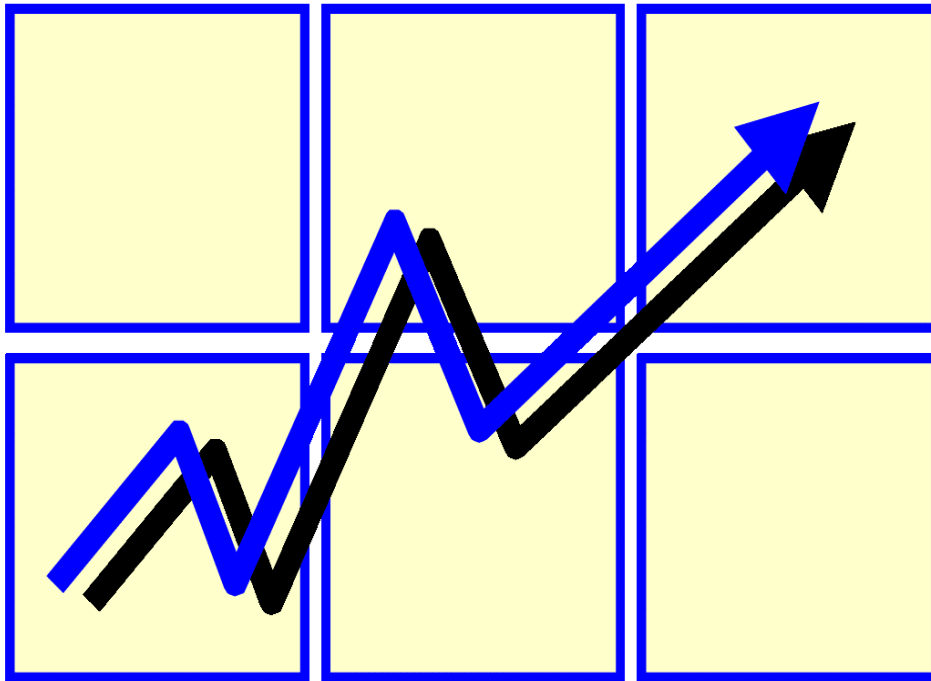


Trendex Sports Vision

**Archery
Equipment
Product
Report
2004**



Introduction

This report prepared by Trendex North America is the annual 2004 product report for Archery Equipment and is based on data from both Industry Canada and the Sports Vision Canada program. The purpose of the Sports Vision Canada program is to provide both sporting goods retailers and manufacturers with a continuous source of information on the Canadian consumers' purchases of sporting goods equipment, apparel, and athletic footwear.

The program's information is based on surveys conducted by mail in July 2004 and January 2005 by Synovate (Toronto) with a nationally representative sample of 10,000 Canadian households. On average, sixty-six percent of the questionnaires were returned. The returned data was statistically projected to represent the purchases of the entire Canadian household population.

The data on the tables represents purchases in thousands of units and millions of dollars. Coverage factors have been applied to the data to correct for any consumer underreporting.

As with any syndicated consumer tracking program, the best use of the Sports Vision program is as a relative indicator; as such, the program provides subscribers with valuable insights into the structure of the Canadian sporting goods market. The market share data for the program is accurate within +/- 2.6%.

Please see the report's appendix for a copy of the Sports Vision questionnaire section which is the basis for this report and the definitions of the retail channels of distribution referred to in this report.

CAUTION

The retail market size sales figures in this report are estimates and should be used with caution as the following sales are not included in this report:

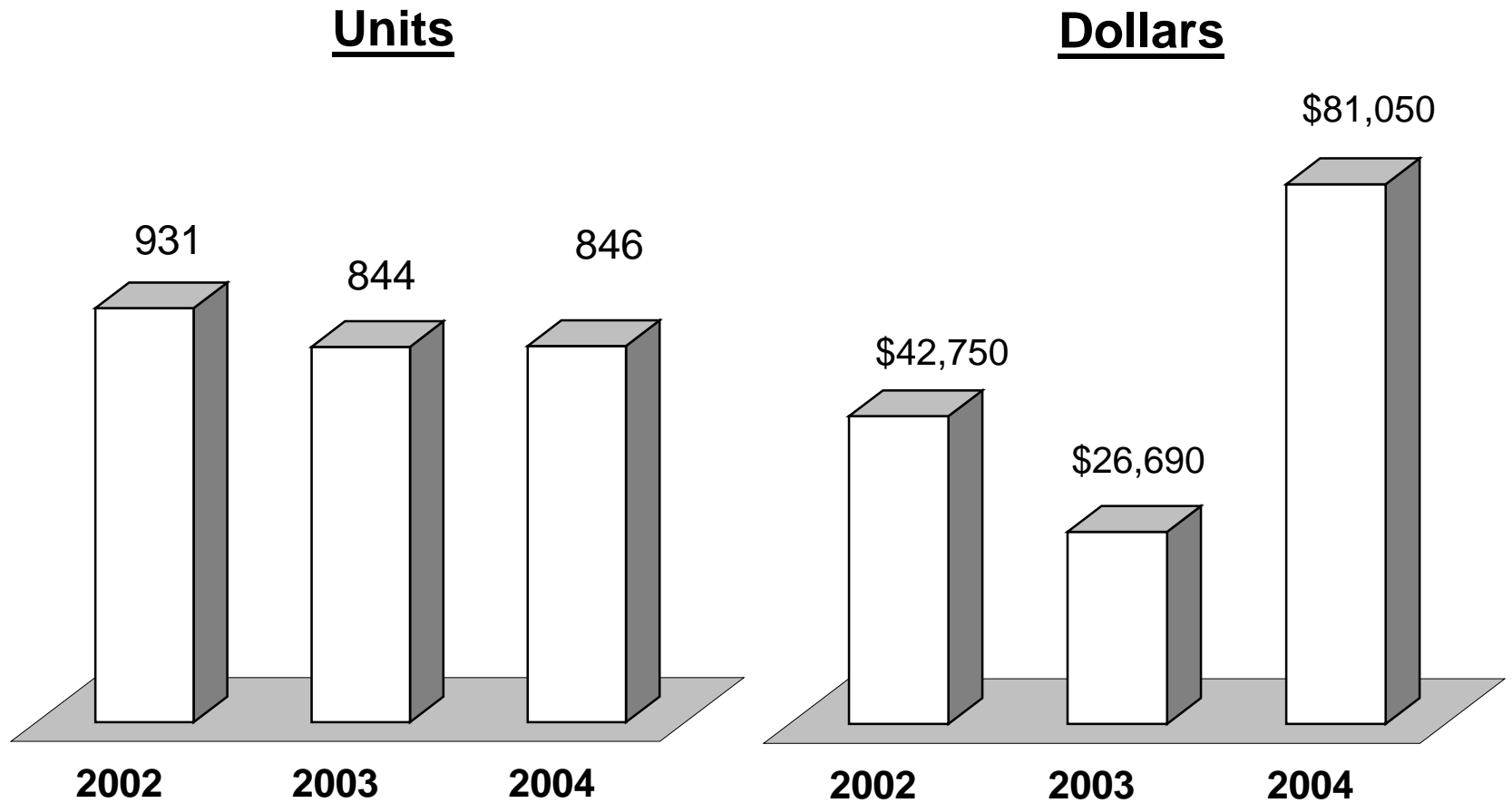
- ▲ All exports
- ▲ Purchases made at retail in Canada by tourists living outside of Canada
- ▲ Team sport sales (products provided by teams or clubs to its players)
- ▲ Purchases made by players individually from their schools or coaches

At no time should the report ever be used to estimate the total retail sales of an individual brand or retail outlet.

CANADIAN ARCHERY EQUIPMENT MARKET

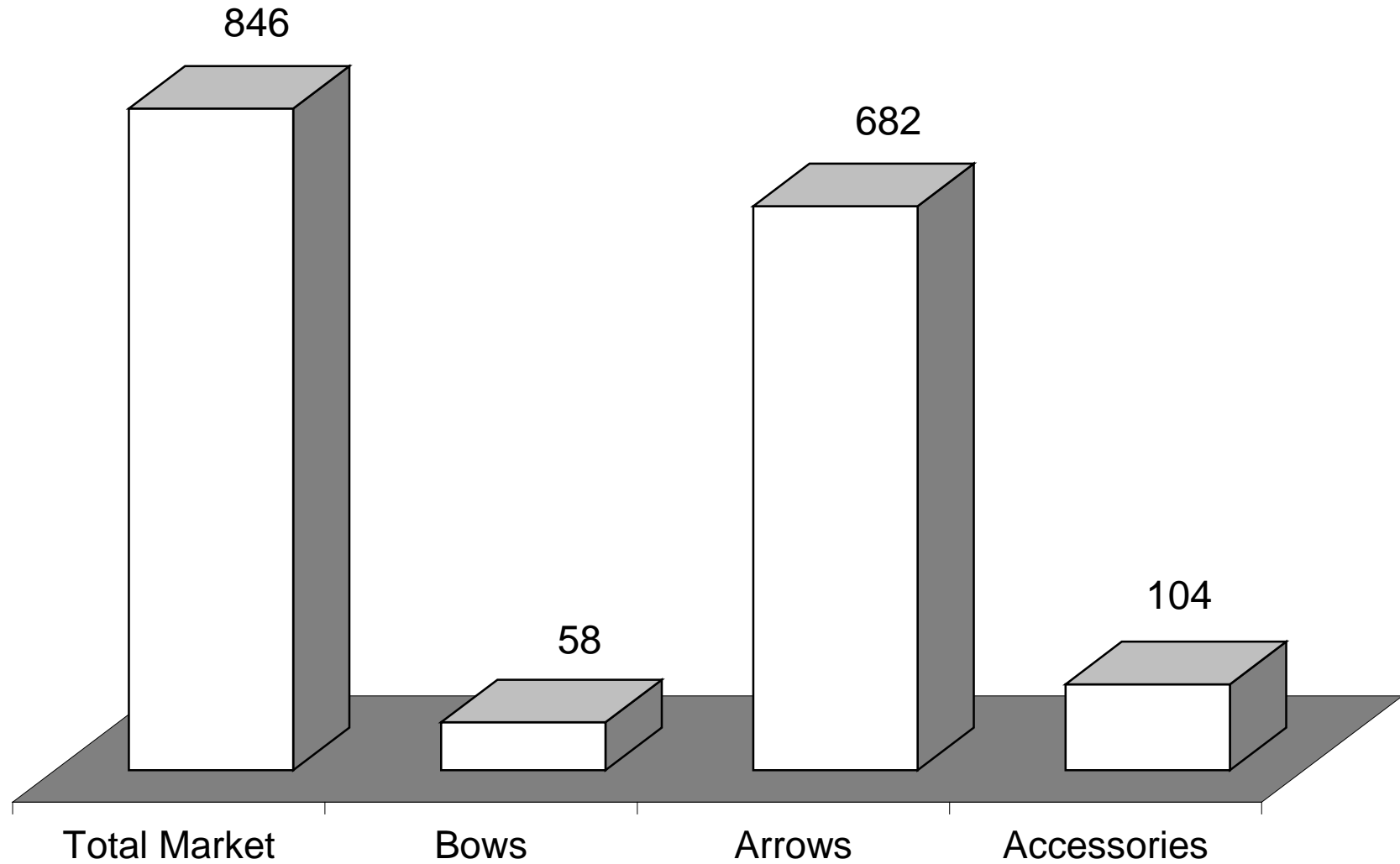
January - December

Estimated Retail Sales (000)



CANADIAN ARCHERY EQUIPMENT MARKET 2004

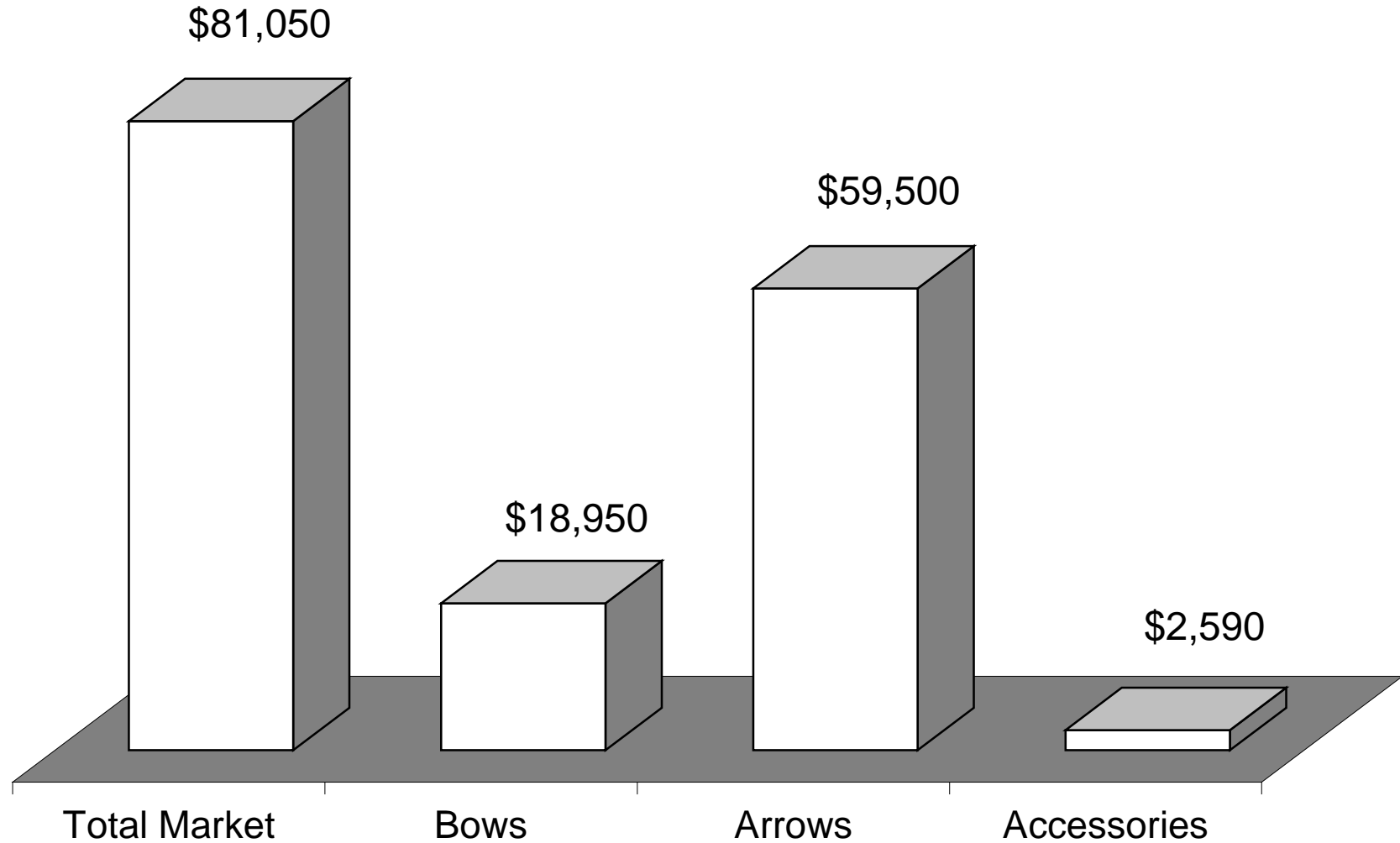
Estimated Retail Unit Sales (000)



CANADIAN ARCHERY EQUIPMENT MARKET

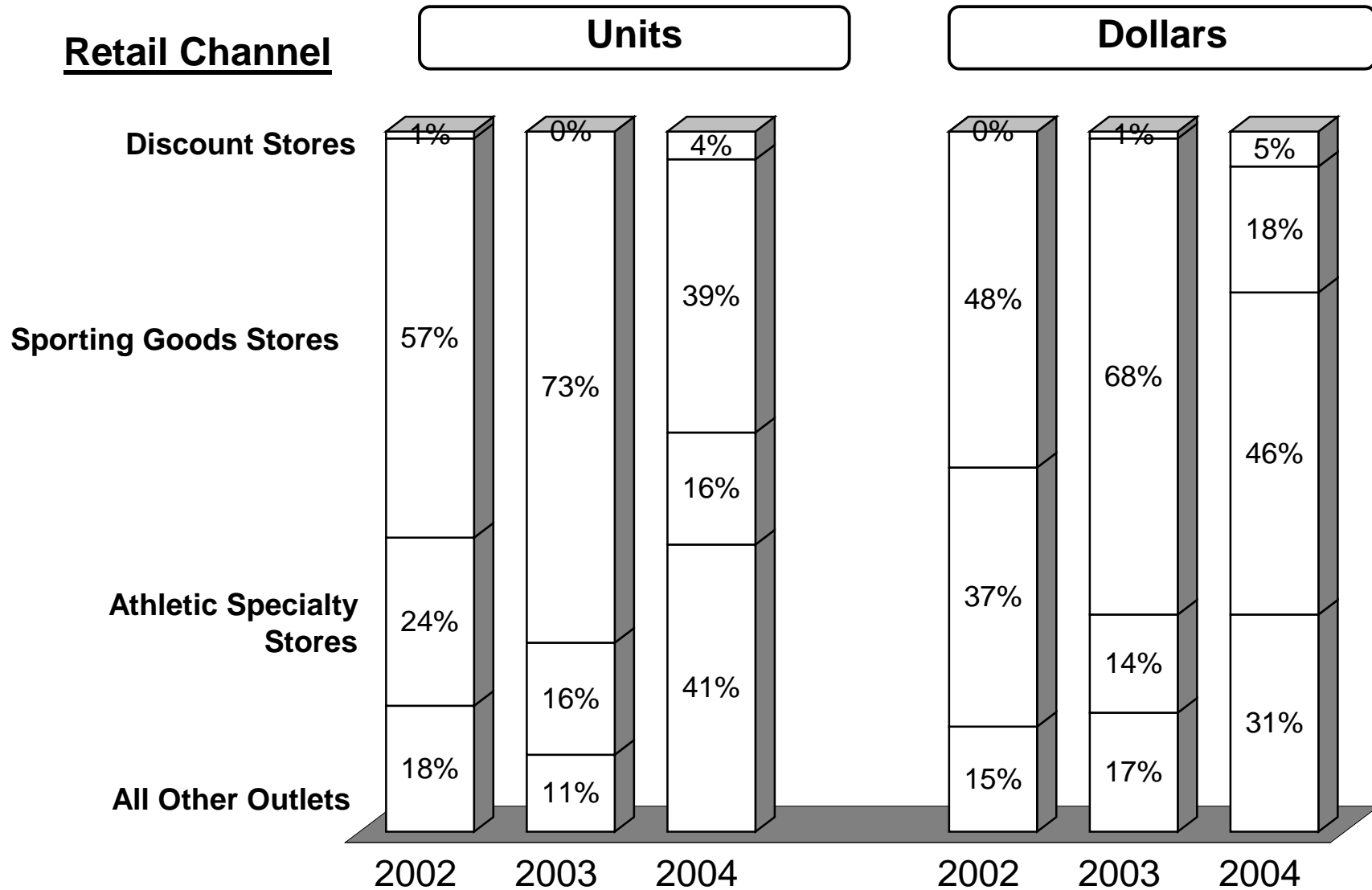
2004

Estimated Retail Dollar Sales (000)



CANADIAN ARCHERY EQUIPMENT MARKET

Total Market (Bows, Arrows and Accessories)



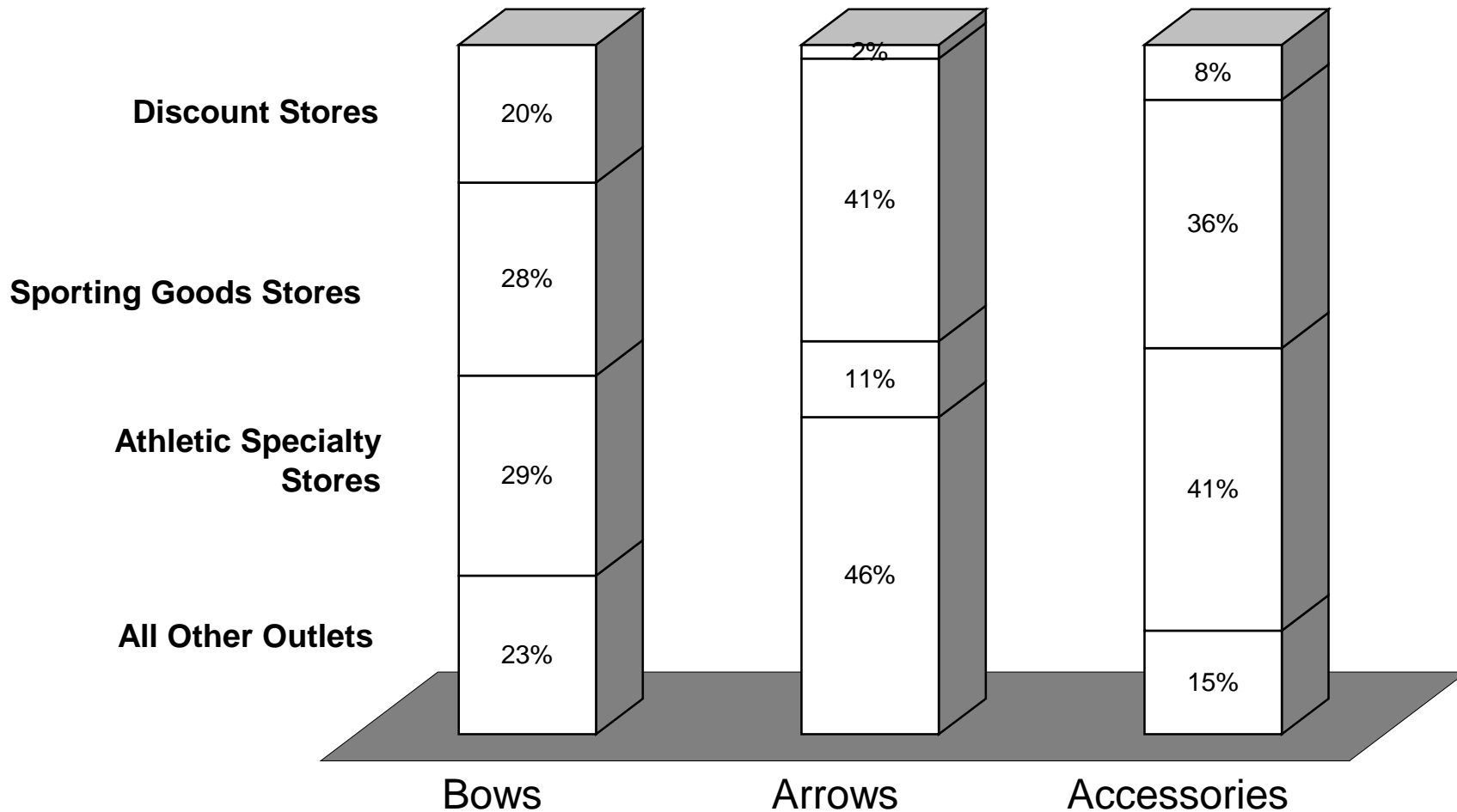
CANADIAN ARCHERY EQUIPMENT MARKET
January - December 2004
Total Market (Bows, Arrows and Accessories)

Largest Retailers

Units		Dollars	
Canadian Tire	6.4%	Wal-Mart	4.3%
Wal-Mart	3.8%	Canadian Tire	1.3%

CANADIAN ARCHERY EQUIPMENT MARKET 2004 Units

Retail Channel



CANADIAN ARCHERY EQUIPMENT MARKET

2003 Units

Largest Brands

Arrows

Easton	48.3%
Woods	4.3%
Golden Eagle	2.1%

CANADIAN ARCHERY EQUIPMENT MARKET

Units

Total Price Paid

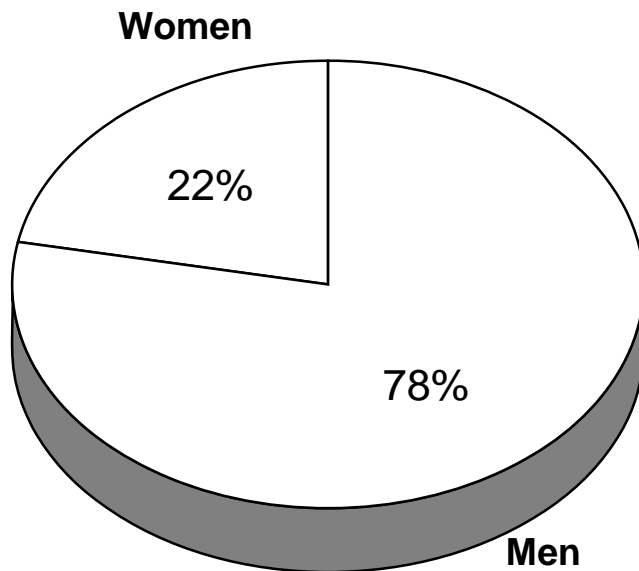
	Bows				Arrows		
Total Price Paid	2002	2003	2004	Total Price Paid	2002	2003	2004
Under \$100.00	-	46%	29%	Under \$10.00	41%	28%	36%
\$100.00 - \$199.99	-	0%	3%	\$10.00 - \$19.99	5%	26%	12%
\$200.00 - \$299.99	11%	18%	11%	\$20.00 - \$29.99	-	4%	3%
\$300.00 - \$399.99	17%	12%	25%	\$30.00 - \$39.99	-	21%	-
\$400.00 - \$499.99	42%	0%	9%	\$40.00 - \$49.99	10%	0%	-
\$500.00 - \$699.99	21%	8%	8%	\$50.00 - \$59.99	24%	9%	-
\$700.00 & Over	9%	16%	15%	\$60.00 - \$79.99	2%	11%	4%
TOTAL	100%	100%	100%	\$70.00 & Over	59%	29%	81%
Average Price	\$467.10	\$304.90	\$327.60	TOTAL	100%	100%	100%
				Average Price	\$37.20	\$25.70	\$90.10

CANADIAN ARCHERY EQUIPMENT MARKET

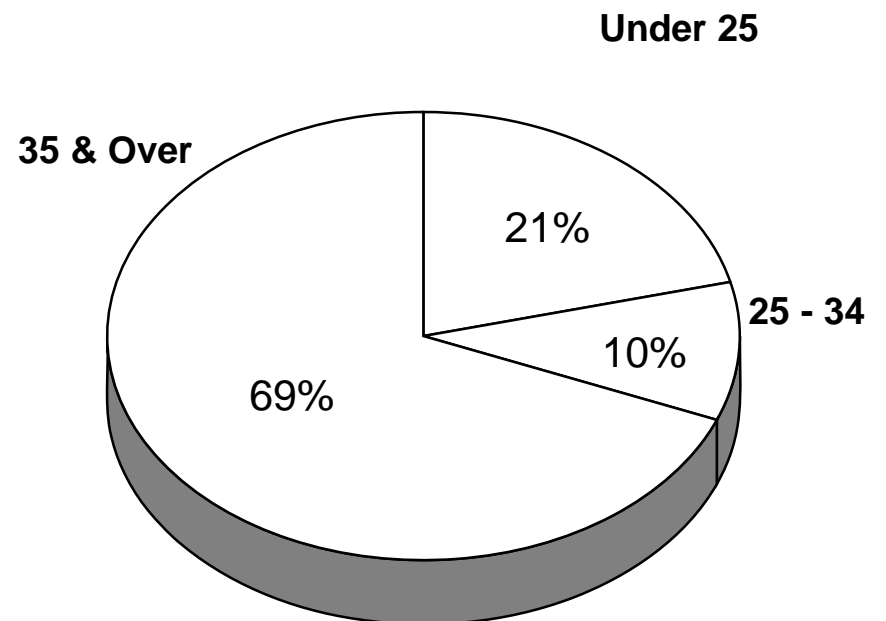
2004 Units

Distribution of Total Sales

Sex of User

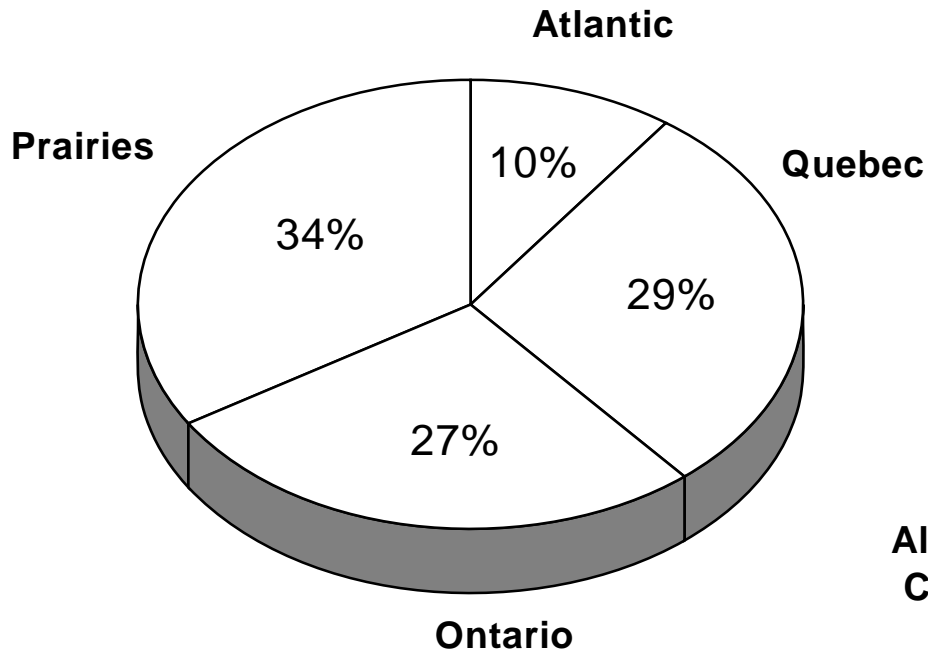


Age of User



CANADIAN ARCHERY EQUIPMENT MARKET 2004 Units Distribution of Total Sales

Province



Metro Area

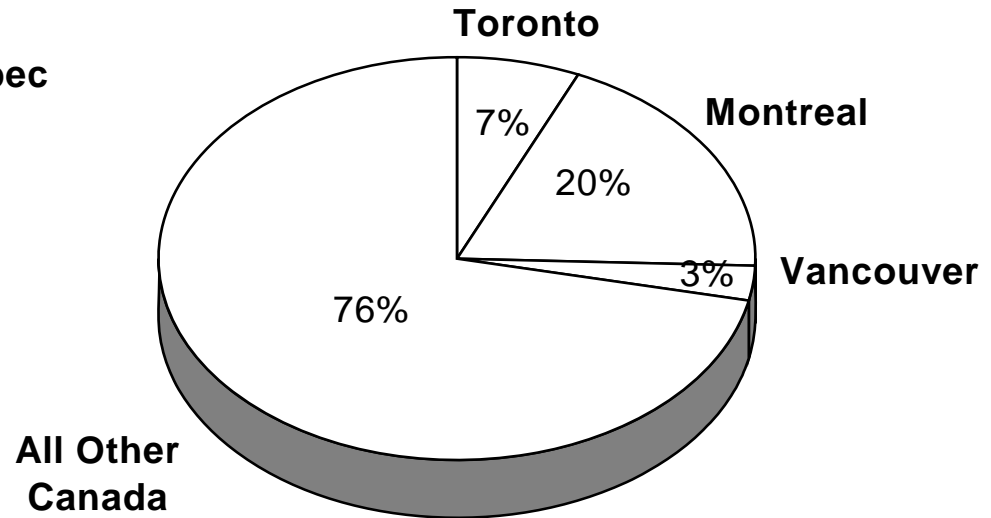


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TRENDX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

	UNITS				DOLLARS				2004 INCOME (in Dollars)				
	2001	2002	2003	2004	2001	2002	2003	2004	Under \$40K	\$40K-\$59.9K	\$60K-\$74.9K	\$75K-\$99.9K	\$100K or more
TOTAL MARKET	1043 100.0	931 100.0	844 100.0	846 100.0	69 100.0	43 100.0	27 100.0	81 100.0	7 100.0	6 100.0	50 100.0	1 100.0	17 100.0
Sports Experts	-	-	28 3.8	-	-	-	*	-	-	-	-	-	-
Independent sporting goods store	512 53.2	496 53.2	467 62.2	326 39.1	47 71.0	16 37.7	12 55.8	14 17.9	3 41.3	* 3.4	* 0.6	1 61.6	10 60.7
** TOTAL ATHLETIC SPECIALTY STORES **	225 23.4	220 23.6	117 15.6	131 15.8	10 14.7	16 37.1	3 13.5	37 46.3	* 0.5	1 27.0	29 58.3	-	7 39.1
** TOTAL GOLF/PRO SHOP **	225 23.4	220 23.6	117 15.6	131 15.8	10 14.7	16 37.1	3 13.5	37 46.3	* 0.5	1 27.0	29 58.3	-	7 39.1
All other pro shop	225 23.4	220 23.6	117 15.6	131 15.8	10 14.7	16 37.1	3 13.5	37 46.3	* 0.5	1 27.0	29 58.3	-	7 39.1
** TOTAL ALL OTHER OUTLETS **	100 10.4	174 18.7	82 10.9	342 41.0	6 9.8	6 14.8	4 17.1	25 31.2	* 4.6	4 69.6	21 41.1	* 38.4	* 0.1
Canadian Tire	26 2.7	-	8 1.0	53 6.4	1 1.0	-	* 1.7	1 1.3	* 4.6	* 8.4	* 0.5	-	* 0.1
Mail order	-	-	47 6.2	-	-	-	1 6.3	-	-	-	-	-	-
All other outlets	75 7.7	174 18.7	28 3.7	288 34.6	6 8.8	6 14.8	2 9.1	24 29.9	-	3 61.2	20 40.6	* 38.4	-
HBC Outlets	7 0.7	-	2 0.2	-	* 0.2	-	* 1.0	-	-	-	-	-	-

TRENDX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

PROJECTED UNIT SALES (IN 000'S)

TOTAL SPORT GOODS MARKET	PROVINCE					METRO AREA				SEX/AGE OF USER								
	ATL.	QUE.	ONT.	PRAIR-IES	B. C.	TOR.	MTL.	VAN.	ALL OTH. CAN.	MALE	FEMALE	JUVENILE	UNDER 14 YEARS	14-19 YEARS	20-29 YEARS	30-44 YEARS	45+ YEARS	
TOTAL MARKET	846 100.0	85 100.0	246 100.0	227 100.0	242 100.0	46 100.0	2 100.0	168 100.0	23 100.0	653 100.0	448 100.0	176 100.0	161 100.0	161 100.0	-	28 100.0	201 100.0	395 100.0
No answer	10 1.2	-	10 4.1	-	-	-	-	-	-	10 1.6	-	-	-	-	-	-	-	-
TOTAL OUTLET RESPONSES (PERCENT BASE)	834 100.0	85 100.0	236 100.0	225 100.0	242 100.0	46 100.0	2 100.0	168 100.0	23 100.0	641 100.0	448 100.0	176 100.0	161 100.0	161 100.0	-	28 100.0	201 100.0	395 100.0
** TOTAL DISCOUNT STORES **	35 4.2	-	3 1.5	14 6.4	-	17 37.2	-	3 2.1	-	31 4.9	31 6.9	-	4 2.4	4 2.4	-	-	-	31 7.8
Wal-Mart	31 3.8	-	-	14 6.4	-	17 37.2	-	-	-	31 4.9	27 6.1	-	4 2.4	4 2.4	-	-	-	27 6.9
Army & Navy	3 0.4	-	3 1.5	-	-	-	-	3 2.1	-	-	3 0.8	-	-	-	-	-	-	3 0.9
** TOTAL SPORTING GOODS/ATHLETIC SPECIALTY STORES **	457 54.9	85 100.0	213 90.3	104 46.3	30 12.6	25 54.3	2 100.0	164 97.9	23 100.0	268 41.8	233 52.1	55 31.5	145 90.2	145 90.2	-	18 66.0	170 84.8	100 25.3
** TOTAL SPORTING GOODS **	326 39.1	-	204 86.4	70 31.1	27 11.2	25 54.3	2 100.0	155 92.4	23 100.0	146 22.8	173 38.6	-	129 80.3	129 80.3	-	-	111 55.5	61 15.5
Independent sporting goods store	326 39.1	-	204 86.4	70 31.1	27 11.2	25 54.3	2 100.0	155 92.4	23 100.0	146 22.8	173 38.6	-	129 80.3	129 80.3	-	-	111 55.5	61 15.5
** TOTAL ATHLETIC SPECIALTY STORES **	131 15.8	85 100.0	9 3.9	34 15.1	3 1.4	-	-	9 5.5	-	122 19.1	60 13.4	55 31.5	16 9.9	16 9.9	-	18 66.0	59 29.3	39 9.8
** TOTAL GOLF/PRO SHOP **	131 15.8	85 100.0	9 3.9	34 15.1	3 1.4	-	-	9 5.5	-	122 19.1	60 13.4	55 31.5	16 9.9	16 9.9	-	18 66.0	59 29.3	39 9.8
All other pro shop	131 15.8	85 100.0	9 3.9	34 15.1	3 1.4	-	-	9 5.5	-	122 19.1	60 13.4	55 31.5	16 9.9	16 9.9	-	18 66.0	59 29.3	39 9.8
** TOTAL ALL OTHER OUTLETS **	342 41.0	-	19 8.2	107 47.4	212 87.4	4 8.6	-	-	-	342 53.3	184 41.0	121 68.5	12 7.4	12 7.4	-	9 34.0	30 15.2	265 66.9
Canadian Tire	53 6.4	-	6 2.5	36 15.8	8 3.3	4 8.6	-	-	-	53 8.3	32 7.2	9 5.3	12 7.4	12 7.4	-	9 34.0	26 13.0	6 1.5

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

PROJECTED UNIT SALES (IN 000' S)

	PROVINCE					METRO AREA				SEX/AGE OF USER								
	ATL.	QUE.	ONT.	PRAIR-IES	B. C.	TOR.	MTL.	VAN.	ALL. OTH. CAN.	MALE	FEMALE	JUVENILE	UNDER 14 YEARS	14-19 YEARS	20-29 YEARS	30-44 YEARS	45+ YEARS	
TOTAL MARKET	846	85	246	227	242	46	2	168	23	653	448	176	161	161	-	28	201	395
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0
All other outlets	288	-	14	71	204	-	-	-	-	288	152	111	-	-	-	-	4	259
	34.6	-	5.7	31.6	84.1	-	-	-	-	45.0	33.9	63.2	-	-	-	-	2.2	65.4

Outlet where sporting goods purchased

PROJECTED UNIT SALES (IN 000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
No answer	10 1.2	-	10 1.5	-	-	-
TOTAL OUTLET RESPONSES (PERCENT BASE)	834 100.0	58 100.0	671 100.0	104 100.0	4 100.0	54 100.0
** TOTAL DISCOUNT STORES **	35 4.2	11 19.6	15 2.2	9 8.3	-	11 21.0
Wal-Mart	31 3.8	11 19.6	11 1.7	9 8.3	-	11 21.0
Army & Navy	3 0.4	-	3 0.5	-	-	-
** TOTAL SPORTING GOODS/ ATHLETIC SPECIALTY STORES **	457 54.9	33 56.3	344 51.3	80 77.1	4 100.0	29 53.1
** TOTAL SPORTING GOODS **	326 39.1	16 27.8	272 40.5	38 36.2	-	16 29.9
Independent sporting goods store	326 39.1	16 27.8	272 40.5	38 36.2	-	16 29.9
** TOTAL ATHLETIC SPECIALTY STORES **	131 15.8	17 28.5	72 10.8	43 40.9	4 100.0	13 23.3
** TOTAL GOLF/PRO SHOP **	131 15.8	17 28.5	72 10.8	43 40.9	4 100.0	13 23.3
All other pro shop	131 15.8	17 28.5	72 10.8	43 40.9	4 100.0	13 23.3
** TOTAL ALL OTHER OUTLETS **	342 41.0	14 24.1	312 46.5	15 14.6	-	14 25.9
Canadian Tire	53 6.4	8 13.7	30 4.5	15 14.6	-	8 14.7

Outlet where sporting goods purchased

PROJECTED UNIT SALES (IN 000' S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
All other outlets	288 34.6	6 10.4	282 42.0	- -	- -	6 11.2

Brand of sporting goods purchased

PROJECTED UNIT SALES (IN 000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
No answer	166 19.6	15 26.7	121 17.7	29 28.2	4 100.0	11 21.3
TOTAL BRAND RESPONSES (PERCENT BASE)	678 100.0	42 100.0	561 100.0	75 100.0	- -	42 100.0
Barnett	4 0.6	4 10.2	- -	- -	- -	4 10.2
Easton	327 48.3	- -	327 58.4	- -	- -	- -
Golden Eagle	14 2.1	5 11.2	5 0.8	5 6.4	- -	5 11.2
Woods	29 4.3	- -	- -	29 39.2	- -	- -
Other brand	303 44.6	33 78.6	229 40.8	41 54.4	- -	33 78.6

Age/sex of user

PROJECTED UNIT SALES (IN 000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
No answer	59 7.0	5 9.3	52 7.7	2 1.8	-	5 9.9
TOTAL AGE RESPONSES (PERCENT BASE)	784 100.0	53 100.0	629 100.0	103 100.0	4 100.0	49 100.0
** MEN **	609 77.6	53 100.0	467 74.2	89 86.7	4 100.0	49 100.0
Under 14 years	161 20.5	12 22.7	130 20.7	19 18.4	4 100.0	8 16.3
25 to 34 years	68 8.7	20 37.2	39 6.2	9 8.9	-	20 40.2
35 to 44 years	96 12.2	3 6.6	71 11.3	21 20.4	-	3 7.1
45 to 54 years	217 27.6	7 12.5	175 27.8	35 34.4	-	7 13.5
55 or older	68 8.6	11 21.1	52 8.2	5 4.6	-	11 22.8
MEAN	36.7	34.3	36.8	37.5	10.0	36.3

Age/sex of user

PROJECTED UNIT SALES (IN 000' S)

	TYPE OF ARCHERY EQUIPMENT			PRICE OF BOWS		
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
** WOMEN **	176 22.4	-	162 25.8	14 13.3	-	-
25 to 34 years	9 1.2	-	-	9 9.1	-	-
35 to 44 years	55 7.1	-	51 8.1	4 4.2	-	-
45 to 54 years	111 14.2	-	111 17.7	-	-	-
MEAN	44.7	-	45.7	32.7	-	-

Price paid

PROJECTED UNIT SALES (IN '000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
No answer to price	24 2.9	-	21 3.1	2 1.8	-	-
TOTAL PRICE RESPONSE (PERCENT BASE)	821 100.0	58 100.0	661 100.0	103 100.0	4 100.0	54 100.0
** UNDER \$50 **	438 53.3	4 6.9	336 50.8	98 95.8	4 100.0	-
Under \$10	260 31.7	-	239 36.1	22 21.2	-	-
\$10 - \$19	113 13.8	-	79 12.0	34 33.3	-	-
\$20 - \$29	50 6.0	4 6.9	18 2.7	27 26.8	4 100.0	-
\$40 - \$49	15 1.8	-	-	15 14.6	-	-
** \$50 - \$99 **	41 5.0	13 21.9	28 4.3	-	-	13 23.6
\$50 - \$59	8 1.0	8 13.7	-	-	-	8 14.7
\$60 - \$69	25 3.0	-	25 3.8	-	-	-
\$70 - \$79	5 0.6	5 8.2	-	-	-	5 8.8
\$80 - \$89	3 0.4	-	3 0.5	-	-	-
** \$100 AND OVER **	342 41.7	41 71.2	297 44.9	4 4.2	-	41 76.4

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000' S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
\$100 - \$124	204 24.8	-	204 30.8	-	-	-
\$150 - \$174	46 5.6	-	42 6.3	4 4.2	-	-
\$175 - \$199	2 0.2	2 2.9	-	-	-	2 3.1
\$200 - \$299	6 0.7	6 10.6	-	-	-	6 11.4
\$300 - \$399	15 1.8	15 25.4	-	-	-	15 27.3
\$400 - \$499	5 0.6	5 9.1	-	-	-	5 9.8
\$500 - \$599	51 6.2	-	51 7.7	-	-	-
\$600 - \$699	4 0.5	4 7.5	-	-	-	4 8.0
\$700 - \$799	9 1.1	9 15.7	-	-	-	9 16.9
MEAN	98.7	327.6	90.1	25.3	20.0	350.2
STD DEV	157.0	235.2	142.3	28.3	*	227.7
STD ERR	8.4	49.1	8.4	4.5	*	49.5

HOUSEHOLD INCOME

PROJECTED UNIT SALES (IN '000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 100.0	682 100.0	104 100.0	4 100.0	54 100.0
Under \$40,000 (x30.0)	148 17.5	21 36.1	113 16.6	14 13.5	-	21 38.8
\$40,000 - \$59,999 (x50.0)	150 17.7	20 34.0	122 17.9	8 8.1	4 100.0	16 29.1
\$60,000 - \$74,999 (x67.5)	336 39.7	-	297 43.5	40 37.8	-	-
\$75,000 - \$99,999 (x87.5)	27 3.1	4 6.1	21 3.1	-	-	4 6.5
\$100,000 and over (x120.0)	185 21.9	14 23.8	129 18.9	42 40.5	-	14 25.5
MEAN	69.95	61.71	68.72	82.27	50.00	62.57
STD DEV	30.19	35.78	28.67	33.53	0.00	36.95
STD ERR	1.59	7.47	1.67	5.17	0.00	8.04

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Province/Metro Area

PROJECTED UNIT SALES (IN '000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846 100.0	58 6.8	682 80.6	104 12.3	4 0.5	54 6.4
Atlantic	85 10.0 100.0	- -	51 7.5 60.3	34 32.2 39.7	- -	- -
Quebec	246 29.1 100.0	10 16.6 3.9	203 29.8 82.6	33 31.9 13.5	- -	10 17.8 3.9
Ontario	227 26.8 100.0	26 44.4 11.3	168 24.6 73.9	32 30.4 14.0	4 100.0 1.8	22 40.3 9.6
Prairies	242 28.6 100.0	11 19.7 4.7	231 33.8 95.3	- -	- -	11 21.1 4.7
British Columbia	46 5.4 100.0	11 19.4 24.5	29 4.2 62.9	6 5.5 12.6	- -	11 20.8 24.5
Manitoba	3 0.4 100.0	3 6.0 100.0	- -	- -	- -	3 6.4 100.0
Saskatchewan	3 0.4 100.0	- -	3 0.5 100.0	- -	- -	- -
Alberta	235 27.8 100.0	8 13.7 3.4	227 33.4 96.6	- -	- -	8 14.7 3.4
Toronto	2 0.2 100.0	2 3.2 100.0	- -	- -	- -	2 3.4 100.0
Montreal	168 19.8 100.0	- -	140 20.6 83.6	27 26.3 16.4	- -	- -

Province/Metro Area

PROJECTED UNIT SALES (IN 000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	846	58	682	104	4	54
	100.0	6.8	80.6	12.3	0.5	6.4
Vancouver	23	3	18	2	-	3
	2.7	4.9	2.7	1.8	-	5.3
	100.0	12.4	79.7	8.0	-	12.4

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Brand of sporting goods purchased

PROJECTED UNIT SALES (IN 000'S) - BOWS

OUTLET PURCHASED ARCHERY ACCESSORIES

USER

	SEARS														USER					
	TOTAL SPORT GOODS MARKET	TOTAL	RE-TAIL	CAT-ALOG	WAL-MART	ZEL-LERS	CDN-TIRE	SPORT EX-PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS-COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	58 100.0	-	-	-	11 100.0	-	8 100.0	-	-	-	-	11 100.0	16 100.0	-	16 100.0	-	-	41 100.0	-	12 100.0
No answer	15 26.7	-	-	-	-	-	-	-	-	-	-	-	10 60.8	-	10 60.8	-	-	6 15.1	-	4 33.4
TOTAL BRAND RESPONSES (PERCENT BASE)	42 100.0	-	-	-	11 100.0	-	8 100.0	-	-	-	-	11 100.0	6 100.0	-	6 100.0	-	-	34 100.0	-	8 100.0
Barnett	4 10.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 12.5	-	-
Golden Eagle	5 11.2	-	-	-	5 42.1	-	-	-	-	-	-	5 42.1	-	-	-	-	-	5 13.8	-	-
Other brand	33 78.6	-	-	-	7 57.9	-	8 100.0	-	-	-	-	7 57.9	6 100.0	-	6 100.0	-	-	25 73.6	-	8 100.0

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Brand of sporting goods purchased

PROJECTED UNIT SALES (IN 000' S) - ARROWS

	OUTLET PURCHASED ARCHERY ACCESSORIES															USER				
	-----SEARS-----																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	682	-	-	-	11	-	30	-	-	-	-	15	272	-	272	-	-	337	162	130
	100.0	-	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	100.0	100.0
No answer	121	-	-	-	-	-	4	-	-	-	-	3	68	-	68	-	-	27	-	41
	17.7	-	-	-	-	-	13.0	-	-	-	-	23.5	24.9	-	24.9	-	-	8.2	-	31.7
TOTAL BRAND RESPONSES (PERCENT BASE)	561	-	-	-	11	-	26	-	-	-	-	11	204	-	204	-	-	310	162	89
	100.0	-	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	100.0	100.0
Easton	327	-	-	-	-	-	26	-	-	-	-	-	186	-	186	-	-	187	51	89
	58.4	-	-	-	-	-	100.0	-	-	-	-	-	91.0	-	91.0	-	-	60.6	31.5	100.0
Golden Eagle	5	-	-	-	5	-	-	-	-	-	-	5	-	-	-	-	-	5	-	-
	0.8	-	-	-	42.1	-	-	-	-	-	-	42.1	-	-	-	-	-	1.5	-	-
Other brand	229	-	-	-	7	-	-	-	-	-	-	7	18	-	18	-	-	117	111	-
	40.8	-	-	-	57.9	-	-	-	-	-	-	57.9	9.0	-	9.0	-	-	37.9	68.5	-

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Brand of sporting goods purchased

PROJECTED UNIT SALES (IN 000' S) - ACCESSORIES

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	-----SEARS-----																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	104 100.0	-	-	-	9 100.0	-	15 100.0	-	-	-	-	9 100.0	38 100.0	-	38 100.0	-	-	70 100.0	14 100.0	19 100.0
No answer	29 28.2	-	-	-	4 45.1	-	15 100.0	-	-	-	-	4 45.1	10 27.3	-	10 27.3	-	-	6 8.4	9 68.7	12 65.6
TOTAL BRAND RESPONSES (PERCENT BASE)	75 100.0	-	-	-	5 100.0	-	-	-	-	-	-	5 100.0	27 100.0	-	27 100.0	-	-	64 100.0	4 100.0	6 100.0
Golden Eagle	5 6.4	-	-	-	5 100.0	-	-	-	-	-	-	5 100.0	-	-	-	-	-	5 7.4	-	-
Woods	29 39.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 45.8	-	-
Other brand	41 54.4	-	-	-	-	-	-	-	-	-	-	27 100.0	-	27 100.0	-	-	30 46.8	4 100.0	6 100.0	

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000'S) - BOWS

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	SEARS														MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS	
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN						IND. SPORT DEAL
TOTAL MARKET	58 100.0	-	-	-	11 100.0	-	8 100.0	-	-	-	-	11 100.0	16 100.0	-	16 100.0	-	-	41 100.0	-	12 100.0
TOTAL PRICE RESPONSE (PERCENT BASE)	58 100.0	-	-	-	11 100.0	-	8 100.0	-	-	-	-	11 100.0	16 100.0	-	16 100.0	-	-	41 100.0	-	12 100.0
** UNDER \$50 **	4 6.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 33.4
\$20 - \$29	4 6.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 33.4
** \$50 - \$99 **	13 21.9	-	-	-	5 42.1	-	8 100.0	-	-	-	-	5 42.1	-	-	-	-	-	5 11.7	-	8 66.6
\$50 - \$59	8 13.7	-	-	-	-	-	8 100.0	-	-	-	-	-	-	-	-	-	-	-	-	8 66.6
\$70 - \$79	5 8.2	-	-	-	5 42.1	-	-	-	-	-	-	5 42.1	-	-	-	-	-	5 11.7	-	-
** \$100 AND OVER **	41 71.2	-	-	-	7 57.9	-	-	-	-	-	-	7 57.9	16 100.0	-	16 100.0	-	-	36 88.3	-	-
\$175 - \$199	2 2.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200 - \$299	6 10.6	-	-	-	-	-	-	-	-	-	-	-	6 38.0	-	6 38.0	-	-	6 15.1	-	-
\$300 - \$399	15 25.4	-	-	-	7 57.9	-	-	-	-	-	-	7 57.9	8 50.6	-	8 50.6	-	-	13 31.7	-	-
\$400 - \$499	5 9.1	-	-	-	-	-	-	-	-	-	-	-	2 11.4	-	2 11.4	-	-	3 8.5	-	-
\$600 - \$699	4 7.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 10.6	-	-
\$700 - \$799	9 15.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 22.4	-	-
MEAN	327.6	-	-	-	248.7	-	59.0	-	-	-	-	248.7	294.6	-	294.6	-	-	414.3	-	46.0
STD DEV	235.2	-	-	-	155.1	-	*	-	-	-	-	155.1	80.4	-	80.4	-	-	215.8	-	19.2

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000'S) - BOWS

TOTAL SPORT GOODS MARKET	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	SEARS														MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS	
	TOTAL	RE-TAIL	CAT-ALOG	WAL-MART	ZEL-LERS	CDN-TIRE	SPORT EX-PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS-COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL						
TOTAL MARKET	58 100.0	-	-	-	11 100.0	-	8 100.0	-	-	-	-	11 100.0	16 100.0	-	16 100.0	-	-	41 100.0	-	12 100.0
STD ERR	49.1	-	-	-	84.3	-	*	-	-	-	-	84.3	26.8	-	26.8	-	-	57.5	-	10.2

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000' S) - ARROWS

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER				
	SEARS																		
	TOTAL SPORT GOODS MARKET	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	682 100.0	-	-	11 100.0	-	30 100.0	-	-	-	-	15 100.0	272 100.0	-	272 100.0	-	-	337 100.0	162 100.0	130 100.0
No answer to price	21 3.1	-	-	-	-	-	-	-	-	-	-	21 7.7	-	21 7.7	-	-	21 6.2	-	-
TOTAL PRICE RESPONSE (PERCENT BASE)	661 100.0	-	-	11 100.0	-	30 100.0	-	-	-	-	15 100.0	251 100.0	-	251 100.0	-	-	316 100.0	162 100.0	130 100.0
** UNDER \$50 **	336 50.8	-	-	5 42.1	-	30 100.0	-	-	-	-	5 32.2	191 76.0	-	191 76.0	-	-	172 54.4	-	130 100.0
Under \$10	239 36.1	-	-	-	-	4 13.0	-	-	-	-	-	149 59.1	-	149 59.1	-	-	98 31.1	-	130 100.0
\$10 - \$19	79 12.0	-	-	-	-	26 87.0	-	-	-	-	-	39 15.6	-	39 15.6	-	-	65 20.7	-	-
\$20 - \$29	18 2.7	-	-	5 42.1	-	-	-	-	-	-	5 32.2	3 1.3	-	3 1.3	-	-	8 2.5	-	-
** \$50 - \$99 **	28 4.3	-	-	7 57.9	-	-	-	-	-	-	10 67.8	18 7.3	-	18 7.3	-	-	10 3.2	-	-
\$60 - \$69	25 3.8	-	-	7 57.9	-	-	-	-	-	-	7 44.3	18 7.3	-	18 7.3	-	-	7 2.1	-	-
\$80 - \$89	3 0.5	-	-	-	-	-	-	-	-	-	3 23.5	-	-	-	-	-	3 1.1	-	-
** \$100 AND OVER **	297 44.9	-	-	-	-	-	-	-	-	-	-	42 16.7	-	42 16.7	-	-	134 42.5	162 100.0	-
\$100 - \$124	204 30.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 29.2	111 68.5	-
\$150 - \$174	42 6.3	-	-	-	-	-	-	-	-	-	-	42 16.7	-	42 16.7	-	-	42 13.2	-	-
\$500 - \$599	51 7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 31.5	-
MEAN	90.1	-	-	48.4	-	9.2	-	-	-	-	55.8	35.6	-	35.6	-	-	58.0	241.7	2.5

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000'S) - ARROWS

TOTAL SPORT GOODS MARKET	OUTLET PURCHASED ARCHERY ACCESSORIES														USER				
	SEARS																		
	TOTAL	RE-TAIL	CAT-ALOG	WAL-MART	ZEL-LERS	CDN-TIRE	SPORT EX-PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS-COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	682	-	-	11	-	30	-	-	-	-	15	272	-	272	-	-	337	162	130
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	100.0	100.0
STD DEV	142.3	-	-	25.3	-	2.1	-	-	-	-	25.9	57.8	-	57.8	-	-	56.4	209.6	0.8
STD ERR	8.4	-	-	13.8	-	0.8	-	-	-	-	11.5	5.1	-	5.1	-	-	5.1	28.5	0.1

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Price paid

PROJECTED UNIT SALES (IN 000'S) - ACCESSORIES

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	SEARS																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	104 100.0	-	-	-	9 100.0	-	15 100.0	-	-	-	-	9 100.0	38 100.0	-	38 100.0	-	-	70 100.0	14 100.0	19 100.0
No answer to price	2 1.8	-	-	-	-	-	-	-	-	-	-	2 4.9	-	2 4.9	-	-	-	-	-	-
TOTAL PRICE RESPONSE (PERCENT BASE)	103 100.0	-	-	-	9 100.0	-	15 100.0	-	-	-	-	9 100.0	36 100.0	-	36 100.0	-	-	70 100.0	14 100.0	19 100.0
** UNDER \$50 **	98 95.8	-	-	-	9 100.0	-	15 100.0	-	-	-	-	9 100.0	36 100.0	-	36 100.0	-	-	70 100.0	9 68.7	19 100.0
Under \$10	22 21.2	-	-	-	4 45.1	-	9 61.4	-	-	-	-	4 45.1	8 23.6	-	8 23.6	-	-	-	9 68.7	12 65.6
\$10 - \$19	34 33.3	-	-	-	5 54.9	-	-	-	-	-	-	5 54.9	-	-	-	-	-	34 48.7	-	-
\$20 - \$29	27 26.8	-	-	-	-	-	-	-	-	-	-	27 76.4	-	27 76.4	-	-	-	21 29.9	-	6 34.4
\$40 - \$49	15 14.6	-	-	-	-	-	6 38.6	-	-	-	-	-	-	-	-	-	-	15 21.4	-	-
** \$100 AND OVER **	4 4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 31.3	-
\$150 - \$174	4 4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 31.3	-
MEAN	25.3	-	-	-	11.4	-	19.1	-	-	-	-	11.4	21.1	-	21.1	-	-	23.9	51.0	11.6
STD DEV	28.3	-	-	-	4.2	-	17.1	-	-	-	-	4.2	9.2	-	9.2	-	-	9.9	69.4	8.5
STD ERR	4.5	-	-	-	2.3	-	9.3	-	-	-	-	2.3	2.3	-	2.3	-	-	1.8	37.7	3.2

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Age/sex of user

PROJECTED UNIT SALES (IN 000'S)

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	SEARS																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	846 100.0	-	-	-	31 100.0	-	53 100.0	-	-	-	-	35 100.0	326 100.0	-	326 100.0	-	-	448 100.0	176 100.0	161 100.0
No answer	59 7.0	-	-	-	-	-	-	-	-	-	-	-	24 7.3	-	24 7.3	-	-	-	-	-
TOTAL AGE RESPONSES (PERCENT BASE)	784 100.0	-	-	-	31 100.0	-	53 100.0	-	-	-	-	35 100.0	302 100.0	-	302 100.0	-	-	448 100.0	176 100.0	161 100.0
** MEN **	609 77.6	-	-	-	31 100.0	-	44 82.4	-	-	-	-	35 100.0	302 100.0	-	302 100.0	-	-	448 100.0	-	161 100.0
Under 14 years	161 20.5	-	-	-	4 12.5	-	12 22.2	-	-	-	-	4 11.2	129 42.8	-	129 42.8	-	-	-	-	161 100.0
25 to 34 years	68 8.7	-	-	-	-	-	-	-	-	-	-	-	45 15.0	-	45 15.0	-	-	68 15.2	-	-
35 to 44 years	96 12.2	-	-	-	-	-	26 49.1	-	-	-	-	-	66 21.9	-	66 21.9	-	-	96 21.4	-	-
45 to 54 years	217 27.6	-	-	-	13 41.8	-	6 11.1	-	-	-	-	13 37.7	21 6.9	-	21 6.9	-	-	217 48.4	-	-
55 or older	68 8.6	-	-	-	14 45.7	-	-	-	-	-	-	18 51.1	41 13.4	-	41 13.4	-	-	68 15.1	-	-
MEAN	36.7	-	-	-	45.9	-	29.8	-	-	-	-	47.3	29.5	-	29.5	-	-	45.9	-	11.0

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Age/sex of user

PROJECTED UNIT SALES (IN 000'S)

	OUTLET PURCHASED ARCHERY ACCESSORIES															USER			
	-----SEARS-----																		
	TOTAL SPORT GOODS MARKET	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	846 100.0	-	-	31 100.0	-	53 100.0	-	-	-	-	35 100.0	326 100.0	-	326 100.0	-	-	448 100.0	176 100.0	161 100.0
** WOMEN **	176 22.4	-	-	-	-	9 17.6	-	-	-	-	-	-	-	-	-	-	-	176 100.0	-
25 to 34 years	9 1.2	-	-	-	-	9 17.6	-	-	-	-	-	-	-	-	-	-	-	9 5.3	-
35 to 44 years	55 7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 31.5	-
45 to 54 years	111 14.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	111 63.2	-
MEAN	44.7	-	-	-	-	28.0	-	-	-	-	-	-	-	-	-	-	-	44.7	-

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

HOUSEHOLD INCOME

PROJECTED UNIT SALES (IN 000'S)

	OUTLET PURCHASED ARCHERY ACCESSORIES														USER					
	SEARS																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	846 100.0	-	-	-	31 100.0	-	53 100.0	-	-	-	-	35 100.0	326 100.0	-	326 100.0	-	-	448 100.0	176 100.0	161 100.0
Under \$40,000 (x30.0)	148 17.5	-	-	-	27 87.5	-	36 66.7	-	-	-	-	31 88.8	62 19.1	-	62 19.1	-	-	128 28.7	9 5.3	-
\$40,000 - \$59,999 (x50.0)	150 17.7	-	-	-	-	-	8 14.9	-	-	-	-	-	58 17.7	-	58 17.7	-	-	55 12.3	-	82 50.7
\$60,000 - \$74,999 (x67.5)	336 39.7	-	-	-	-	-	6 11.1	-	-	-	-	-	42 12.8	-	42 12.8	-	-	169 37.8	167 94.7	-
\$75,000 - \$99,999 (x87.5)	27 3.1	-	-	-	-	-	-	-	-	-	-	-	5 1.5	-	5 1.5	-	-	11 2.5	-	-
\$100,000 and over (x120.0)	185 21.9	-	-	-	4 12.5	-	4 7.3	-	-	-	-	4 11.2	159 48.8	-	159 48.8	-	-	84 18.7	-	79 49.3
MEAN	69.95	-	-	-	41.25	-	43.74	-	-	-	-	40.12	83.18	-	83.18	-	-	64.92	65.51	84.51
STD DEV	30.19	-	-	-	30.25	-	25.17	-	-	-	-	28.85	37.86	-	37.86	-	-	31.03	8.44	35.11
STD ERR	1.59	-	-	-	9.43	-	7.27	-	-	-	-	8.33	2.95	-	2.95	-	-	2.33	1.11	4.36

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Province/Metro Area

PROJECTED UNIT SALES (IN 000'S)

	OUTLET PURCHASED ARCHERY ACCESSORIES															USER			
	SEARS																		
	TOTAL SPORT GOODS MARKET	RE-TAIL	CATALOG	WAL-MART	ZEL-LERS	CDN TIRE	SPORT EX-PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS-COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	846	-	-	31	-	53	-	-	-	-	35	326	-	326	-	-	448	176	161
	100.0	-	-	3.7	-	6.3	-	-	-	-	4.1	38.5	-	38.5	-	-	52.9	20.8	19.0
Atlantic	85	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29	55	-	
	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.6	31.5	-	
	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34.7	65.3	-	
Quebec	246	-	-	-	-	6	-	-	-	3	204	-	204	-	-	151	-	71	
	29.1	-	-	-	-	11.1	-	-	-	10.0	62.6	-	62.6	-	-	33.8	-	44.4	
	100.0	-	-	-	-	2.4	-	-	-	1.4	82.8	-	82.8	-	-	61.4	-	29.0	
Ontario	227	-	-	14	-	36	-	-	-	14	70	-	70	-	-	152	9	50	
	26.8	-	-	45.7	-	66.7	-	-	-	41.1	21.5	-	21.5	-	-	34.0	5.3	31.0	
	100.0	-	-	6.3	-	15.7	-	-	-	6.3	30.9	-	30.9	-	-	67.1	4.1	22.0	
Prairies	242	-	-	-	-	8	-	-	-	-	27	-	27	-	-	99	111	32	
	28.6	-	-	-	-	14.9	-	-	-	-	8.3	-	8.3	-	-	22.1	63.2	19.7	
	100.0	-	-	-	-	3.3	-	-	-	-	11.2	-	11.2	-	-	40.9	46.0	13.1	
British Columbia	46	-	-	17	-	4	-	-	-	17	25	-	25	-	-	16	-	8	
	5.4	-	-	54.3	-	7.3	-	-	-	48.9	7.6	-	7.6	-	-	3.6	-	4.9	
	100.0	-	-	37.2	-	8.6	-	-	-	37.2	54.3	-	54.3	-	-	34.9	-	17.1	
Manitoba	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	
	0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	-	-	
	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	
Saskatchewan	3	-	-	-	-	-	-	-	-	-	3	-	3	-	-	3	-	-	
	0.4	-	-	-	-	-	-	-	-	-	1.0	-	1.0	-	-	0.7	-	-	
	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	
Alberta	235	-	-	-	-	8	-	-	-	-	24	-	24	-	-	92	111	32	
	27.8	-	-	-	-	14.9	-	-	-	-	7.3	-	7.3	-	-	20.6	63.2	19.7	
	100.0	-	-	-	-	3.4	-	-	-	-	10.1	-	10.1	-	-	39.3	47.3	13.5	
Toronto	2	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	
	0.2	-	-	-	-	-	-	-	-	-	0.6	-	0.6	-	-	-	-	-	
	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	-	
Montreal	168	-	-	-	-	-	-	-	-	3	155	-	155	-	-	96	-	71	
	19.8	-	-	-	-	-	-	-	-	10.0	47.6	-	47.6	-	-	21.5	-	44.4	
	100.0	-	-	-	-	-	-	-	-	2.1	92.4	-	92.4	-	-	57.4	-	42.6	

TRENDEX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Province/Metro Area

PROJECTED UNIT SALES (IN 000'S)

	OUTLET PURCHASED ARCHERY ACCESSORIES															USER				
	-----SEARS-----																			
	TOTAL SPORT GOODS MARKET	TOTAL	RE- TAIL	CAT- ALOG	WAL- MART	ZEL- LERS	CDN TIRE	SPORT EX- PERTS	SPORT CHEK	SPORT -MART	TOTAL DEPT STORE	TOTAL DIS- COUNT STORE	TOTAL SPORT GOOD STORE	PLAY IT AGAIN	IND. SPORT DEAL	MEC	COAST MTN SPORT	MEN	WOMEN	FAMILY /KIDS <14 YRS
TOTAL MARKET	846 100.0	-	-	-	31 3.7	-	53 6.3	-	-	-	-	35 4.1	326 38.5	-	326 38.5	-	-	448 52.9	176 20.8	161 19.0
Vancouver	23 2.7 100.0	-	-	-	-	-	-	-	-	-	-	-	23 7.1 100.0	-	23 7.1 100.0	-	-	3 0.6 12.4	-	-

TRENDEX'S SPORTS VISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

PROJECTED DOLLAR SALES ('000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	8105 100.0	1895 100.0	5950 100.0	259 100.0	8 100.0	1887 100.0
No answer	25 0.3	- -	25 0.4	- -	- -	- -
TOTAL OUTLET RESPONSES (PERCENT BASE)	8080 100.0	1895 100.0	5925 100.0	259 100.0	8 100.0	1887 100.0
** TOTAL DISCOUNT STORES **	374 4.6	281 14.8	83 1.4	10 3.8	- -	281 14.9
Wal-Mart	346 4.3	281 14.8	55 0.9	10 3.8	- -	281 14.9
Army & Navy	28 0.3	- -	28 0.5	- -	- -	- -
** TOTAL SPORTING GOODS/ ATHLETIC SPECIALTY STORES **	5187 64.2	1256 66.3	3711 62.6	220 84.9	8 100.0	1248 66.1
** TOTAL SPORTING GOODS **	1443 17.9	474 25.0	893 15.1	76 29.2	- -	474 25.1
Independent sporting goods store	1443 17.9	474 25.0	893 15.1	76 29.2	- -	474 25.1
** TOTAL ATHLETIC SPECIALTY STORES **	3744 46.3	782 41.2	2818 47.6	144 55.7	8 100.0	774 41.0
** TOTAL GOLF/PRO SHOP **	3744 46.3	782 41.2	2818 47.6	144 55.7	8 100.0	774 41.0
All other pro shop	3744 46.3	782 41.2	2818 47.6	144 55.7	8 100.0	774 41.0
** TOTAL ALL OTHER OUTLETS **	2519 31.2	358 18.9	2132 36.0	29 11.3	- -	358 19.0
Canadian Tire	104 1.3	47 2.5	28 0.5	29 11.3	- -	47 2.5

Outlet where sporting goods purchased

PROJECTED DOLLAR SALES (0000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	8105 100.0	1895 100.0	5950 100.0	259 100.0	8 100.0	1887 100.0
All other outlets	2415 29.9	311 16.4	2104 35.5	- -	- -	311 16.5

TRENDX'S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

PROJECTED DOLLAR SALES ('0000'S)

	TOTAL SPORT GOODS MARKET	PROVINCE					METRO AREA				SEX/AGE OF USER							
		ATL.	QUE.	ONT.	PRAIR -IES	B. C.	TOR.	MTL.	VAN.	ALL OTH. CAN.	MALE	FEMALE	JUVENILE	UNDER 14 YEARS	14-19 YEARS	20-29 YEARS	30-44 YEARS	45+
TOTAL MARKET	8105 100.0	2918 100.0	1145 100.0	1237 100.0	2239 100.0	566 100.0	73 100.0	786 100.0	216 100.0	7030 100.0	3685 100.0	3992 100.0	109 100.0	109 100.0	-	678 100.0	4226 100.0	2773 100.0
No answer	25 0.3	-	25 2.2	-	-	-	-	-	-	25 0.4	-	-	-	-	-	-	-	-
TOTAL OUTLET RESPONSES (PERCENT BASE)	8080 100.0	2918 100.0	1120 100.0	1237 100.0	2239 100.0	566 100.0	73 100.0	786 100.0	216 100.0	7004 100.0	3685 100.0	3992 100.0	109 100.0	109 100.0	-	678 100.0	4226 100.0	2773 100.0
** TOTAL DISCOUNT STORES **	374 4.6	-	28 2.5	52 4.2	-	293 51.9	-	28 3.5	-	346 4.9	371 10.1	-	3 2.5	3 2.5	-	-	-	371 13.4
Wal-Mart	346 4.3	-	-	52 4.2	-	293 51.9	-	-	-	346 4.9	343 9.3	-	3 2.5	3 2.5	-	-	-	343 12.4
Army & Navy	28 0.3	-	28 2.5	-	-	-	-	28 3.5	-	-	28 0.8	-	-	-	-	-	-	28 1.0
** TOTAL SPORTING GOODS/ ATHLETIC SPECIALTY STORES **	5187 64.2	2918 100.0	1052 94.0	790 63.9	155 6.9	271 47.8	73 100.0	758 96.5	216 100.0	4139 59.1	2012 54.6	2874 72.0	58 53.3	58 53.3	-	672 99.2	3919 92.7	295 10.7
** TOTAL SPORTING GOODS **	1443 17.9	-	1048 93.6	107 8.6	17 0.8	271 47.8	73 100.0	755 96.0	216 100.0	399 5.7	1155 31.3	-	47 42.8	47 42.8	-	-	907 21.5	248 8.9
Independent sporting goods store	1443 17.9	-	1048 93.6	107 8.6	17 0.8	271 47.8	73 100.0	755 96.0	216 100.0	399 5.7	1155 31.3	-	47 42.8	47 42.8	-	-	907 21.5	248 8.9
** TOTAL ATHLETIC SPECIALTY STORES **	3744 46.3	2918 100.0	4 0.3	684 55.3	138 6.2	-	-	4 0.5	-	3740 53.4	858 23.3	2874 72.0	12 10.5	12 10.5	-	672 99.2	3012 71.3	48 1.7
** TOTAL GOLF/PRO SHOP **	3744 46.3	2918 100.0	4 0.3	684 55.3	138 6.2	-	-	4 0.5	-	3740 53.4	858 23.3	2874 72.0	12 10.5	12 10.5	-	672 99.2	3012 71.3	48 1.7
All other pro shop	3744 46.3	2918 100.0	4 0.3	684 55.3	138 6.2	-	-	4 0.5	-	3740 53.4	858 23.3	2874 72.0	12 10.5	12 10.5	-	672 99.2	3012 71.3	48 1.7
** TOTAL ALL OTHER OUTLETS **	2519 31.2	-	40 3.6	394 31.9	2083 93.1	2 0.3	-	-	-	2519 36.0	1302 35.3	1118 28.0	48 44.2	48 44.2	-	6 0.8	307 7.3	2107 76.0
Canadian Tire	104 1.3	-	24 2.1	32 2.6	47 2.1	2 0.3	-	-	-	104 1.5	50 1.3	6 0.1	48 44.2	48 44.2	-	6 0.8	26 0.6	24 0.8

TRENDEX' S SPORTSVISION STUDY - ARCHERY REPORT (JANUARY TO DECEMBER 2004)

Outlet where sporting goods purchased

PROJECTED DOLLAR SALES (0000' S)

	PROVINCE					METRO AREA			ALL OTH. CAN.	SEX/AGE OF USER								
	ATL.	QUE.	ONT.	PRAIR -IES	B. C.	TOR.	MTL.	VAN.		MALE	FEMALE	JUVENILE	UNDER 14 YEARS	14-19 YEARS	20-29 YEARS	30-44 YEARS	45+ YEARS	
TOTAL MARKET	8105 100.0	2918 100.0	1145 100.0	1237 100.0	2239 100.0	566 100.0	73 100.0	786 100.0	216 100.0	7030 100.0	3685 100.0	3992 100.0	109 100.0	109 100.0	-	678 100.0	4226 100.0	2773 100.0
All other outlets	2415 29.9	- -	16 1.5	363 29.3	2036 91.0	- -	- -	- -	- -	2415 34.5	1252 34.0	1112 27.9	- -	- -	- -	- -	281 6.6	2084 75.1

Brand of sporting goods purchased

PROJECTED DOLLAR SALES ('000'S)

	TYPE OF ARCHERY EQUIPMENT				PRICE OF BOWS	
	TOTAL	BOWS	ARROWS	ACCESSORIES	UNDER \$50	\$50+
TOTAL MARKET	8105 100.0	1895 100.0	5950 100.0	259 100.0	8 100.0	1887 100.0
No answer	530 6.5	289 15.2	205 3.4	36 14.0	8 100.0	281 14.9
TOTAL BRAND RESPONSES (PERCENT BASE)	7575 100.0	1606 100.0	5745 100.0	223 100.0	- -	1606 100.0
Barnett	281 3.7	281 17.5	- -	- -	- -	281 17.5
Easton	3636 48.0	- -	3636 63.3	- -	- -	- -
Golden Eagle	52 0.7	36 2.2	10 0.2	7 3.2	- -	36 2.2
Woods	44 0.6	- -	- -	44 19.8	- -	- -
Other brand	3562 47.0	1290 80.3	2100 36.6	172 77.0	- -	1290 80.3

ARCHERY EQUIPMENT

purchased between July 1 and December 31, 2004

Cd.3

	ITEM BOUGHT		NUM- BER BOUGHT	PRICE PAID PER PAIR/ITEM	WHERE BOUGHT		BRAND BOUGHT		USER		
	NAME	CODE			NAME	CODE	NAME	CODE	AGE	SEX	
										M	F
11				\$.00						b 1	b 2
11				\$.00						b 1	b 2
11				\$.00						b 1	b 2
11				\$.00						b 1	b 2
001	ITEM CODE LIST		002 ARROWS (INDIVIDUAL)	003 ACCESSORIES (targets, case, etc.)							
	BOWS	207 ARROWS (PACKAGE OF 12)									
	(14-15)	(16-18)	(19-20)	(21-25)	(26-28)	(29-31)	(32-33)	(34)			

SPORTS VISION CHANNEL DEFINITIONS

Channel	Definition
Department Stores	Only Sears (retail and catalog) and The Bay
Discount Stores	Zellers, Superstore, Saan, Fields, Wal-Mart, Winners, etc.
Clothing Specialty Stores	Includes both chain stores (e.g., Mark's Work Warehouse) and independent specialty stores
Footwear Specialty Stores	Foot Locker, Bata, Aldo, Athlete's World, Joggers, etc.
Sporting Goods Stores	Sporting Life, National Gym, Sportmart, Sports Chek, Champs, Cleves, Superstar, National Sport, etc.
Independent Sporting Goods Dealers	Sporting Goods dealers with less than five stores
Athletic Specialty Stores	Bicycle / Cycling shops, fitness stores, golf and pro shops, ski shops, etc.
All Other Outlets	Canadian Tire, Costco / Price Club, Molson Beer Store, etc.