

WEB SALES - GRAPESWINE.COM

Month	2011 WEB Orders				Avg \$ / Order	2010 Web Orders		Total Revenue: Web & Phone			
	Orders	Revenue	vs. 2010			Orders	Revenue	2010	2011	Diff	% Diff
JAN	89	\$29,105.38	(\$484.44)		\$327.03	90	\$29,589.82	\$44,352.34	\$57,375.85	\$13,023.51	29.4%
FEB	64	\$18,675.69	(\$780.39)		\$291.81	71	\$19,456.08	\$28,369.21	\$45,404.96	\$17,035.75	60.1%
MAR	31	\$7,208.07	(\$11,321.53)		\$232.52	61	\$18,529.60	\$41,768.36	\$26,237.20	(\$15,531.16)	-37.2%
APR	63	\$19,653.82	\$3,365.40		\$311.97	61	\$16,288.42	\$32,847.52	\$39,099.49	\$6,251.97	19.0%
MAY	88	\$28,097.10	\$4,183.00		\$319.29	64	\$23,914.10	\$41,903.57	\$45,647.98	\$3,744.41	8.9%
JUN	50	\$13,972.28	(\$809.85)		\$279.45	63	\$14,782.13	\$29,059.66	\$45,096.68	\$16,037.02	55.2%
JUL	53	\$13,904.43	\$1,039.88		\$262.35	42	\$12,864.55	\$32,858.82	\$54,788.22	\$21,929.40	66.7%
AUG	77	\$19,665.96	\$8,629.81		\$255.40	44	\$11,036.15	\$27,835.25	\$65,663.59	\$37,828.34	135.9%
SEP	3	\$488.55	(\$14,170.82)		\$162.85	62	\$14,659.37	\$35,437.84	\$1,014.15	(\$34,423.69)	-97.1%
OCT			(\$22,183.77)		\$0.00	69	\$22,183.77	\$46,857.92	\$0.00	(\$46,857.92)	-100.0%
NOV			(\$37,379.70)		\$0.00	84	\$37,379.70	\$75,949.35	\$0.00	(\$75,949.35)	-100.0%
DEC			(\$29,768.46)		\$0.00	114	\$29,768.46	\$65,262.02	\$0.00	(\$65,262.02)	-100.0%
TOTAL	518	\$150,771.28	(\$99,680.87)		\$291.06	825	\$250,452.15	\$502,501.86	\$380,328.12	(\$122,173.74)	-24.3%
AVG	43.2	\$12,564.27				68.8	\$20,871.01				

Month	2011 PHONE Orders				Avg \$ / Order	2010 Phone Orders		2011 Out of State Phone	
	Orders	Revenue	vs. 2010			Orders	Revenue	Orders	Revenue
JAN	60	\$28,270.47	\$13,507.95		\$471.17	36	\$14,762.52	did not track data until March	
FEB	74	\$26,729.27	\$17,816.14		\$361.21	24	\$8,913.13		
MAR	67	\$19,029.13	(\$4,209.63)		\$284.02	46	\$23,238.76	43	\$19,729.00
APR	50	\$19,445.67	\$2,886.57		\$388.91	40	\$16,559.10	42	\$19,908.19
MAY	45	\$17,550.88	(\$438.59)		\$390.02	35	\$17,989.47	35	\$16,944.70
JUN	79	\$31,124.40	\$16,846.87		\$393.98	35	\$14,277.53	59	\$25,550.38
JUL	89	\$40,883.79	\$20,889.52		\$459.37	40	\$19,994.27	60	\$32,010.14
AUG	131	\$45,997.63	\$29,198.53		\$351.13	52	\$16,799.10	61	\$28,416.81
SEP	1	\$525.60	(\$20,252.87)		\$525.60	53	\$20,778.47		
OCT			(\$24,674.15)		\$0.00	56	\$24,674.15		
NOV			(\$38,569.65)		\$0.00	67	\$38,569.65		
DEC			(\$35,493.56)		\$0.00	94	\$35,493.56		
TOTAL	596	\$229,556.84	(\$22,492.87)		\$385.16	578	\$252,049.71	300	\$142,559.22
AVG	49.7	\$19,129.74				48.2	\$21,004.14		