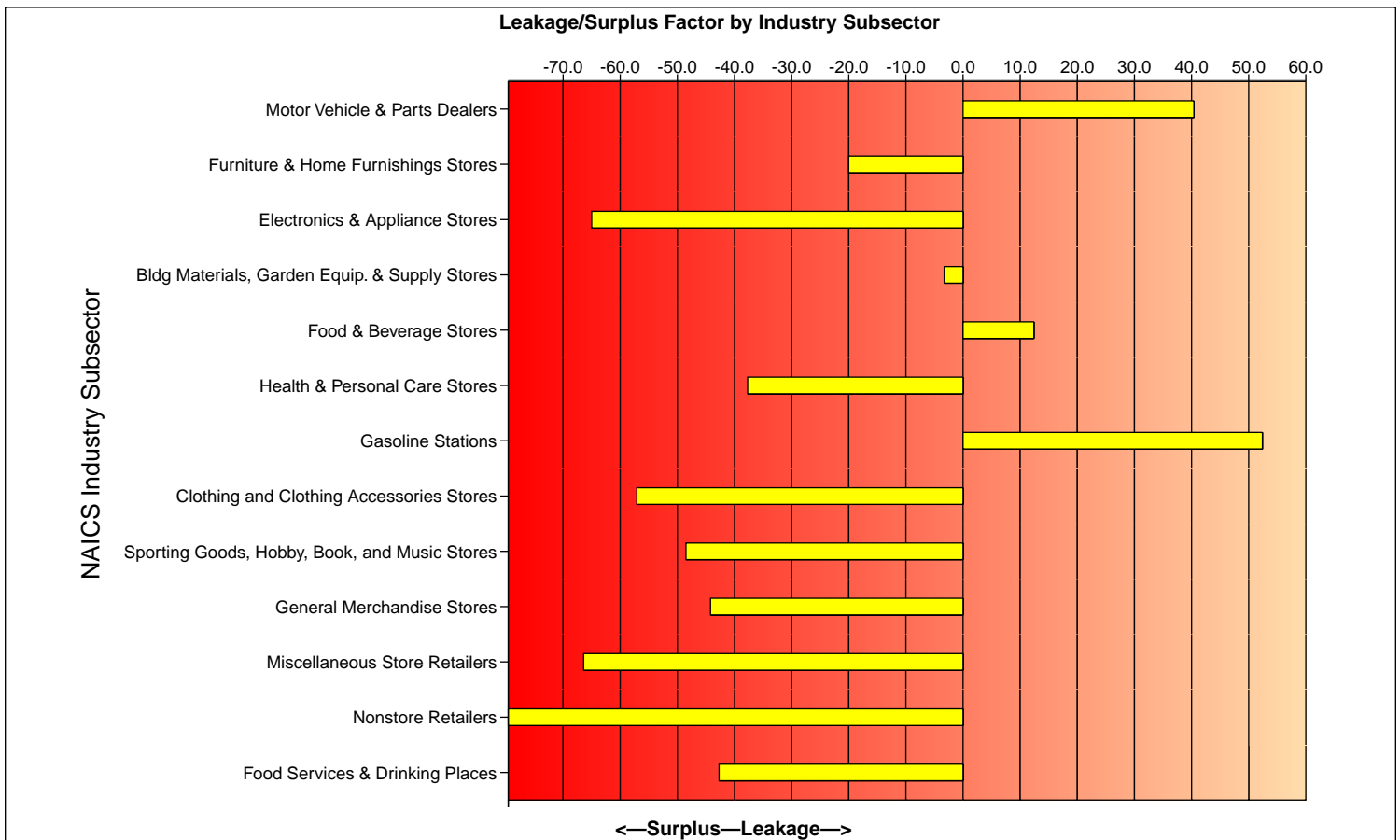
Prepared by Fitness Acquisitions, Inc.

Sample Report
500 N Kingsbury St
Chicago, IL 60610

Site Type: Drivetime

Latitude: 41.890724
Longitude: -87.639259
Drivetime: 4 minutes

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$465,106,734	\$1,202,303,554	\$-737,196,820	-44.2	130
Department Stores Excluding Leased Depts.(NAICS 4521)	\$212,036,844	\$468,708,558	\$-256,671,714	-37.7	33
Other General Merchandise Stores (NAICS 4529)	\$253,069,890	\$733,594,996	\$-480,525,106	-48.7	97
Miscellaneous Store Retailers (NAICS 453)	\$47,428,565	\$234,587,396	\$-187,158,831	-66.4	637
Florists (NAICS 4531)	\$4,716,743	\$28,407,366	\$-23,690,623	-71.5	64
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$8,312,968	\$29,710,657	\$-21,397,689	-56.3	148
Used Merchandise Stores (NAICS 4533)	\$4,336,364	\$12,399,532	\$-8,063,168	-48.2	65
Other Miscellaneous Store Retailers (NAICS 4539)	\$30,062,490	\$164,069,841	\$-134,007,351	-69.0	360
Nonstore Retailers (NAICS 454)	\$155,918,151	\$1,371,502,723	\$-1,215,584,572	-79.6	47
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$102,651,607	\$1,307,088,678	\$-1,204,437,071	-85.4	7
Vending Machine Operators (NAICS 4542)	\$20,140,410	\$11,339,395	\$8,801,015	28.0	9
Direct Selling Establishments (NAICS 4543)	\$33,126,134	\$53,074,650	\$-19,948,516	-23.1	31
Food Services & Drinking Places (NAICS 722)	\$520,623,912	\$1,298,135,211	\$-777,511,299	-42.7	1,378
Full-Service Restaurants (NAICS 7221)	\$240,430,271	\$249,859,298	\$-9,429,027	-1.9	21
Limited-Service Eating Places (NAICS 7222)	\$201,668,320	\$788,998,677	\$-587,330,357	-59.3	1,187
Special Food Services (NAICS 7223)	\$55,191,207	\$149,007,637	\$-93,816,430	-45.9	58
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,334,114	\$110,269,599	\$-86,935,485	-65.1	112



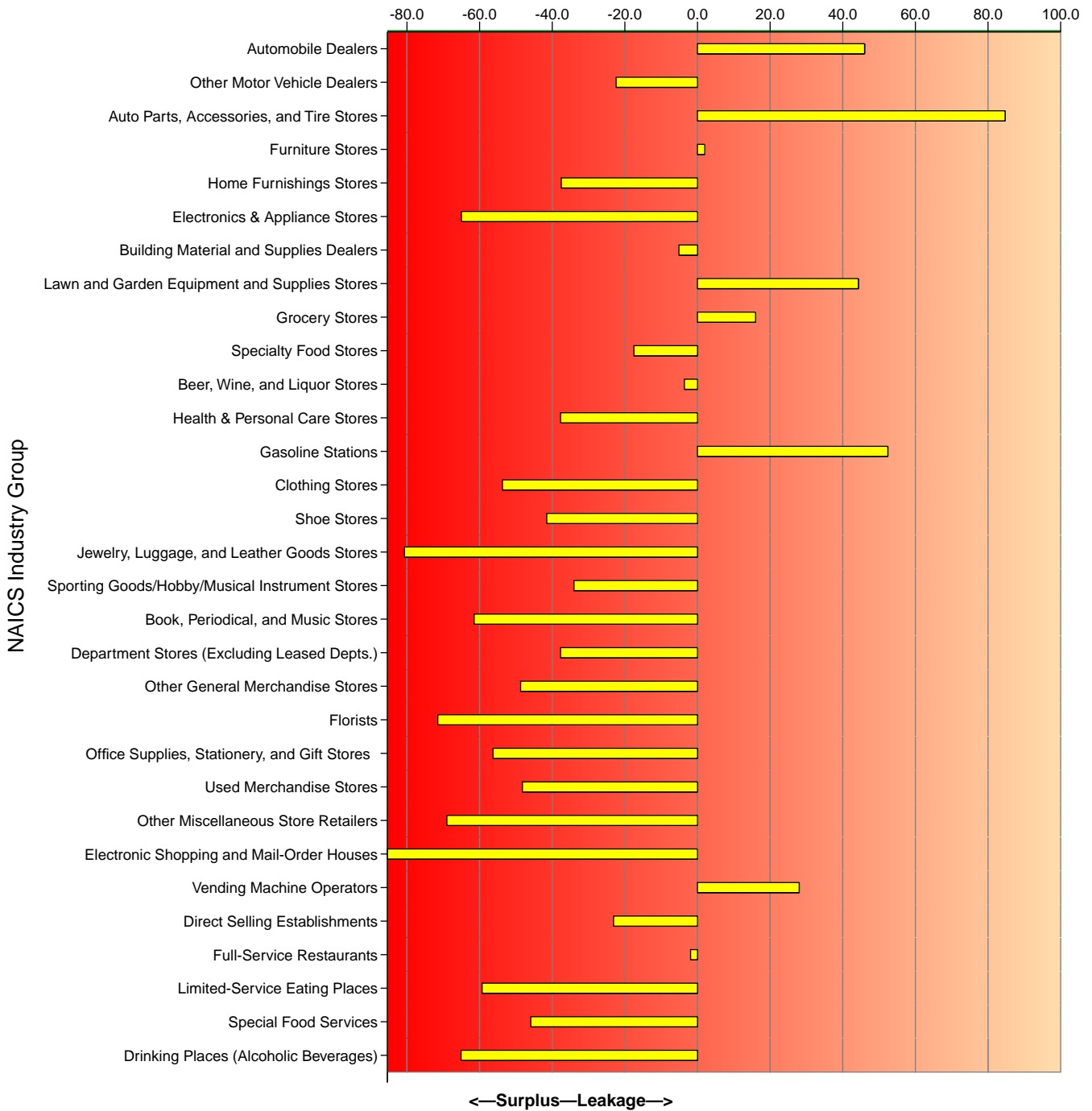


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Leakage/Surplus Factor by Industry Group





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Sample Report
500 N Kingsbury St
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Site Type: Drivetime

Latitude: 41.890724
Longitude: -87.639259
Drivetime: 8 minutes

Summary Demographics

2007 Population	677,664
2007 Households	303,793
2007 Median Disposable Income	\$43,812
2007 Per Capita Income	\$42,447

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$11,178,503,174	\$12,189,313,290	\$-1,010,810,116	-4.3	8,640
Total Retail Trade (NAICS 44-45)	\$9,537,291,247	\$9,817,341,069	\$-280,049,822	-1.4	5,649
Total Food & Drink (NAICS 722)	\$1,641,211,927	\$2,371,972,221	\$-730,760,294	-18.2	2,991

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$2,455,072,793	\$654,517,116	\$1,800,555,677	57.9	193
Automobile Dealers (NAICS 4411)	\$2,174,596,395	\$521,185,316	\$1,653,411,079	61.3	88
Other Motor Vehicle Dealers (NAICS 4412)	\$141,306,411	\$97,366,165	\$43,940,246	18.4	41
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$139,169,987	\$35,965,635	\$103,204,352	58.9	64
Furniture & Home Furnishings Stores (NAICS 442)	\$336,359,324	\$404,224,554	\$-67,865,230	-9.2	375
Furniture Stores (NAICS 4421)	\$189,535,088	\$165,922,648	\$23,612,440	6.6	187
Home Furnishings Stores (NAICS 4422)	\$146,824,236	\$238,301,906	\$-91,477,670	-23.8	188
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$260,025,131	\$564,094,862	\$-304,069,731	-36.9	521
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$277,833,386	\$222,812,455	\$55,020,931	11.0	228
Building Material and Supplies Dealers (NAICS 4441)	\$262,915,780	\$212,947,589	\$49,968,191	10.5	208
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$14,917,606	\$9,864,866	\$5,052,740	20.4	20
Food & Beverage Stores (NAICS 445)	\$1,870,589,841	\$1,572,694,569	\$297,895,272	8.7	745
Grocery Stores (NAICS 4451)	\$1,652,686,378	\$1,276,815,704	\$375,870,674	12.8	431
Specialty Food Stores (NAICS 4452)	\$74,113,332	\$87,462,484	\$-13,349,152	-8.3	189
Beer, Wine, and Liquor Stores (NAICS 4453)	\$143,790,131	\$208,416,381	\$-64,626,250	-18.3	125
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$380,162,207	\$608,620,866	\$-228,458,659	-23.1	370
Gasoline Stations (NAICS 447/4471)	\$993,508,138	\$331,698,872	\$661,809,266	49.9	120
Clothing and Clothing Accessories Stores (NAICS 448)	\$672,247,032	\$1,197,429,146	\$-525,182,114	-28.1	1,153
Clothing Stores (NAICS 4481)	\$507,191,866	\$842,620,949	\$-335,429,083	-24.9	651
Shoe Stores (NAICS 4482)	\$111,352,666	\$155,292,701	\$-43,940,035	-16.5	145
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$53,702,500	\$199,515,496	\$-145,812,996	-57.6	357
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$168,537,187	\$277,209,429	\$-108,672,242	-24.4	396
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$102,562,550	\$134,230,692	\$-31,668,142	-13.4	196
Book, Periodical, and Music Stores (NAICS 4512)	\$65,974,637	\$142,978,737	\$-77,004,100	-36.9	200

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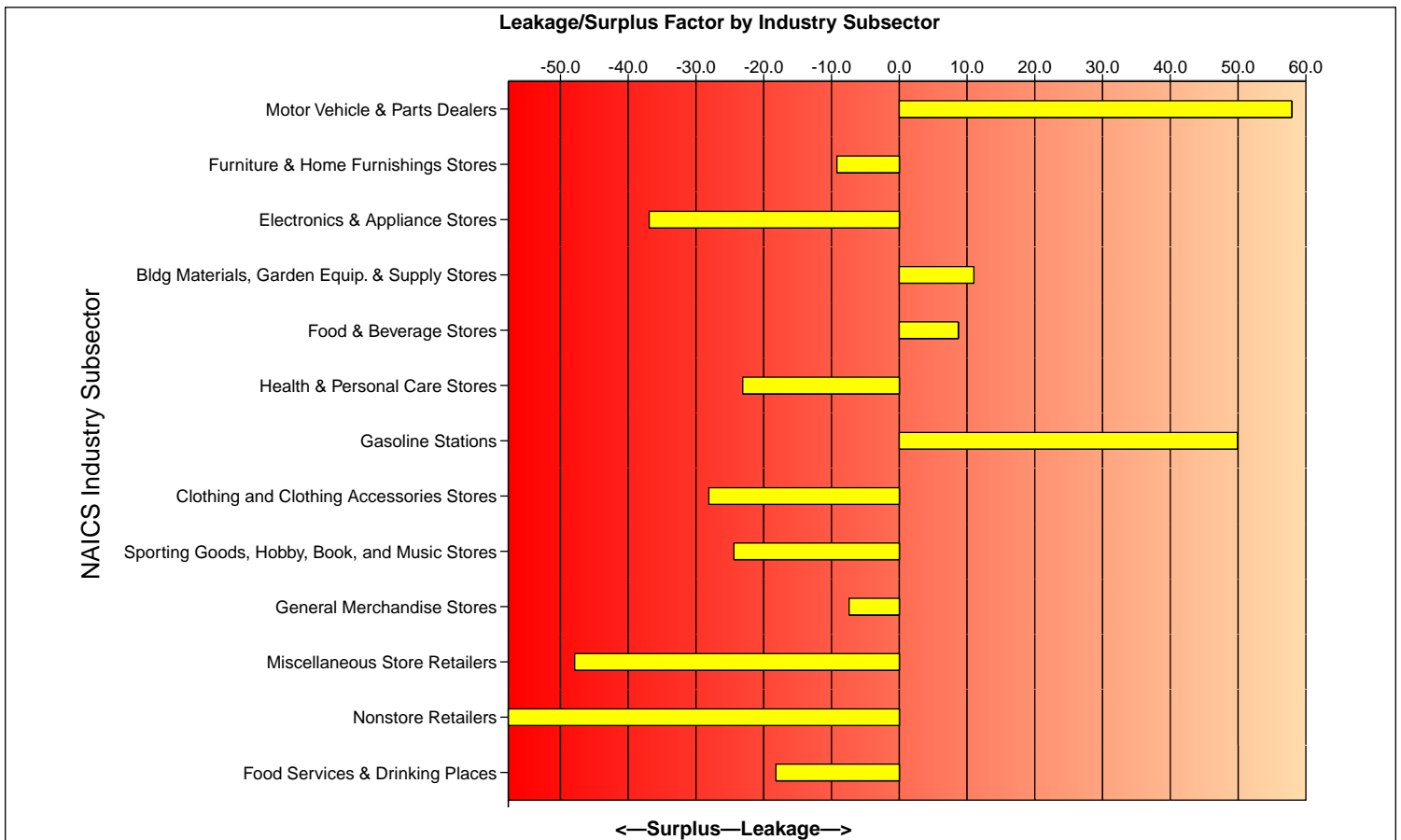
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,478,591,354	\$1,714,701,097	\$-236,109,743	-7.4	255
Department Stores Excluding Leased Depts.(NAICS 4521)	\$672,156,650	\$650,291,099	\$21,865,551	1.7	85
Other General Merchandise Stores (NAICS 4529)	\$806,434,704	\$1,064,409,998	\$-257,975,294	-13.8	170
Miscellaneous Store Retailers (NAICS 453)	\$149,615,249	\$425,053,917	\$-275,438,668	-47.9	1,203
Florists (NAICS 4531)	\$14,810,542	\$44,394,079	\$-29,583,537	-50.0	151
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$26,293,995	\$48,957,567	\$-22,663,572	-30.1	272
Used Merchandise Stores (NAICS 4533)	\$13,607,200	\$42,975,459	\$-29,368,259	-51.9	191
Other Miscellaneous Store Retailers (NAICS 4539)	\$94,903,512	\$288,726,812	\$-193,823,300	-50.5	589
Nonstore Retailers (NAICS 454)	\$494,749,605	\$1,844,284,186	\$-1,349,534,581	-57.7	90
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$324,568,460	\$1,445,894,555	\$-1,121,326,095	-63.3	7
Vending Machine Operators (NAICS 4542)	\$64,381,519	\$48,416,941	\$15,964,578	14.2	20
Direct Selling Establishments (NAICS 4543)	\$105,799,626	\$349,972,690	\$-244,173,064	-53.6	63
Food Services & Drinking Places (NAICS 722)	\$1,641,211,927	\$2,371,972,221	\$-730,760,294	-18.2	2,991
Full-Service Restaurants (NAICS 7221)	\$757,548,702	\$548,145,632	\$209,403,070	16.0	53
Limited-Service Eating Places (NAICS 7222)	\$636,597,062	\$1,266,473,780	\$-629,876,718	-33.1	2,474
Special Food Services (NAICS 7223)	\$174,170,140	\$305,542,961	\$-131,372,821	-27.4	112
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$72,896,023	\$251,809,848	\$-178,913,825	-55.1	352



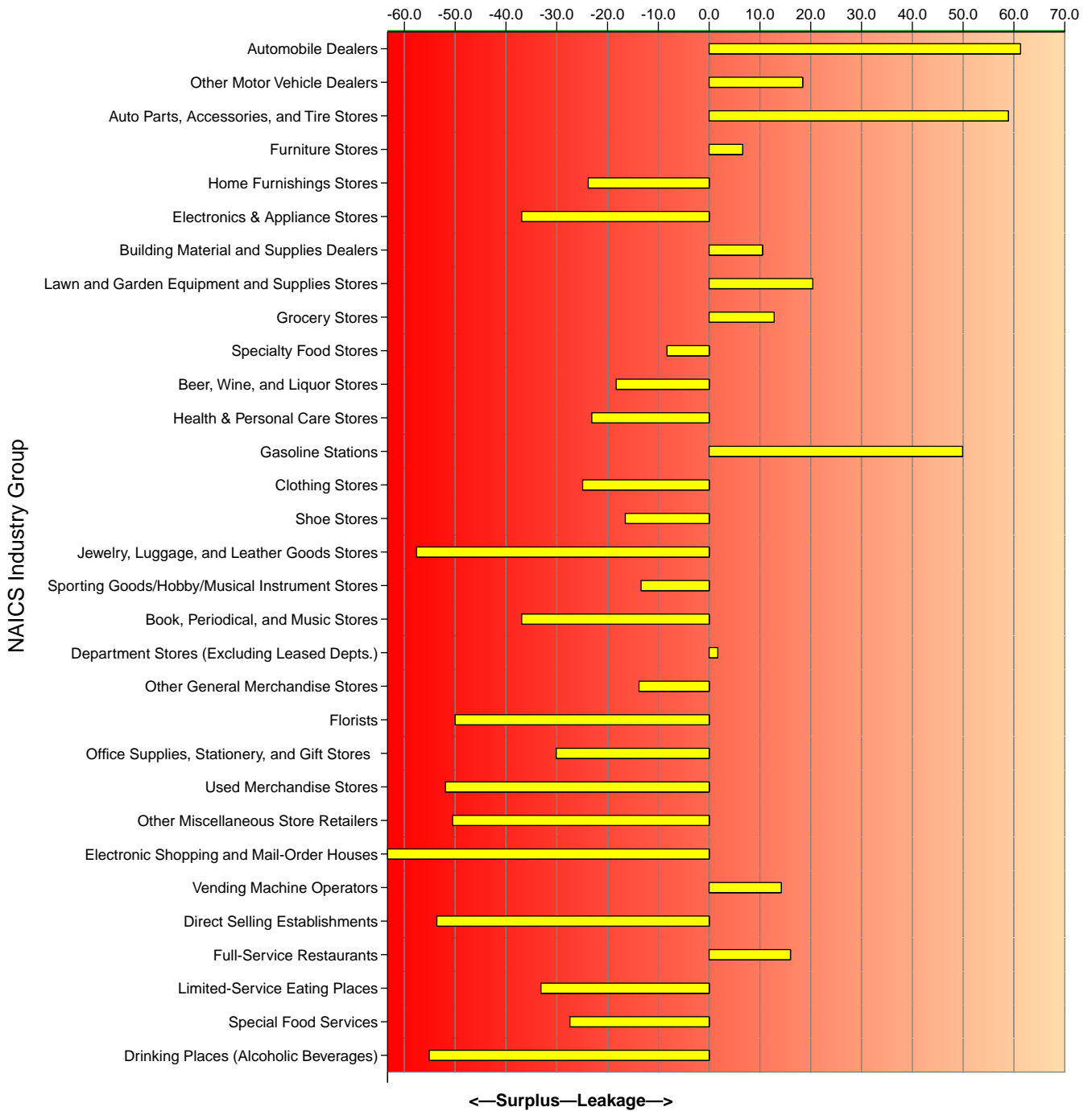


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Leakage/Surplus Factor by Industry Group



Source:



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Site Type: Drivetime

Latitude: 41.890724
Longitude: -87.639259
Drivetime: 12 minutes

Summary Demographics

2007 Population	1,834,726
2007 Households	696,595
2007 Median Disposable Income	\$38,345
2007 Per Capita Income	\$29,328

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$20,905,187,970	\$19,449,315,320	\$1,455,872,650	3.6	15,190
Total Retail Trade (NAICS 44-45)	\$17,865,284,766	\$15,794,233,468	\$2,071,051,298	6.2	10,085
Total Food & Drink (NAICS 722)	\$3,039,903,204	\$3,655,081,852	\$-615,178,648	-9.2	5,105

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$4,585,891,859	\$1,607,629,255	\$2,978,262,604	48.1	567
Automobile Dealers (NAICS 4411)	\$4,062,097,295	\$1,390,679,957	\$2,671,417,338	49.0	295
Other Motor Vehicle Dealers (NAICS 4412)	\$263,587,095	\$108,690,451	\$154,896,644	41.6	51
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$260,207,469	\$108,258,847	\$151,948,622	41.2	221
Furniture & Home Furnishings Stores (NAICS 442)	\$626,102,962	\$582,053,070	\$44,049,892	3.6	633
Furniture Stores (NAICS 4421)	\$351,708,127	\$244,651,101	\$107,057,026	18.0	316
Home Furnishings Stores (NAICS 4422)	\$274,394,835	\$337,401,969	\$-63,007,134	-10.3	317
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$486,048,883	\$660,423,161	\$-174,374,278	-15.2	739
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$528,698,639	\$425,717,580	\$102,981,059	10.8	496
Building Material and Supplies Dealers (NAICS 4441)	\$500,507,668	\$386,388,140	\$114,119,528	12.9	464
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$28,190,971	\$39,329,440	\$-11,138,469	-16.5	32
Food & Beverage Stores (NAICS 445)	\$3,518,875,400	\$3,183,082,545	\$335,792,855	5.0	1,684
Grocery Stores (NAICS 4451)	\$3,112,788,494	\$2,640,645,991	\$472,142,503	8.2	1,058
Specialty Food Stores (NAICS 4452)	\$139,814,444	\$157,426,890	\$-17,612,446	-5.9	330
Beer, Wine, and Liquor Stores (NAICS 4453)	\$266,272,462	\$385,009,664	\$-118,737,202	-18.2	296
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$714,132,828	\$1,128,054,282	\$-413,921,454	-22.5	676
Gasoline Stations (NAICS 447/4471)	\$1,863,579,731	\$793,074,901	\$1,070,504,830	40.3	307
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,251,892,315	\$1,579,330,300	\$-327,437,985	-11.6	1,896
Clothing Stores (NAICS 4481)	\$945,388,925	\$1,088,943,960	\$-143,555,035	-7.1	1,118
Shoe Stores (NAICS 4482)	\$208,330,142	\$242,316,368	\$-33,986,226	-7.5	274
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$98,173,248	\$248,069,972	\$-149,896,724	-43.3	504
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$312,589,432	\$404,488,837	\$-91,899,405	-12.8	639
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$191,318,928	\$201,773,961	\$-10,455,033	-2.7	318
Book, Periodical, and Music Stores (NAICS 4512)	\$121,270,504	\$202,714,876	\$-81,444,372	-25.1	321

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Source: ESRI and infoUSA®

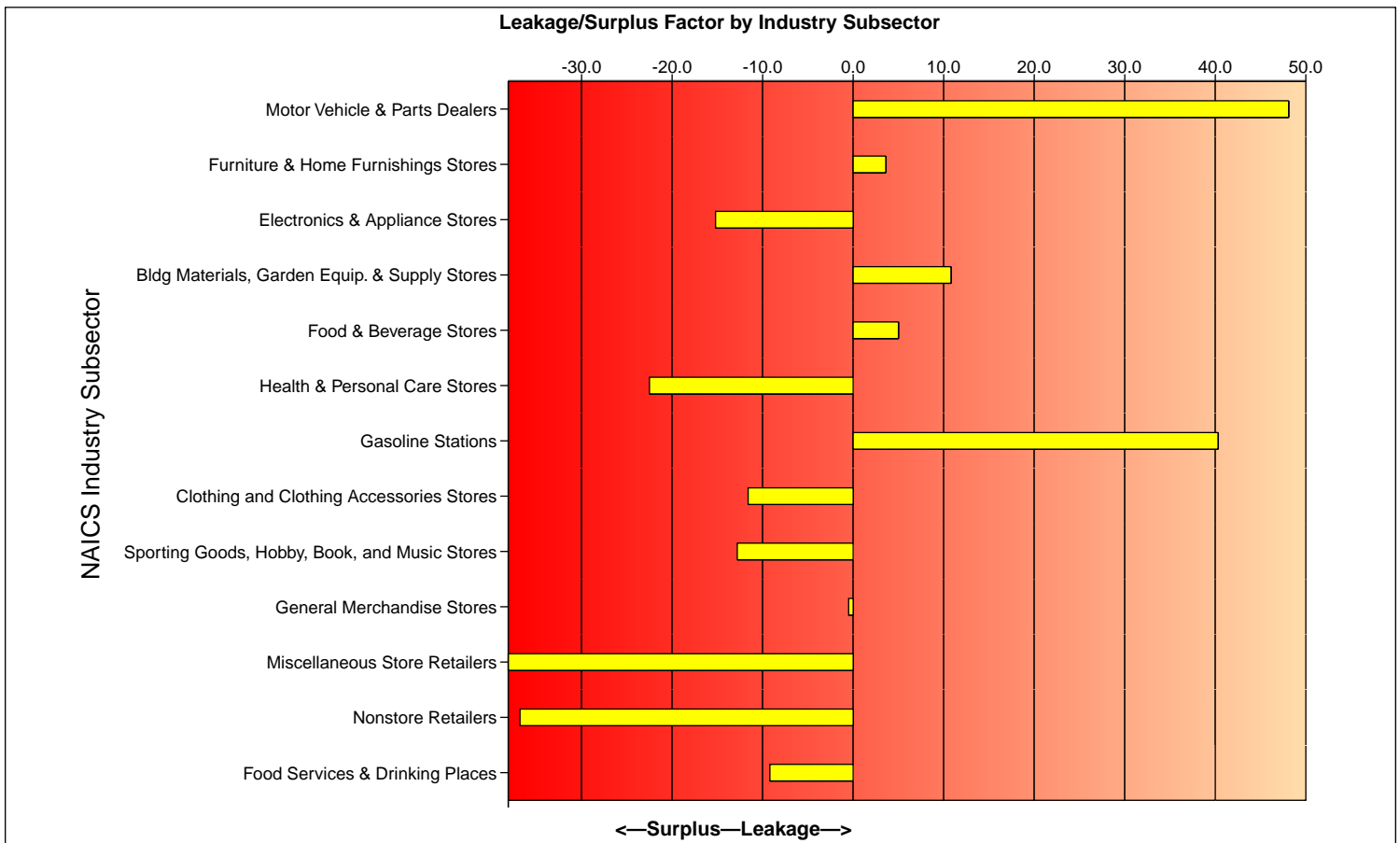


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Longitude: -87.639259
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,772,185,247	\$2,802,539,812	\$-30,354,565	-0.5	538
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,257,007,668	\$823,315,029	\$433,692,639	20.8	192
Other General Merchandise Stores (NAICS 4529)	\$1,515,177,579	\$1,979,224,783	\$-464,047,204	-13.3	346
Miscellaneous Store Retailers (NAICS 453)	\$279,244,242	\$623,519,198	\$-344,274,956	-38.1	1,782
Florists (NAICS 4531)	\$27,983,386	\$62,567,813	\$-34,584,427	-38.2	287
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$49,035,477	\$64,829,125	\$-15,793,648	-13.9	385
Used Merchandise Stores (NAICS 4533)	\$25,202,884	\$74,832,293	\$-49,629,409	-49.6	326
Other Miscellaneous Store Retailers (NAICS 4539)	\$177,022,495	\$421,289,967	\$-244,267,472	-40.8	784
Nonstore Retailers (NAICS 454)	\$926,043,228	\$2,004,320,527	\$-1,078,277,299	-36.8	128
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$604,477,419	\$1,474,812,446	\$-870,335,027	-41.9	8
Vending Machine Operators (NAICS 4542)	\$121,161,242	\$57,505,041	\$63,656,201	35.6	30
Direct Selling Establishments (NAICS 4543)	\$200,404,567	\$472,003,040	\$-271,598,473	-40.4	90
Food Services & Drinking Places (NAICS 722)	\$3,039,903,204	\$3,655,081,852	\$-615,178,648	-9.2	5,105
Full-Service Restaurants (NAICS 7221)	\$1,402,229,643	\$1,098,241,926	\$303,987,717	12.2	88
Limited-Service Eating Places (NAICS 7222)	\$1,181,029,888	\$1,744,158,356	\$-563,128,468	-19.3	4,205
Special Food Services (NAICS 7223)	\$322,965,997	\$433,772,727	\$-110,806,730	-14.6	187
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$133,677,676	\$378,908,843	\$-245,231,167	-47.8	625





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Leakage/Surplus Factor by Industry Group

