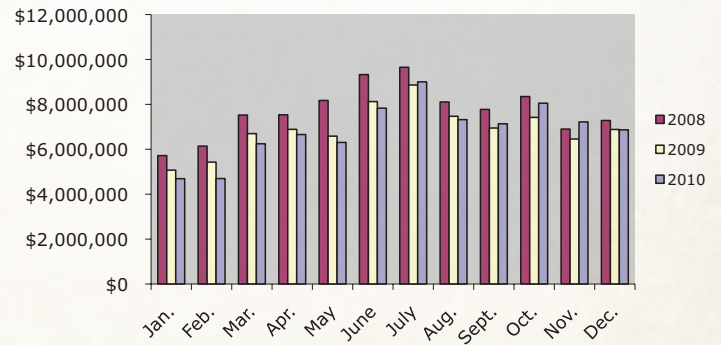


Retail & Services Revenue

This sector includes stores not associated with an outlet mall. Potential new developments are on the horizon that would substantially add to this number of retail locations in Pigeon Forge.



2010 RETAIL & SERVICES REVENUE

Month	Gross Business	% of Change
January	\$4,691,705	-7
February	\$4,695,636	-14
March	\$6,246,245	-7
April	\$6,656,957	-3
May	\$6,305,748	-4
June	\$7,832,372	-4
July	\$9,003,367	2
August	\$7,320,166	-2
September	\$7,135,199	3
October	\$8,053,494	9
November	\$7,218,555	12
December	\$6,866,574	0
Total	\$82,026,018	-1

2008 RETAIL & SERVICES REVENUE

Month	Gross Business	% of Change
January	\$5,719,814	-11
February	\$6,141,636	-6
March	\$7,524,091	6
April	\$7,536,024	-17
May	\$8,175,266	-4
June	\$9,326,615	-3
July	\$9,652,626	-2
August	\$8,107,317	-8
September	\$7,775,287	-7
October	\$8,348,653	-13
November	\$6,900,390	-24
December	\$7,282,921	-13
Total	\$92,490,640	-9

2009 RETAIL & SERVICES REVENUE

Month	Gross Business	% of Change
January	\$5,071,006	-11
February	\$5,428,823	-12
March	\$6,698,231	-11
April	\$6,887,658	-9
May	\$6,584,873	-19
June	\$8,123,639	-13
July	\$8,863,195	-8
August	\$7,469,524	-8
September	\$6,946,726	-11
October	\$7,420,517	-11
November	\$6,456,264	-6
December	\$6,882,482	-5
Total	\$82,832,938	-10

PRIOR YEARS' RETAIL & SERVICES REVENUE

Month	Gross Business	% of Change
1994	\$21,835,337	N/A
1995	\$27,928,592	28
1996	\$27,550,608	-1
1997	\$25,380,636	-8
1998	\$33,010,890	30
1999	\$43,426,952	32
2000	\$44,969,871	4
2001	\$48,028,666	7
2002	\$55,569,729	16
2003	\$64,203,851	16
2004	\$72,480,058	13
2005	\$87,258,299	13
2006	\$108,196,313	20
2007	\$102,107,932	-6