

AAFES October, 2011

Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

BALTIMORE

Savings

A02	Automotive	32.79%
B01	Bookmark	18.79%
A12	Boys 4-20 Branded	44.49%
A01	Candy - Everyday	29.33%
E02	Computer Software	33.36%
H02	Floor Care	30.03%
A09	Food and Shoe Care	22.12%
A51	Fragrances	23.13%
A20	Games and Puzzles	19.64%
A11	Girls NIT Branded	44.26%
B02	Greeting Cards	15.08%
A33	Handbags/Hosiery	22.19%
A22	Hardware	30.54%
H05	Household	24.95%
A07	Intimate Apparel	23.50%
A30	Juvenile Furniture	6.67%
A10	Ladies Accessories	26.29%
E04	Laudry Care	45.53%
A03	Luggage	57.15%
A06	Mens Basic Furnishings	29.28%
A14	Paper-Plastic Goods	28.18%
A18	Pet Food	25.97%
E01	Photo	-47.12%
A05	Prestige Cosmetics	16.51%
A21	School/Office Supplies	45.86%
H01	Skin Care	24.86%
A15	Small Appliances	37.55%
A35	Sunglasses	37.31%
A23	Team Sports	21.45%
A27	Traffic Appliances	23.47%
A17	TV Video	18.14%

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Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

BALTIMORE

Savings

A04	Watches	24.40%
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Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

FT. WALTON BEACH

Savings

A02	Automotive	32.05%
B01	Bookmark	-6.90%
A12	Boys 4-20 Branded	43.54%
A01	Candy - Everyday	30.81%
E02	Computer Software	33.36%
A09	Food and Shoe Care	20.27%
A51	Fragrances	22.13%
A20	Games and Puzzles	15.70%
A11	Girls NIT Branded	44.10%
B02	Greeting Cards	15.08%
A33	Handbags/Hosiery	21.48%
A22	Hardware	34.11%
H05	Household	23.13%
A07	Intimate Apparel	24.15%
A30	Juvenile Furniture	4.11%
A10	Ladies Accessories	31.61%
E04	Laudry Care	15.97%
A03	Luggage	43.58%
A06	Mens Basic Furnishings	28.55%
A14	Paper-Plastic Goods	23.48%
A18	Pet Food	22.20%
E01	Photo	12.74%
A05	Prestige Cosmetics	16.51%
A21	School/Office Supplies	33.77%
H01	Skin Care	23.85%
A35	Sunglasses	26.77%
A23	Team Sports	14.57%
A27	Traffic Appliances	43.26%
A17	TV Video	18.14%
A04	Watches	22.78%

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Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

HAMPTON-NEWPORT NEWS

Savings

A02	Automotive	33.55%
B01	Bookmark	19.82%
A12	Boys 4-20 Branded	42.78%
A01	Candy - Everyday	30.93%
E02	Computer Software	36.87%
A09	Food and Shoe Care	20.20%
A51	Fragrances	23.10%
A20	Games and Puzzles	20.24%
A11	Girls NIT Branded	44.13%
B02	Greeting Cards	15.08%
A33	Handbags/Hosiery	21.75%
A22	Hardware	27.87%
H05	Household	26.23%
A07	Intimate Apparel	21.49%
A30	Juvenile Furniture	6.67%
A10	Ladies Accessories	27.47%
E04	Laudry Care	43.83%
A03	Luggage	43.67%
A06	Mens Basic Furnishings	30.30%
A14	Paper-Plastic Goods	26.85%
A18	Pet Food	28.06%
E01	Photo	-36.30%
A05	Prestige Cosmetics	15.00%
A21	School/Office Supplies	47.26%
H01	Skin Care	27.85%
A15	Small Appliances	15.14%
A23	Team Sports	26.84%
A27	Traffic Appliances	16.47%
A17	TV Video	19.21%
A04	Watches	24.25%

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Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

HONOLULU

Savings

A02	Automotive	44.20%
B01	Bookmark	19.82%
A12	Boys 4-20 Branded	29.77%
A01	Candy - Everyday	33.36%
E02	Computer Software	26.45%
H02	Floor Care	46.19%
A09	Food and Shoe Care	16.93%
A51	Fragrances	22.31%
A20	Games and Puzzles	34.43%
A11	Girls NIT Branded	41.19%
B02	Greeting Cards	14.09%
A33	Handbags/Hosiery	20.11%
A22	Hardware	43.22%
H05	Household	35.78%
A07	Intimate Apparel	27.14%
A10	Ladies Accessories	22.06%
E04	Laudry Care	43.32%
A03	Luggage	37.90%
A06	Mens Basic Furnishings	28.02%
A14	Paper-Plastic Goods	24.18%
A18	Pet Food	40.08%
E01	Photo	6.50%
A05	Prestige Cosmetics	16.74%
A21	School/Office Supplies	50.78%
H01	Skin Care	34.00%
A15	Small Appliances	37.15%
A35	Sunglasses	37.23%
A23	Team Sports	14.29%
A27	Traffic Appliances	28.25%
A17	TV Video	22.45%
A04	Watches	24.40%

AAFES October, 2011

Savings by Market Department

With Sales Tax



Without Sales Tax

With Velocity



Without Velocity

HONOLULU

Savings

AAFES October, 2011

Savings by Market Department

With Sales Tax
 Without Sales Tax
 With Velocity
 Without Velocity

KILLEEN

Savings

A02	Automotive	40.78%
B01	Bookmark	-0.22%
A12	Boys 4-20 Branded	41.33%
A01	Candy - Everyday	27.43%
E02	Computer Software	32.40%
A09	Food and Shoe Care	17.63%
A51	Fragrances	23.83%
A20	Games and Puzzles	16.82%
A11	Girls NIT Branded	43.57%
B02	Greeting Cards	15.08%
A33	Handbags/Hosiery	20.11%
A22	Hardware	55.15%
H05	Household	21.61%
A07	Intimate Apparel	21.49%
A30	Juvenile Furniture	5.41%
A10	Ladies Accessories	28.27%
E04	Laudry Care	44.23%
A03	Luggage	23.16%
A06	Mens Basic Furnishings	29.38%
A14	Paper-Plastic Goods	23.13%
A18	Pet Food	24.63%
E01	Photo	-45.23%
A05	Prestige Cosmetics	15.08%
A21	School/Office Supplies	30.26%
H01	Skin Care	15.73%
A15	Small Appliances	35.53%
A35	Sunglasses	25.41%
A23	Team Sports	10.74%
A27	Traffic Appliances	27.23%
A17	TV Video	18.13%
A04	Watches	24.34%

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Savings by Market Department

With Sales Tax

Without Sales Tax

With Velocity

Without Velocity

KILLEEN

Savings

AAFES October, 2011

Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

LOS ANGELES

Savings

A02	Automotive	33.09%
B01	Bookmark	-28.66%
A12	Boys 4-20 Branded	42.76%
A01	Candy - Everyday	33.57%
E02	Computer Software	32.23%
H02	Floor Care	44.04%
A09	Food and Shoe Care	19.34%
A51	Fragrances	22.61%
A20	Games and Puzzles	24.66%
A11	Girls NIT Branded	44.87%
B02	Greeting Cards	20.40%
A33	Handbags/Hosiery	20.11%
A22	Hardware	28.03%
H05	Household	31.58%
A07	Intimate Apparel	27.14%
A30	Juvenile Furniture	6.67%
A10	Ladies Accessories	28.21%
E04	Laudry Care	43.19%
A03	Luggage	59.30%
A06	Mens Basic Furnishings	30.25%
A14	Paper-Plastic Goods	40.62%
A18	Pet Food	33.12%
E01	Photo	-49.65%
A05	Prestige Cosmetics	17.48%
A21	School/Office Supplies	47.87%
H01	Skin Care	33.08%
A35	Sunglasses	30.69%
A23	Team Sports	17.76%
A27	Traffic Appliances	18.93%
A17	TV Video	19.21%
A04	Watches	23.41%

AAFES October, 2011

Savings by Market Department

With Sales Tax



Without Sales Tax

With Velocity



Without Velocity

LOS ANGELES

Savings

AAFES October, 2011

Savings by Market Department

With Sales Tax
 Without Sales Tax
 With Velocity
 Without Velocity

OMAHA

Savings

A02	Automotive	29.59%
B01	Bookmark	-28.00%
A12	Boys 4-20 Branded	41.95%
A01	Candy - Everyday	23.28%
E02	Computer Software	33.26%
H02	Floor Care	52.61%
A09	Food and Shoe Care	20.62%
A51	Fragrances	25.19%
A20	Games and Puzzles	14.60%
A11	Girls NIT Branded	44.15%
B02	Greeting Cards	12.51%
A33	Handbags/Hosiery	15.83%
A22	Hardware	40.42%
H05	Household	24.30%
A07	Intimate Apparel	24.15%
A30	Juvenile Furniture	4.11%
A10	Ladies Accessories	22.99%
E04	Laudry Care	38.46%
A03	Luggage	43.67%
A06	Mens Basic Furnishings	29.00%
A14	Paper-Plastic Goods	31.87%
A18	Pet Food	24.17%
E01	Photo	-34.90%
A05	Prestige Cosmetics	16.49%
A21	School/Office Supplies	45.18%
H01	Skin Care	25.54%
A15	Small Appliances	28.05%
A35	Sunglasses	27.07%
A23	Team Sports	25.00%
A27	Traffic Appliances	30.76%
A17	TV Video	18.14%

AAFES October, 2011

Savings by Market Department

With Sales Tax



Without Sales Tax

With Velocity



Without Velocity

OMAHA

Savings

AAFES October, 2011

Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

PHOENIX

Savings

A02	Automotive	37.69%
B01	Bookmark	5.74%
A12	Boys 4-20 Branded	30.11%
A01	Candy - Everyday	33.08%
E02	Computer Software	32.75%
H02	Floor Care	53.37%
A09	Food and Shoe Care	19.80%
A51	Fragrances	22.44%
A20	Games and Puzzles	14.30%
A11	Girls NIT Branded	43.61%
B02	Greeting Cards	14.64%
A33	Handbags/Hosiery	21.27%
A22	Hardware	21.34%
H05	Household	23.89%
A07	Intimate Apparel	27.14%
A10	Ladies Accessories	16.56%
E04	Laudry Care	44.66%
A03	Luggage	23.08%
A06	Mens Basic Furnishings	26.62%
A14	Paper-Plastic Goods	26.12%
A18	Pet Food	34.60%
E01	Photo	-8.32%
A05	Prestige Cosmetics	15.31%
A21	School/Office Supplies	34.47%
H01	Skin Care	26.06%
A35	Sunglasses	26.21%
A23	Team Sports	17.06%
A27	Traffic Appliances	39.63%
A17	TV Video	19.13%
A04	Watches	24.40%

AAFES October, 2011

Savings by Market Department

With Sales Tax Without Sales Tax With Velocity Without Velocity

TACOMA

Savings

A02	Automotive	37.61%
B01	Bookmark	3.55%
A12	Boys 4-20 Branded	41.38%
A01	Candy - Everyday	29.68%
E02	Computer Software	31.70%
H02	Floor Care	53.37%
A09	Food and Shoe Care	19.25%
A51	Fragrances	23.59%
A20	Games and Puzzles	14.92%
A11	Girls NIT Branded	44.31%
B02	Greeting Cards	16.87%
A33	Handbags/Hosiery	22.19%
A22	Hardware	32.06%
H05	Household	27.11%
A07	Intimate Apparel	23.18%
A10	Ladies Accessories	26.41%
E04	Laudry Care	44.28%
A06	Mens Basic Furnishings	30.32%
A14	Paper-Plastic Goods	29.48%
A18	Pet Food	25.21%
A05	Prestige Cosmetics	17.76%
A21	School/Office Supplies	38.67%
H01	Skin Care	29.45%
A15	Small Appliances	52.43%
A35	Sunglasses	23.49%
A23	Team Sports	7.79%
A27	Traffic Appliances	26.50%
A17	TV Video	16.29%
A04	Watches	20.32%