



PressTime® Normative Data Summary: March 2009

Product	Count	Frequency of Choice	Average Profit (\$m)	Maximum Profit (\$m)	Minimum Profit (\$m)	Average Market Share	Maximum Market Share	Minimum Market Share	Percent "Not to Market"
A	208	57%	\$5.40	\$36.20	(\$19.70)	31.0%	51.0%	15.0%	6.5%
B	131	36%	\$17.09	\$39.70	(\$17.10)	36.0%	59.0%	22.0%	4.1%
C	29	8%	\$21.91	\$49.20	(\$8.11)	36.6%	53.7%	26.2%	0.0%
All Products	368	100%	\$10.99	\$49.20	(\$19.70)	33.2%	59.0%	15.0%	10.6%

* Industry specific data available upon request. To receive this data please call us at 336-272-9530.



©2009, Discovery Learning, Inc. All rights reserved.