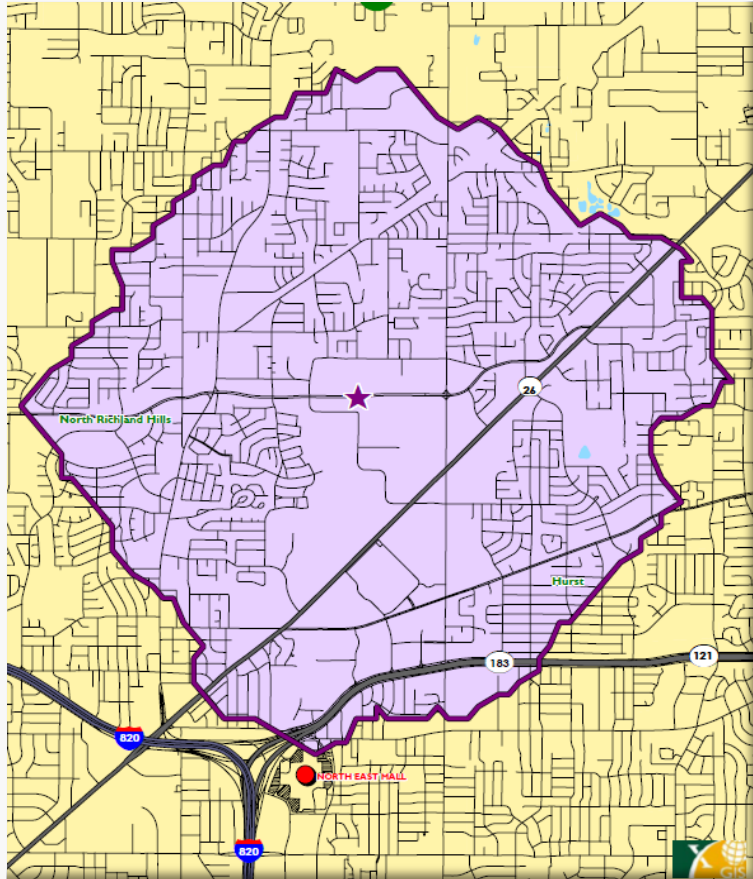


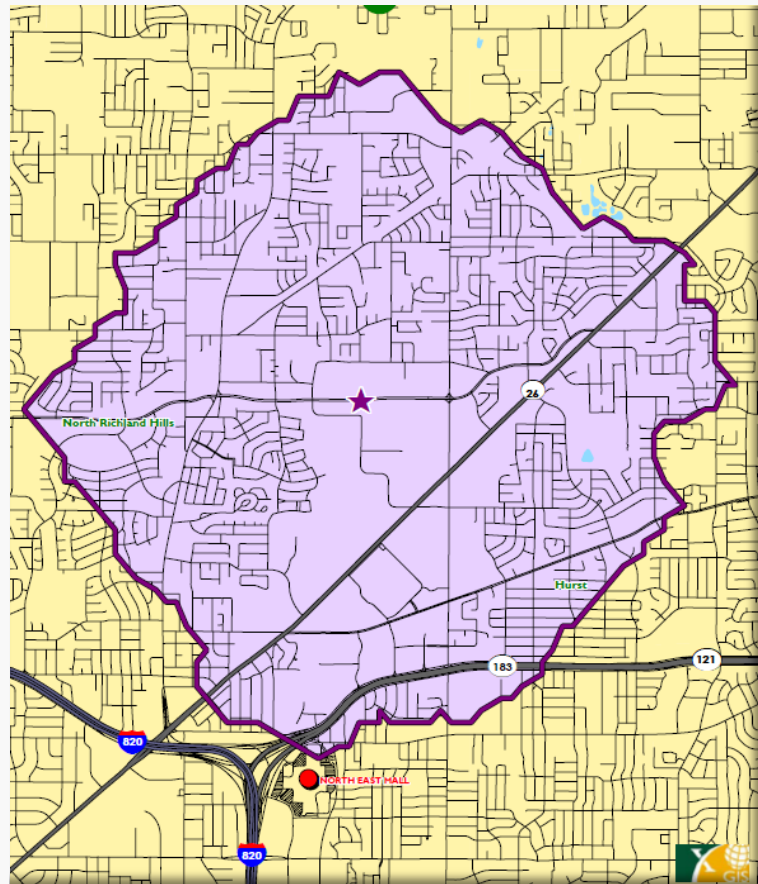
Mid Cities & Hawk – 5 Minute Drive Time



Total Households 2013 Proj	12,072
Total Population 2013 Proj	34,622
Workplace Population	11,879
Average Household Income	\$76,756
Vicinity Traffic Count	89,000

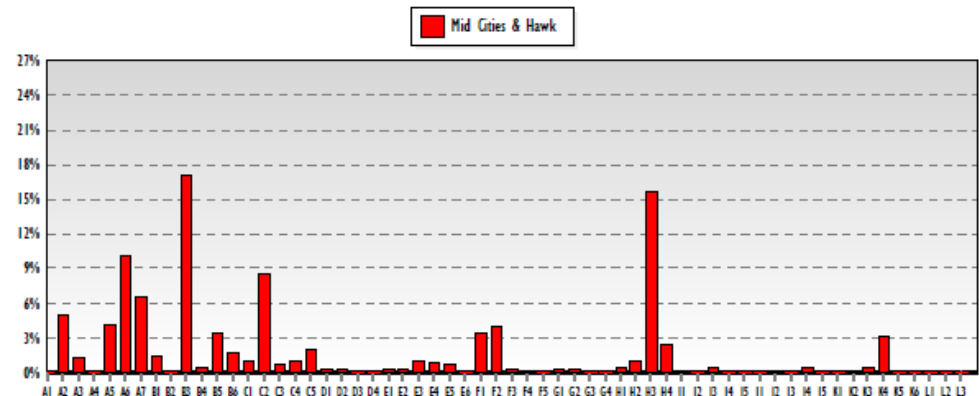
Store Type Leakage	Amount
<i>Supermarkets / Grocery</i>	\$15 Million
<i>Women's & Family Clothing</i>	\$6 Million
<i>Specialty Food</i>	\$2.4 Million
<i>Shoe Stores</i>	\$2 Million
<i>Office Supply</i>	\$2 Million
Opportunity	\$25.4 Million

Mid Cities & Hawk – 5 Minute Drive Time



Dominant Segments	Description	Households	% of All Households
A02	DREAM WEAVERS	596	5.04%
A05	ENTERPRISING COUPLES	490	4.14%
A06	SMALL-TOWN SUCCESS	1,207	10.20%
A07	NEW SUBURBIA FAMILIES	763	6.45%
B03	URBAN COMMUTER FAMILIES	2,022	17.08%
B05	SECOND-GENERATION	392	3.31%
C02	PRIME MIDDLE AMERICA	1,015	8.57%
F01	STEADFAST CONSERVATIVES	397	3.35%
F02	MODERATE CONVENTIONALISTS	470	3.97%
H03	STABLE CAREERS	1,848	15.61%
K04	URBAN DIVERSITY	373	3.15%

Trade Area Segmentation



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