

<b>Pricing Variance- Store Front Competitors (March 9, 2011)</b>					Average	Price Diff	Variance
<i>Full Color (3.5 W x 2 H) Business Cards, 250 units, Matte Finish</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 28.00	\$ 69.45	\$ 29.99	\$ 29.99	\$ 29.99	\$ 36.79	\$ 8.79	24%
<i>Full Color Front (8.5 W x 11 H) Promo Flyer, 250 units, 80 lb. Gloss</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 112.50	\$ 152.40	\$ 134.95	\$ 155.00	\$ 172.50	\$ 147.47	\$ 34.97	24%
<i>Full Color (6 W x 4 H) Standard Postcards, 250 units, Matte Finish</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 80.00	\$ 99.60	\$ 59.95	\$ 99.99	\$ 99.99	\$ 89.91	\$ 9.91	11%
<i>Full Color (8.5 W x 11 H) Letterhead, 250 units, 20 lb. White Bond</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 45.00	\$ 125.25	\$ 129.99	\$ 137.99	\$ 134.99	\$ 130.14	\$ 85.14	65%
<i>500 Black and White copies, 20 lb. paper</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 20.00	\$ 36.37	\$ 40.00	\$ 30.00	\$ 40.87	\$ 35.45	\$ 15.45	44%
<i>500 Color copies, 24 lb. paper</i>							
Print Shop	Alphagrahics	Office Depot	Office Max	Kinkos			
\$ 195.00	\$ 211.50	\$ 245.00	\$ 245.00	\$ 266.99	\$ 242.70	\$ 47.70	20%