

OVATIONS

for the cure of ovarian cancer™

Comparitive Happy Feet & Brochures

Actuals Sent

	2006	2007	2008	2009	Total	
Happy Feet Shoes Mailed	636	611	784	1134	3165	
Happy Feet Boards Sent	6	52	596	1135	1789	
Brochures Sent	N/A	73,925	170,129	77,697	321,751	
Offices with Brochures	N/A	2,423	4,921	2,079	9,423	
# of States with Brochures	N/A	N/A	26	45	45	Plus some in Canada

Growth Count

	'07-06	'08-07	'09-08
Happy Feet Shoes Mailed	-25	173	350
Happy Feet Boards Sent		544	539
Brochures Sent		96204	-92432
Offices with Brochures		2498	-2842

Growth Rate

	'07-06	'08-07	'09-08
Happy Feet Shoes Mailed	-3.9%	28.3%	44.6%
Happy Feet Boards Sent		766.7%	1046.2%
Brochures Sent		130.1%	-54.3%
Offices with Brochures		103.1%	-57.8%

