

WEB SALES - GRAPESWINE.COM

| Month | 2010 WEB Orders | | | | 2009 Web Orders | | Total Revenue: Web & Phone | | | |
|--------------|-----------------|---------------------|--------------------|-----------------|-----------------|---------------------|----------------------------|---------------------|---------------------|--------------|
| | Orders | Revenue | vs. 2009 | Avg \$ / Order | Orders | Revenue | 2009 | 2010 | Diff | % Diff |
| JAN | 90 | \$29,589.82 | \$24,688.78 | \$328.78 | 17 | \$4,901.04 | \$16,063.85 | \$44,352.34 | \$28,288.49 | 176.1% |
| FEB | 71 | \$19,456.08 | \$14,048.90 | \$274.03 | 15 | \$5,407.18 | \$10,207.73 | \$28,369.21 | \$18,161.48 | 177.9% |
| MAR | 61 | \$18,529.60 | \$3,293.90 | \$303.76 | 40 | \$15,235.70 | \$16,370.99 | \$41,768.36 | \$25,397.37 | 155.1% |
| APR | 61 | \$16,288.42 | \$6,130.32 | \$267.02 | 23 | \$10,158.10 | \$18,082.49 | \$32,847.52 | \$14,765.03 | 81.7% |
| MAY | 64 | \$23,914.10 | \$9,920.34 | \$373.66 | 40 | \$13,993.76 | \$22,302.09 | \$41,903.57 | \$19,601.48 | 87.9% |
| JUN | 63 | \$14,782.13 | \$1,840.51 | \$234.64 | 59 | \$12,941.62 | \$18,712.44 | \$29,059.66 | \$10,347.22 | 55.3% |
| JUL | 42 | \$12,864.55 | (\$3,180.51) | \$306.30 | 48 | \$16,045.06 | \$27,961.34 | \$32,858.82 | \$4,897.48 | 17.5% |
| AUG | 44 | \$11,036.15 | (\$3,169.51) | \$250.82 | 61 | \$14,205.66 | \$17,410.92 | \$27,835.25 | \$10,424.33 | 59.9% |
| SEP | 62 | \$14,659.37 | (\$2,351.70) | \$236.44 | 59 | \$17,011.07 | \$28,932.38 | \$35,437.84 | \$6,505.46 | 22.5% |
| OCT | 69 | \$22,183.77 | (\$28.75) | \$321.50 | 65 | \$22,212.52 | \$36,921.37 | \$46,857.92 | \$9,936.55 | 26.9% |
| NOV | 84 | \$37,379.70 | \$17,384.67 | \$445.00 | 81 | \$19,995.03 | \$31,723.96 | \$75,949.35 | \$44,225.39 | 139.4% |
| DEC | 114 | \$29,768.46 | \$209.21 | \$261.13 | 117 | \$29,559.25 | \$45,804.29 | \$65,262.02 | \$19,457.73 | 42.5% |
| TOTAL | 825 | \$250,452.15 | \$68,786.16 | \$303.58 | 625 | \$181,665.99 | \$290,493.85 | \$502,501.86 | \$212,008.01 | 73.0% |
| AVG | 68.8 | \$20,871.01 | | | 52.1 | \$15,138.83 | | | | |

| Month | 2010 PHONE Orders | | | | 2009 Phone Orders | |
|--------------|-------------------|---------------------|---------------------|-----------------|-------------------|---------------------|
| | Orders | Revenue | vs. 2009 | Avg \$ / Order | Orders | Revenue |
| JAN | 36 | \$14,762.52 | \$3,599.71 | \$410.07 | 30 | \$11,162.81 |
| FEB | 24 | \$8,913.13 | \$4,112.58 | \$371.38 | 19 | \$4,800.55 |
| MAR | 46 | \$23,238.76 | \$22,103.47 | \$505.19 | 3 | \$1,135.29 |
| APR | 40 | \$16,559.10 | \$8,634.71 | \$413.98 | 18 | \$7,924.39 |
| MAY | 35 | \$17,989.47 | \$9,681.14 | \$513.98 | 21 | \$8,308.33 |
| JUN | 35 | \$14,277.53 | \$8,506.71 | \$407.93 | 16 | \$5,770.82 |
| JUL | 40 | \$19,994.27 | \$8,077.99 | \$499.86 | 25 | \$11,916.28 |
| AUG | 52 | \$16,799.10 | \$13,593.84 | \$323.06 | 16 | \$3,205.26 |
| SEP | 53 | \$20,778.47 | \$8,857.16 | \$392.05 | 26 | \$11,921.31 |
| OCT | 56 | \$24,674.15 | \$9,965.30 | \$440.61 | 38 | \$14,708.85 |
| NOV | 67 | \$38,569.65 | \$26,840.72 | \$575.67 | 32 | \$11,728.93 |
| DEC | 94 | \$35,493.56 | \$19,248.52 | \$377.59 | 44 | \$16,245.04 |
| TOTAL | 578 | \$252,049.71 | \$143,221.85 | \$436.07 | 288 | \$108,827.86 |
| AVG | 48.2 | \$21,004.14 | | | 24.0 | \$9,068.99 |