

Gross Margins	Mean (Average)	25th Percentile	Median (Mid-Point)	75th Percentile
New Course Books	23.1%	20.4%	23.2%	25.1%
Custom Published Materials	26.1%	18.5%	25.8%	35.0%
Used Course Books	36.2%	32.3%	35.7%	39.1%
Course Technology	28.8%	27.8%	29.0%	29.8%
TOTAL Course Materials	27.1%	24.6%	26.7%	28.8%
Trade Books	28.1%	23.5%	28.4%	34.9%
Professional Reference Books	29.0%	21.3%	24.0%	35.3%
TOTAL General Books	28.3%	23.4%	28.5%	35.9%
TOTAL BOOK SALES	27.2%	24.8%	26.8%	29.1%
Computer Hardware	10.4%	4.2%	8.1%	12.3%
Consumer Electronics	18.0%	17.4%	25.5%	31.8%
Computer Software	13.8%	12.5%	17.6%	22.7%
Digital / Computer Supplies	28.7%	20.8%	26.8%	33.5%
TOTAL Digital Products	15.0%	10.4%	16.6%	24.4%
School / Office Supplies	38.0%	33.5%	39.5%	43.6%
Instructional Supplies	33.6%	24.9%	30.3%	40.0%
TOTAL Supplies	38.0%	31.9%	39.2%	43.2%
Insignia Apparel	40.2%	35.1%	42.2%	46.8%
Non-insignia Apparel	30.7%	27.5%	38.1%	43.7%
TOTAL Apparel	39.3%	33.8%	41.2%	46.6%
Insignia Gifts	41.3%	36.2%	41.7%	47.1%
Non-insignia Gifts	34.5%	29.6%	37.6%	43.7%
TOTAL Gifts	38.1%	31.8%	40.3%	46.7%
Food / Beverages	33.0%	29.0%	33.7%	39.0%
Other Merchandise	36.2%	23.9%	35.8%	46.4%
TOTAL General Merchandise	33.9%	26.6%	34.5%	40.1%
TOTAL NON-BOOK SALES	31.6%	26.4%	31.4%	37.0%
TOTAL NET SALES	27.8%	25.5%	27.8%	31.0%