

DEETS FURNITURE & FLOORING - COLUMBUS

Call Count & Breakdown August 1, 2005 - March 1, 2006

82 CALLS FROM OUTSIDE THE LOCAL MARKET AREA (COLUMBUS)



Deets
Furniture & Flooring

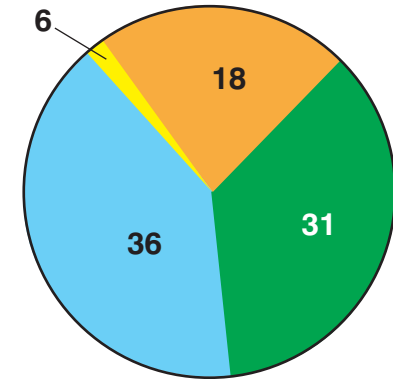
Over 70,000 sq. ft. of Showroom
"See the project Pros in our design center"

- Furniture • Carpet • Tile • Wood Flooring
- Ceramic • Tile • Blinds • Accessories
- Hunter Douglas Window Treatments
- Tempur-Pedic • La-Z-Boy

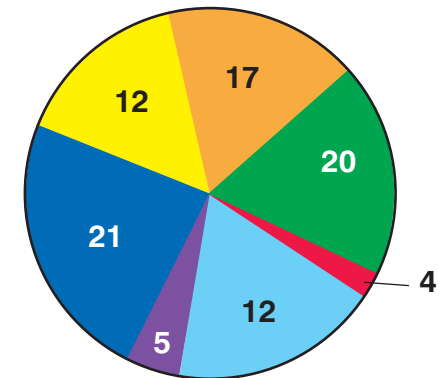
FREE IN HOME VISITS
 Professional Installation Available

2010 S. 13th Street (S Hwy 81) NORFOLK, NE
402-371-7679
 TOLL FREE
800-333-8748
www.deetsfurniture.com

| Time of day | # of Calls |
|--------------|-----------------|
| 7am - 10am | 31 Calls |
| 10am - 2pm | 36 Calls |
| 2pm - 5pm | 18 Calls |
| 5pm - 9pm | 6 Calls |
| Off-peak | 0 Calls |
| TOTAL | 91 Calls |



| Day of week | # of Calls |
|--------------|-----------------|
| Monday | 20 Calls |
| Tuesday | 21 Calls |
| Wednesday | 12 Calls |
| Thursday | 12 Calls |
| Friday | 17 Calls |
| Saturday | 4 Calls |
| Sunday | 5 Calls |
| TOTAL | 91 Calls |



| Month | # of Calls |
|--------------|-----------------|
| August | 7 Calls |
| September | 16 Calls |
| October | 5 Calls |
| November | 18 Calls |
| December | 14 Calls |
| January | 22 Calls |
| February | 9 Calls |
| TOTAL | 91 Calls |

