

# METRO MARKET SUMMARY

11/7/97

AS OF 11-6-97

				ESTIMATED STORE COUNTS			ACTUAL STORE COUNTS			VERSUS ESTIMATES	
	METRO SALES FORCE ROLLOUT	MARL PRIORITY		METRO STARS WORKLOAD	NEW STORES (STARS NON- WKLD +20%)	TOTAL ESTIMATED STORES	METRO WORKLOAD	NEW METRO STORES	TOTAL METRO STORES	TOTAL METRO STORES VERSUS ESTIMATES	NEW METRO STORES VERSUS ESTIMATES
1B0 BOSTON	6/30/97	1A		2,460	1,148	3,608	1,767	1,072	2,935	(673)	(76)
1H0 NEW YORK	6/30/97	1A		11,428	4,360	15,788	6,668	5,584	11,644	(4,144)	1,224
1I0 PHILADELPHIA	6/30/97	1A		2,827	1,938	4,765	755	1,706	2,805	(1,960)	(232)
REGION 1 TOTALS				16,715	7,446	24,161	9,190	8,362	17,384	(6,777)	916
2A0 BALT/WASH	10/27/97	1B		3,309	1492	4,801	3,210	1,372	4,582	(219)	(120)
2J0 ATLANTA	10/27/97	2		1,556	223	1,779	766	282	1,048	(731)	59
2P0 TAMPA	10/27/97	2		1,207	113	1,320	1,135	182	1,317	(3)	69
2Q0 MIAMI	10/27/97	1B		1,461	1006	2,467	1,582	930	2,512	45	(76)
REGION 2 TOTALS				7,533	2,834	10,367	6,693	2,766	9,459	(908)	(68)
3A0 ST LOUIS	9/29/97	2		1,141	335	1,476	801	206	1,007	(469)	(129)
3G0 NEW ORLEANS	9/29/97	3		239	98	337	442	405	847	510	307
3N0 DALLAS* - 1/5/98	12/29/97	1C		2,457	353	2,810	1,630	286	1,916	(894)	(67)
3Q0 HOUSTON* - 1/5/98	12/29/97	1C		2,620	582	3,202	1,646	768	2,414	(788)	186
REGION 3 TOTALS				6,457	1,368	7,825	4,519	1,665	6,184	(1,641)	297
4A0 PITTSBURGH	12/29/97	2		928	482	1,410	1,071	252	1,323	(87)	(230)
4B0 CLEVELAND	12/29/97	2		1,694	654	2,348	1,403	370	1,868	(480)	(284)
4F0 DETROIT	12/29/97	1C		2,620	961	3,581	1,377	1,129	2,912	(669)	168
4L0 CHICAGO	12/29/97	1B		3,506	1693	5,199	2,498	2,051	4,681	(518)	358
4O0 MINNESOTA	12/29/97	2		2,276	965	3,241	1,450	119	1,809	(1,432)	(846)
4Q0 MILWAUKEE	12/29/97	2		710	480	1,190	378	192	851	(339)	(288)
REGION 4 TOTALS				11,734	5,235	16,969	8,177	4,113	13,444	(3,525)	(1,122)
5C0 SEATTLE	9/29/97	1C		2,468	242	2,710	683	370	1,053	(1,657)	128
5G0 PHOENIX	9/29/97	3		1,190	226	1,416	516	105	621	(795)	(121)
5I0 SAN FRANCISCO	9/29/97	1C		3,248	1279	4,527	1,902	742	2,644	(1,883)	(537)
5L0 LOS ANGELES	9/29/97	3		5,216	1159	6,375	4,597	1,591	6,188	(187)	432
5M0 SAN DIEGO	9/29/97	2		1,866	239	2,105	704	120	824	(1,281)	(119)
REGION 5 TOTALS				13,988	3,145	17,133	8,402	2,928	11,330	(5,803)	(217)
TOTAL TOP 22 MARKETS				56,427	20,028	76,455	36,981	19,834	57,801	(18,654)	(194)

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