

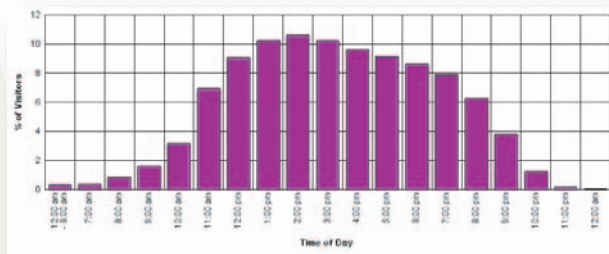
National Retail Traffic Index™ (NRTI)

ShopperTrak's National Retail Traffic Index™ (NRTI) is the national standard for benchmarking consumer traffic trends.

The NRTI consists of three separate products: Mall NRTI, Department Store NRTI and Index Integration. These products combine to provide retail executives, mall developers, industry analysts, real estate consultants and advertisers with a national barometer that enables them to understand national trends in visitor traffic, compare results to national traffic statistics, and establish fact-based benchmarks.

Mall NRTI provides nationally projected traffic data that represents more than 1,500 enclosed shopping malls throughout the U.S. Mall NRTI's features include:

- Historical data from November 1999 to present
- A database that is updated daily
- Web-based reporting that includes hourly traffic, traffic per square foot, and traffic by entrance type
- Holiday flash reporting



Easy to read charts and graphs allow for a clear depiction of traffic patterns.

Department Store NRTI provides ShopperTrak clients with nationally projected traffic data that represents individual department stores within enclosed shopping malls.

- Historical data from November 1999 to present
- A hourly updated database
- Web-based reporting that includes hourly traffic statistics
- Holiday flash reporting

Index Integration offers users an overall index that compares individual store traffic to that of monitored shopping malls. This index ties the shopping mall and department store together through:

- Quarterly analysis
- Comparison of customer sites through indices
- Comparison of consumer site indices to mall indices
- Indexing mall to NRTI indices

