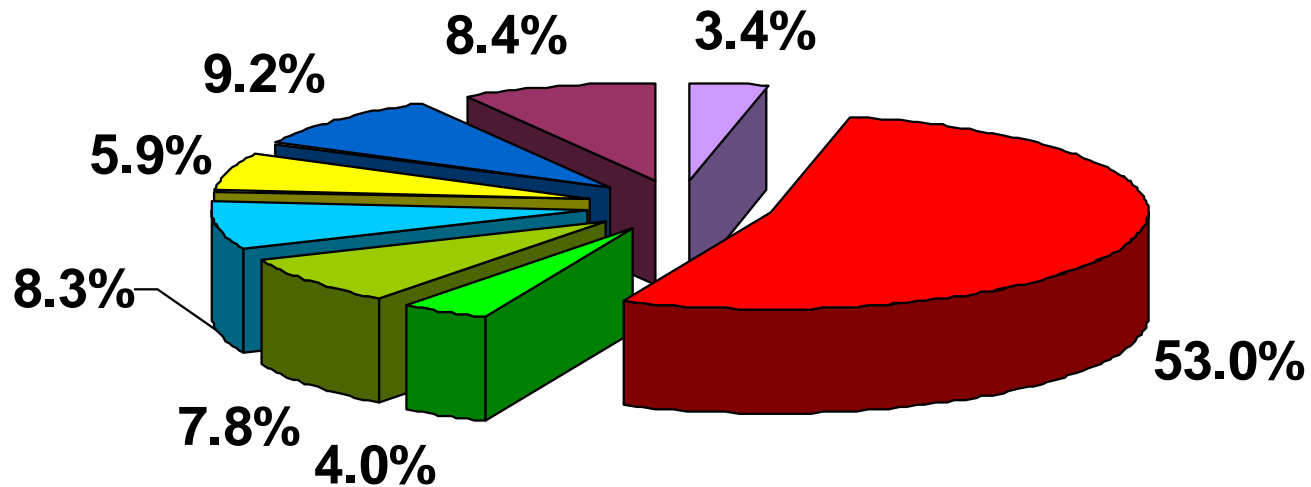




Michele Irvine

Director of Field Sales

Channel Importance



- | | |
|---------------------|--------------|
| Newsstand/Smokeshop | Conv w/o Gas |
| Conv w Gas | DLR |
| Supermarket | Drug |
| Gas | All Other |



Distribution Trends

1. Consumers shopping patterns continue to fragment
2. Significant decline of traditional stores and malls (rf. JC Williams Group - OLG retail channel study)
3. Power centers have emerged as key retail area for growth
4. The fastest growing retail chains are: Home Depot, Canadian Tire, COSTCO, Future Shop, Winners, Best Buy, Chapters



New Retail Environments

- Costco
- Wal-Mart
- Home Depot

**Questions
Challenges
And
Options**



Mall Kiosk



Co-Branded Kiosk with Home Depot



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