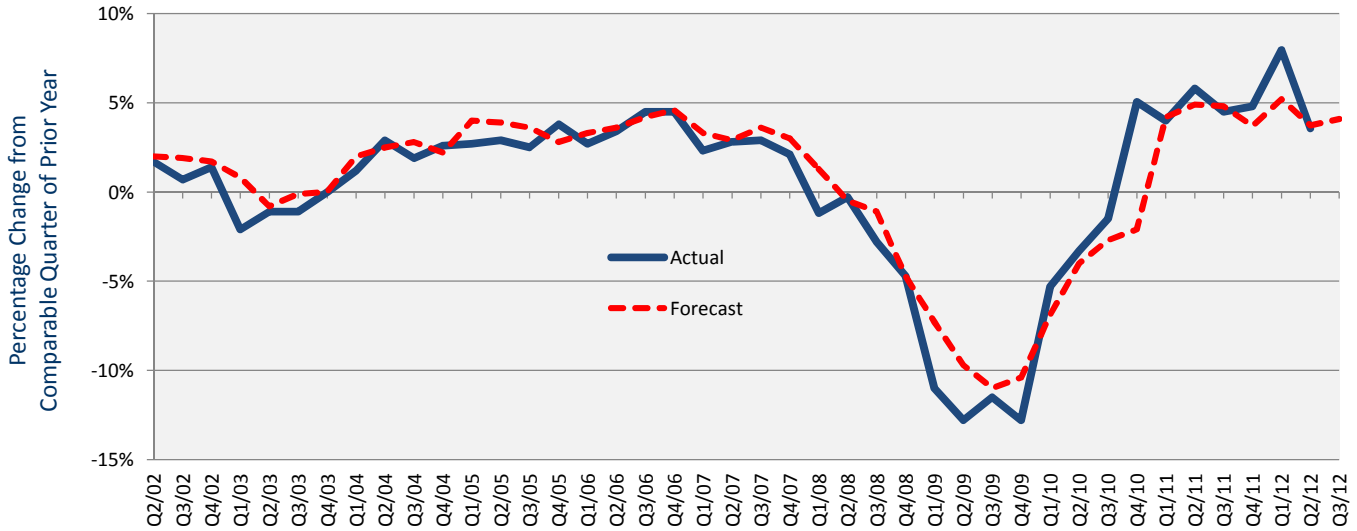


MAFSI businessbarometer

The industry's definitive non-food sales/trend indicator

Q2/12 Report

Overall Sales Per Quarter



Q2/12 MAFSI Barometer Moves Slow But Steady

Q2/12 Reports A Gain of 3.6%; Forecasts 4.1% for Q3

Overall sales for Q2/12 (compared to the same quarter last year) increased by 3.6%. This reflects a moderation of growth from the 4.0% gain of the past quarter and was just short of the 3.7% mark forecasted for this quarter.

Sales have now expanded for seven consecutive quarters after three years of decline.

By region, sales increases ranged from 5.8% in the Northeast, 5.1% in the West, 5.1% in Canada, 3.9% in the South and 1.3% in the Midwest.

By product categories, sales grew by 4.2% in Supplies, 3.8% in Equipment, 3.1% in Tabletop and a scant 0.1% in Furnishings.

MAFSI reps are forecasting a gain of 4.1% for the 3rd quarter of 2012.

As evidence of further moderation, the percent of reps quoting more activity lowered from 58.8% to 44% last quarter. In concert with this, 32.8% report more consultant activity vs. 49.6% reported last quarter.

All data throughout the Q2/12 report indicates that growth continues but at a moderate rate. After a steep three year decline and a sharp two year ascent, we are now in the midst of a prolonged period of slow but steady growth, which is probably the best kind in terms of sustainability.

Written/compiled by Michael R. Posternak

MAFSI Business Confidence Index for 3rd Quarter 2012
Jul 1 - Sept 30 compared to 3rd Quarter 2011

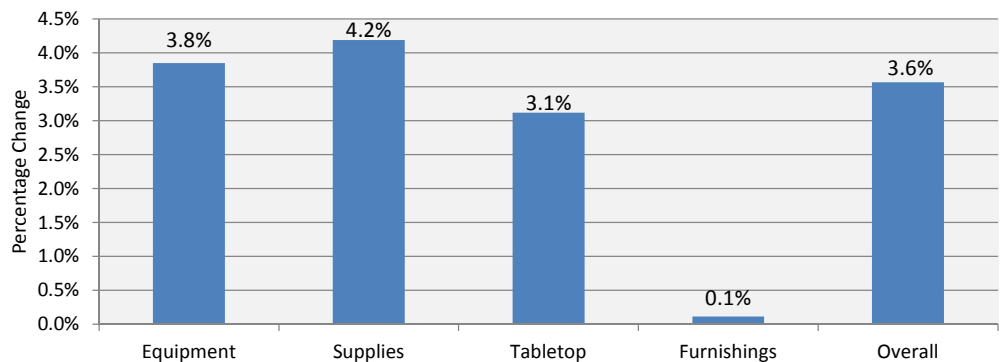
All Regions
4.1%

MAFSI Business Confidence Index for 2012
Compared to 2011

Overall
6.6%

2nd Quarter 2012 Overall Sales

Apr 1 - Jun 30 compared to 2nd Quarter 2011



MAFSI businessbarometer

Projected 3rd Quarter 2012 Sales Percentage Change

Jul 1 - Sep 30 compared to 3rd Quarter 2011

Northeast
5.0%

South
4.3%

Midwest
2.5%

West
5.7%

Canada
4.7%

Projected 2012 Overall Sales Percentage Change Forecast

Compared to Overall Sales for 2011

Northeast
5.0%

South
7.8%

Midwest
6.4%

West
7.4%

Canada
6.6%

2nd Quarter 2012 Overall Sales Percentage Change

Apr 1 - Jun 30 compared to 2nd Quarter 2011

