

This Could be You Furniture Q-3 2004 Activity by MSA Report

MSA		Product Views ¹	Visits ¹	House-holds	Furniture Sales(k)	Avg HH Income	
Retailer	Dealer Site Visits	Dealer Product Views	Dealer Coupon Views	Dealer Coupon Prints	Dealer Coupon Emails	FSFP Views ²	Dealer Leads ³
Reno-Sparks - NV		100	1,028	144,682	\$10,534	\$35,041	
Oak Furniture Outlet						18	
Suffolk County-Nassau County - NY		817	14,430	922,462	\$123,852	\$57,223	
All Wood Furniture						165	
Bare Boards						57	
Deskco Office Furniture						142	
Nostalgia Oak Warehouse Of Ny						358	
Office Furniture Warehouse							
Seigerman's						242	
Syracuse - NY		89	1,343	249,127	\$19,650	\$33,612	
Oak Express						48	
Poughkeepsie-Newburgh-Middletown - NY		151	3,362	215,556	\$17,482	\$42,119	
Bill Hockenberry Furniture						85	
Albany-Schenectady-Troy - NY		223	3,030	330,656	\$22,923	\$31,793	
Big Sur Waterbeds Inc.						84	
Binghamton - NY		27	428	97,334	\$6,470	\$32,687	
Oak Express						75	
Buffalo-Cheektowaga-Tonawanda - NY		117	2,304	455,999	\$32,218	\$29,382	
Oak Express						211	
New York-Wayne-White Plains - NY-NJ		3,425	41,893	4,119,893	\$232,773	\$38,001	
Rv Cole Furniture & Design Center						267	
Lima - OH		44	141	38,364	\$5,426	\$32,635	
Deckers Furniture						21	
Canton-Massillon - OH		100	888	160,161	\$18,856	\$29,935	
Oak Express						84	
Schumacher Homes						78	
Akron - OH		95	1,770	277,227	\$23,914	\$31,962	
Oak Express						87	
Schumacker Furnishings						64	
Traditions Home Furnishings						48	
Columbus - OH		436	5,460	613,417	\$62,661	\$32,736	
Big Sur Waterbeds Inc.						52	
Oak Express						52	
Dayton - OH		89	2,436	337,356	\$38,469	\$37,070	
Morris Furniture						156	
Morris Furniture Mart						73	
Oak Express						78	
Cleveland-Elyria-Mentor - OH		386	6,005	841,996	\$78,620	\$41,937	
Big Sur Waterbeds Inc.						36	
Kronheim's Furniture						93	
Kronheims						29	
Kronheims Furniture						28	
Tiffin-Fostoria - OH		33	82	21,505	\$1,719	\$41,088	
Decker's Furniture						28	
Deckers Furniture						28	
Toledo - OH		33	946	247,651	\$26,454	\$29,961	
Oak Express						30	
Springfield - OH			173	54,812	\$7,137	\$35,874	
Springfield Business Equipment						57	
Cincinnati-Middletown - OH-KY-IN		682	6,729	774,836	\$70,255	\$38,230	
Oak Express						276	
Youngstown-Warren-Boardman - OH-PA		33	829	237,001	\$22,402	\$31,349	
Oak Express						77	