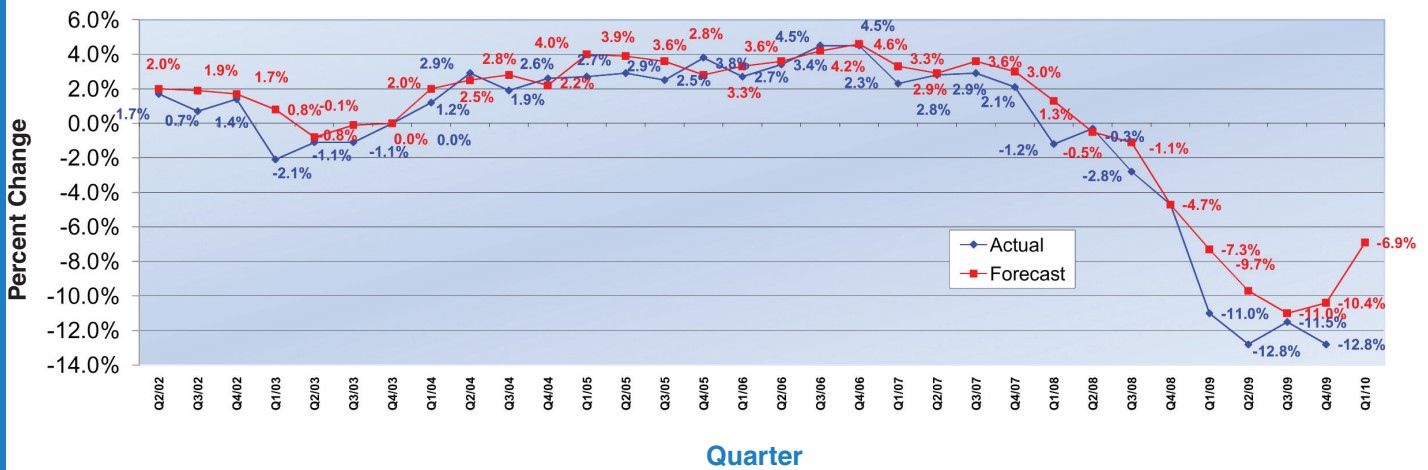


MAFSI Business Barometer Trend Graph
The industry's most definitive non-food sales/trend indicator
Overall Sales Per Quarter



MAFSI Business Barometer Reports -12.8% Sales Contraction
Reps Forecast a -6.9% Decline for Q1/10 and -3.9% for 2010

Overall sales for the Q4/09 contracted sharply by -12.8%. This marked the 8th consecutive quarter of negative growth, the 12th quarter of the current slowdown and matched the steepest quarterly decline to date in the eight year history of MBB.

The decline ranged from -17.8% in the west, -15.6% in the midwest, -11.6% south, -8.7% in the northeast, to -5.5% in Canada. U.S. sales contracted by -13.4%

The worst hit product category was equipment at -14.8%, (-22.1% in the west) followed by furnishings at -10.5%, supplies at -7.9%, and tabletop at -5.4%.

A review of the MBB Trend Graph indicates that the industry peaked in sales in Q4/07 and has contracted nearly -18% from that high-water mark. The aggregate U.S. sales decline is about -20%, according to the Barometer.

Reps are forecasting a decline of -6.9% in the first quarter of 2010, although this outlook varies greatly from +0.2% growth

in Canada to -2.6% in the south, -8.0% in the midwest, -8.7% in the northeast to an ugly -16.7% in the west.

For the entire year of 2010, MAFSI Reps are looking for a decline of -3.9% which implies a bottoming out in the first half, followed by a slight recovery in the second half.

This optimism might be somewhat premature as 34% of reps report they are quoting less, while 28% are quoting more.

Similarly, 42% state that new consultant projects are decreasing and only 21% see an increase.

Reps report they are working harder than ever, making more end user calls to stimulate demand for their products, adding lines where possible, and reducing costs. Thirty percent have made reductions in staffing.

The leading market segments are healthcare, K-12 schools and colleges and universities, while fine dining, chains, and casinos are lagging.

Written by Michael R. Posternak

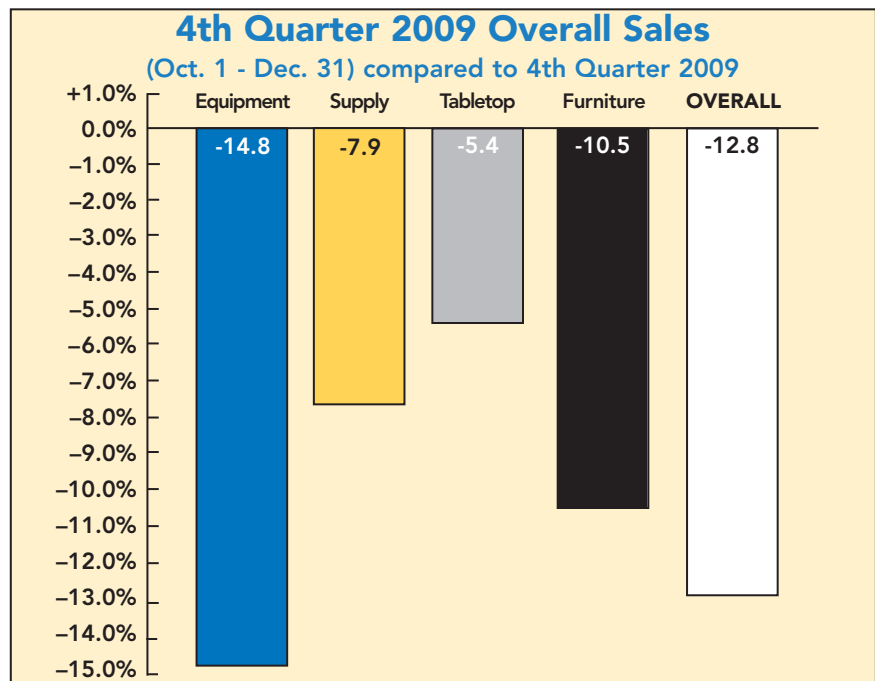
MAFSI Business Confidence Index for 1st Quarter 2010

Jan. 1 - March 31 compared to 1st Quarter 2009

ALL REGIONS
-6.9

MAFSI Business Confidence Index for 2010
 Compared to 2009

OVERALL
-3.9



Projected 1st Quarter 2010 Sales

Jan. 1 - March 31 compared to 1st Quarter 2009



Projected 2010 Overall Sales Forecast

(Compared to Overall Sales for 2009)



4th Quarter 2009 Sales

(Oct. 1 - Dec. 31) compared to 4th Quarter 2008

