



SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

Month-To-Date					Year-To-Date				
CURRENT PERIOD	This Year	Last Year	Budget	Projected	This Year	Last Year	Budget	Projected	
NEW ERA	\$6,730,714	\$34,097,447	\$34,028,742	\$37,341,870	\$6,730,714	\$34,097,447	\$34,028,742	\$37,341,870	
REGIONAL									
NORTH AMERICA	\$4,314,652	\$24,966,062	\$24,189,330	\$27,476,257	\$4,314,652	\$24,966,062	\$24,189,330	\$27,476,257	
EMEA	\$2,011,445	\$5,088,158	\$5,264,641	\$5,590,886	\$2,011,445	\$5,088,158	\$5,264,641	\$5,590,886	
EMERGING MARKETS	\$306,161	\$2,510,208	\$2,872,464	\$2,938,309	\$306,161	\$2,510,208	\$2,872,464	\$2,938,309	
JAPAN	\$98,457	\$1,533,019	\$1,702,307	\$1,336,418	\$98,457	\$1,533,019	\$1,702,307	\$1,336,418	
PRODUCT CATEGORY									
HEADWEAR	\$5,982,952	\$29,211,186	\$27,099,611	\$29,413,092	\$5,982,952	\$29,211,186	\$27,099,611	\$29,413,092	
LIFESTYLE	\$2,317,587	\$9,177,378	\$11,580,827	\$10,726,464	\$2,317,587	\$9,177,378	\$11,580,827	\$10,726,464	
FAN GEAR	\$1,732,629	\$6,376,495	\$5,937,891	\$8,162,557	\$1,732,629	\$6,376,495	\$5,937,891	\$8,162,557	
ON FIELD	\$1,431,403	\$8,141,418	\$6,301,489	\$7,438,088	\$1,431,403	\$8,141,418	\$6,301,489	\$7,438,088	
ACTION	\$440,356	\$2,045,361	\$1,287,883	\$1,185,092	\$440,356	\$2,045,361	\$1,287,883	\$1,185,092	
CORPORATE	\$60,976	\$1,360,480	\$1,443,785	\$687,289	\$60,976	\$1,360,480	\$1,443,785	\$687,289	
BRAZIL HEADWEAR	\$0	\$715,097	\$511,768	\$0	\$0	\$715,097	\$511,768	\$0	
JAPAN HEADWEAR	\$0	\$1,394,957	\$35,967	\$1,213,603	\$0	\$1,394,957	\$35,967	\$1,213,603	
APPAREL	\$510,859	\$4,608,805	\$6,175,527	\$7,527,680	\$510,859	\$4,608,805	\$6,175,527	\$7,527,680	
WOMEN	\$496,453	\$4,300,117	\$5,531,573	\$7,362,340	\$496,453	\$4,300,117	\$5,531,573	\$7,362,340	
MEN	\$14,405	\$308,688	\$643,954	\$165,340	\$14,405	\$308,688	\$643,954	\$165,340	
RETAIL	\$212,996	\$221,267	\$646,311	\$212,996	\$212,996	\$221,267	\$646,311	\$212,996	
ACCESSORIES	\$23,907	\$56,189	\$107,294	\$188,101	\$23,907	\$56,189	\$107,294	\$188,101	
OUTLOOK February	Last Year	Budget	Projected	MarAprMayTotal					
NEW ERA	\$59,983,910	\$62,865,439	\$51,048,650	NEW ERA	Open Orders	\$36,754,864	\$22,556,910	\$12,305,934	\$170,364,923
REGIONAL					Last Yr Shipped	\$65,174,580	\$49,203,617	\$46,718,586	\$628,954,181
NORTH AMERICA	\$48,719,536	\$51,900,018	\$40,579,697		Budget	\$65,072,606	\$52,227,147	\$54,155,554	\$671,016,323
EMEA	\$5,426,462	\$5,910,730	\$6,330,180		% of Last Year	56.39%	45.84%	26.34%	27.09%
EMERGING MARKETS	\$4,410,906	\$3,225,614	\$2,620,076	% of Budget	56.48%	43.19%	22.72%	25.39%	
JAPAN	\$1,427,006	\$1,829,077	\$1,518,698	NORTH AMERICA	Open Orders	\$27,329,386	\$14,973,685	\$7,517,007	\$124,594,671
PRODUCT CATEGORY					Last Yr Shipped	\$50,678,424	\$35,023,010	\$37,958,899	\$480,497,143
HEADWEAR	\$48,023,887	\$50,322,775	\$45,403,172		Budget	\$50,482,701	\$36,932,032	\$40,235,530	\$502,181,199
LIFESTYLE	\$20,824,726	\$22,390,234	\$16,982,556		% of Last Year	53.93%	42.75%	19.80%	25.93%
FAN GEAR	\$7,420,787	\$9,668,189	\$9,654,191	% of Budget	54.14%	40.54%	18.68%	24.81%	
ON FIELD	\$14,583,079	\$14,686,221	\$15,081,475	EMEA	Open Orders	\$4,925,383	\$5,151,316	\$3,738,593	\$29,203,288
ACTION	\$1,207,327	\$901,339	\$1,553,797		Last Yr Shipped	\$6,316,258	\$5,773,134	\$4,805,851	\$70,575,351
CORPORATE	\$748,280	\$1,622,087	\$956,154		Budget	\$6,798,944	\$7,454,284	\$6,980,850	\$80,366,006
BRAZIL HEADWEAR	\$1,935,808	\$1,023,536	\$0		% of Last Year	77.98%	89.23%	77.79%	41.38%
JAPAN HEADWEAR	\$1,303,880	\$31,170	\$1,174,998	% of Budget	72.44%	69.11%	53.55%	36.34%	
APPAREL	\$11,512,448	\$11,647,515	\$5,243,729	EMERGING MARKETS	Open Orders	\$1,973,939	\$605,454	\$313,783	\$8,693,845
WOMEN	\$10,858,928	\$10,109,375	\$4,685,971		Last Yr Shipped	\$5,540,098	\$4,992,991	\$2,170,778	\$51,112,005
MEN	\$653,520	\$1,538,140	\$557,758		Budget	\$4,737,746	\$4,618,903	\$4,730,072	\$58,192,617
RETAIL	\$0	\$646,333	\$0		% of Last Year	35.63%	12.13%	14.45%	17.01%
ACCESSORIES	\$447,576	\$248,815	\$401,749	% of Budget	41.66%	13.11%	6.63%	14.94%	
				JAPAN	Open Orders	\$2,526,156	\$1,826,455	\$736,551	\$7,873,119
					Last Yr Shipped	\$2,639,800	\$3,414,482	\$1,783,058	\$26,769,681
					Budget	\$3,053,216	\$3,221,928	\$2,209,103	\$30,276,500
					% of Last Year	95.69%	53.49%	41.31%	29.41%
				% of Budget	82.74%	56.69%	33.34%	26.00%	



SA110 - Corporate Scorecard

Currency: USD

Fiscal Period: 1

Period Ending: 1/26/2014

	=====Month-To-Date=====			=====Year-To-Date=====		
	This Year	Last Year	Budget	This Year	Last Year	Budget
HEADWEAR	\$5,982,952	\$29,211,186	\$27,099,611	\$5,982,952	\$29,211,186	\$27,099,611
NORTH AMERICA	\$3,797,392	\$20,655,325	\$18,299,057	\$3,797,392	\$20,655,325	\$18,299,057
LIFESTYLE	\$1,586,443	\$5,516,098	\$4,669,782	\$1,586,443	\$5,516,098	\$4,669,782
ON FIELD	\$1,262,819	\$7,433,049	\$5,753,851	\$1,262,819	\$7,433,049	\$5,753,851
FAN GEAR	\$465,022	\$4,477,492	\$5,172,775	\$465,022	\$4,477,492	\$5,172,775
ACTION	\$422,132	\$1,868,207	\$1,268,476	\$422,132	\$1,868,207	\$1,268,476
CORPORATE	\$60,976	\$1,360,480	\$1,434,173	\$60,976	\$1,360,480	\$1,434,173
EMEA	\$1,884,356	\$4,903,266	\$4,339,523	\$1,884,356	\$4,903,266	\$4,339,523
FAN GEAR	\$1,235,982	\$1,641,603	\$271,763	\$1,235,982	\$1,641,603	\$271,763
LIFESTYLE	\$569,175	\$2,770,321	\$3,787,327	\$569,175	\$2,770,321	\$3,787,327
ON FIELD	\$77,504	\$330,878	\$280,432	\$77,504	\$330,878	\$280,432
ACTION	\$1,696	\$160,463	\$0	\$1,696	\$160,463	\$0
EMERGING MARKETS	\$301,204	\$2,257,638	\$2,838,089	\$301,204	\$2,257,638	\$2,838,089
LIFESTYLE	\$161,970	\$890,959	\$1,607,778	\$161,970	\$890,959	\$1,607,778
ON FIELD	\$91,081	\$377,492	\$239,035	\$91,081	\$377,492	\$239,035
FAN GEAR	\$31,626	\$257,400	\$450,489	\$31,626	\$257,400	\$450,489
ACTION	\$16,528	\$16,690	\$19,407	\$16,528	\$16,690	\$19,407
BRAZIL HEADWEAR	\$0	\$715,097	\$511,768	\$0	\$715,097	\$511,768
CORPORATE	\$0	\$0	\$9,613	\$0	\$0	\$9,613
JAPAN	\$0	\$1,394,957	\$1,622,942	\$0	\$1,394,957	\$1,622,942
FAN GEAR	\$0	\$0	\$42,864	\$0	\$0	\$42,864
JAPAN HEADWEAR	\$0	\$1,394,957	\$35,967	\$0	\$1,394,957	\$35,967
LIFESTYLE	\$0	\$0	\$1,515,940	\$0	\$0	\$1,515,940
ON FIELD	\$0	\$0	\$28,171	\$0	\$0	\$28,171
APPAREL	\$510,859	\$4,608,805	\$6,175,527	\$510,859	\$4,608,805	\$6,175,527
NORTH AMERICA	\$498,876	\$4,334,455	\$5,864,730	\$498,876	\$4,334,455	\$5,864,730
WOMEN	\$496,453	\$4,296,176	\$5,531,573	\$496,453	\$4,296,176	\$5,531,573
MEN	\$2,423	\$38,279	\$333,157	\$2,423	\$38,279	\$333,157
EMEA	\$11,982	\$46,500	\$263,049	\$11,982	\$46,500	\$263,049
MEN	\$11,982	\$46,500	\$263,049	\$11,982	\$46,500	\$263,049
EMERGING MARKETS	\$0	\$226,730	\$16,458	\$0	\$226,730	\$16,458
MEN	\$0	\$222,789	\$16,458	\$0	\$222,789	\$16,458
WOMEN	\$0	\$3,941	\$0	\$0	\$3,941	\$0
JAPAN	\$0	\$1,119	\$31,290	\$0	\$1,119	\$31,290
MEN	\$0	\$1,119	\$31,290	\$0	\$1,119	\$31,290
RETAIL	\$212,996	\$221,267	\$646,311	\$212,996	\$221,267	\$646,311
EMEA	\$114,539	\$120,109	\$646,311	\$114,539	\$120,109	\$646,311
JAPAN	\$98,457	\$101,158	\$0	\$98,457	\$101,158	\$0
ACCESSORIES	\$23,907	\$56,189	\$107,294	\$23,907	\$56,189	\$107,294
NORTH AMERICA	\$18,384	-\$23,718	\$25,543	\$18,384	-\$23,718	\$25,543
EMERGING MARKETS	\$4,956	\$25,840	\$17,917	\$4,956	\$25,840	\$17,917
EMEA	\$567	\$18,283	\$15,759	\$567	\$18,283	\$15,759
JAPAN	\$0	\$35,785	\$48,075	\$0	\$35,785	\$48,075



SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

Retail

	=====Day=====				=====Month-To-Date=====				=====Year-To-Date=====			
	Units	TY	LY	% to LY	Units	TY	LY	% of LY	Units	TY	LY	% of LY
NEW ERA	786	\$27,617	\$26,295	5%	6,883	\$212,996	\$221,267	-4%	6,883	\$212,996	\$221,267	-4%
EMEA	518	\$11,620	\$9,433	23%	5,383	\$114,539	\$120,109	-5%	5,383	\$114,539	\$120,109	-5%
UK Web	260	\$6,299	\$4,486	40%	1,812	\$34,254	\$25,894	32%	1,812	\$34,254	\$25,894	32%
Berlin	0	\$0	\$0	0%	1,068	\$27,356	\$34,831	-21%	1,068	\$27,356	\$34,831	-21%
London	114	\$2,106	\$1,872	12%	984	\$20,494	\$23,451	-13%	984	\$20,494	\$23,451	-13%
Westfield	78	\$1,692	\$1,200	41%	733	\$16,559	\$17,917	-8%	733	\$16,559	\$17,917	-8%
Birmingham	66	\$1,522	\$1,628	-6%	786	\$15,876	\$16,794	-5%	786	\$15,876	\$16,794	-5%
Box Park	0	\$0	\$247	-100%	0	\$0	\$1,222	-100%	0	\$0	\$1,222	-100%
JAPAN	268	\$15,997	\$16,862	-5%	1,500	\$98,457	\$101,158	-3%	1,500	\$98,457	\$101,158	-3%
Tokyo	144	\$8,642	\$10,283	-16%	688	\$50,159	\$55,070	-9%	688	\$50,159	\$55,070	-9%
JAPAN WEB	124	\$7,355	\$6,579	12%	812	\$48,297	\$46,088	5%	812	\$48,297	\$46,088	5%

January Open Orders by Week

	Total	NORTH AMERICA	EMEA	EMERGING MARKETS
Total	\$29,373,195 2,528,220	\$23,161,606 2,116,855	\$3,579,441 244,093	\$2,632,148 167,272
WEEK ENDING Jan 05	\$6,333,377 598,124	\$4,730,161 501,957	\$288,683 21,936	\$1,314,533 74,231
WEEK ENDING Jan 12	\$4,064,481 360,734	\$3,206,624 295,438	\$400,538 30,266	\$457,320 35,030
WEEK ENDING Jan 19	\$12,677,402 1,056,151	\$9,467,160 847,386	\$2,716,247 174,872	\$493,996 33,893
WEEK ENDING Jan 26	\$6,297,935 513,211	\$5,757,661 472,074	\$173,974 17,019	\$366,300 24,118

***Note - Japan open orders are not included in the weekly breakout.

***Note - All Japan sales are included under Headwear on the following pages.

Open Orders By Region

			Total	NORTH AMERICA	EMEA	JAPAN	EMERGING MARKETS
Total			\$164,813,185	\$121,013,953	\$27,352,664	\$7,873,119	\$8,573,449
2013	Total		\$965,979	\$733,933	\$46,282	\$0	\$185,765
	Aug	Total	\$2,800	\$2,800	\$0	\$0	\$0
		HW	\$2,800	\$2,800	\$0	\$0	\$0
	Sep	Total	\$3,075	\$0	\$0	\$0	\$3,075
		NA	\$272	\$0	\$0	\$0	\$272
		APP	\$353	\$0	\$0	\$0	\$353
		HW	\$2,450	\$0	\$0	\$0	\$2,450
	Oct	Total	\$51,300	\$16,346	\$0	\$0	\$34,953
		NA	\$299	\$0	\$0	\$0	\$299
		APP	\$23,752	\$0	\$0	\$0	\$23,752
		HW	\$27,248	\$16,346	\$0	\$0	\$10,902
	Nov	Total	\$40,239	\$0	\$0	\$0	\$40,239
		NA	\$2,242	\$0	\$0	\$0	\$2,242
		APP	\$12,937	\$0	\$0	\$0	\$12,937
		HW	\$25,060	\$0	\$0	\$0	\$25,060
	Dec	Total	\$868,565	\$714,787	\$46,282	\$0	\$107,497
		NA	\$1,524	\$0	\$0	\$0	\$1,524
		APP	\$49,172	\$0	\$68	\$0	\$49,105
		HW	\$817,869	\$714,787	\$46,214	\$0	\$56,868
2014	Total		\$163,847,205	\$120,280,019	\$27,306,382	\$7,873,119	\$8,387,685
	Jan	Total	\$30,611,156	\$23,161,606	\$3,579,441	\$1,237,961	\$2,632,148

SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

			Total	NORTH AMERICA	EMEA	JAPAN	EMERGING MARKETS
2014	Jan	NA	\$164,194	\$4,670	\$68,247	\$24,031	\$67,247
		APP	\$7,016,822	\$6,923,366	\$76,269	\$327	\$16,860
		HW	\$23,430,140	\$16,233,570	\$3,434,925	\$1,213,603	\$2,548,042
	Feb	Total	\$51,048,650	\$40,579,697	\$6,330,180	\$1,518,698	\$2,620,076
		NA	\$401,749	\$4,245	\$1,505	\$320,540	\$75,460
		APP	\$5,243,729	\$4,951,082	\$184,126	\$23,160	\$85,361
		HW	\$45,403,172	\$35,624,370	\$6,144,549	\$1,174,998	\$2,459,254
	Mar	Total	\$36,754,864	\$27,329,386	\$4,925,383	\$2,526,156	\$1,973,939
		NA	\$207,344	\$2,755	\$777	\$202,534	\$1,278
		APP	\$4,445,455	\$4,133,424	\$113,145	\$180,218	\$18,668
		HW	\$32,102,064	\$23,193,207	\$4,811,461	\$2,143,404	\$1,953,993
	Apr	Total	\$22,556,910	\$14,973,685	\$5,151,316	\$1,826,455	\$605,454
		NA	\$42,017	\$978	\$9,378	\$31,614	\$48
		APP	\$2,976,093	\$2,193,662	\$675,834	\$106,493	\$104
		HW	\$19,538,800	\$12,779,046	\$4,466,104	\$1,688,348	\$605,302
	May	Total	\$12,305,934	\$7,517,007	\$3,738,593	\$736,551	\$313,783
		NA	\$14,073	\$0	\$14,073	\$0	\$0
		APP	\$1,236,357	\$1,092,473	\$69,499	\$70,634	\$3,752
		HW	\$11,055,504	\$6,424,534	\$3,655,021	\$665,917	\$310,031
	Jun	Total	\$6,916,687	\$3,148,597	\$3,498,507	\$27,298	\$242,286
		NA	\$107	\$0	\$107	\$0	\$0
		APP	\$415,219	\$410,418	\$0	\$1,155	\$3,647
		HW	\$6,501,361	\$2,738,179	\$3,498,400	\$26,143	\$238,639

SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

			Total	NORTH AMERICA	EMEA	JAPAN	EMERGING MARKETS
2014	Jul	Total	\$1,374,652	\$1,291,690	\$82,962	\$0	\$0
		APP	\$544,179	\$544,179	\$0	\$0	\$0
		HW	\$830,473	\$747,511	\$82,962	\$0	\$0
	Aug	Total	\$754,190	\$754,190	\$0	\$0	\$0
		APP	\$261,367	\$261,367	\$0	\$0	\$0
		HW	\$492,822	\$492,822	\$0	\$0	\$0
	Sep	Total	\$868,713	\$868,713	\$0	\$0	\$0
		APP	\$197,937	\$197,937	\$0	\$0	\$0
		HW	\$670,776	\$670,776	\$0	\$0	\$0
	Oct	Total	\$288,526	\$288,526	\$0	\$0	\$0
		APP	\$74,698	\$74,698	\$0	\$0	\$0
		HW	\$213,828	\$213,828	\$0	\$0	\$0
	Nov	Total	\$180,845	\$180,845	\$0	\$0	\$0
		HW	\$180,845	\$180,845	\$0	\$0	\$0
	Dec	Total	\$186,077	\$186,077	\$0	\$0	\$0
		APP	\$5,453	\$5,453	\$0	\$0	\$0
		HW	\$180,624	\$180,624	\$0	\$0	\$0

Hot Market Open Orders by Collection and Team

	No. of Orders	Confirmed Qty	Total Open Value
Hot Market Grand Total	3,712	613,939	\$10,683,763
LR NFL13 SB CHAMPS	1,483	390,962	\$6,796,767
ARIZONA CARDINALS	1	96	\$672
BALTIMORE RAVENS	2	144	\$1,134
CAROLINA PANTHERS	104	24,932	\$434,264
CHICAGO BEARS	2	132	\$1,050
CINCINNATI BENGALS	72	3,088	\$52,867
CLEVELAND BROWNS	1	72	\$504
DALLAS COWBOYS	4	222	\$2,213
DENVER BRONCOS	167	47,412	\$826,412
DETROIT LIONS	2	108	\$882
GREEN BAY PACKERS	91	5,638	\$97,301
INDIANAPOLIS COLTS	107	29,504	\$513,972
KANSAS CITY CHIEFS	73	3,040	\$52,146
MIAMI DOLPHINS	2	168	\$1,302
MINNESOTA VIKINGS	1	6	\$102
NEW ENGLAND PATRIOTS	134	52,854	\$921,486
NEW ORLEANS SAINTS	122	84,538	\$1,476,861
NEW YORK GIANTS	1	96	\$672
NEW YORK JETS	2	102	\$774
PHILADELPHIA EAGLES	78	10,176	\$176,707
PITTSBURGH STEELERS	4	66	\$1,115
SAN DIEGO CHARGERS	103	19,898	\$346,367
SAN FRANCISCO 49ERS	182	53,758	\$931,924
SEATTLE SEAHAWKS	226	54,810	\$955,267
TENNESSEE TITANS	1	6	\$102
WASHINGTON REDSKINS	1	96	\$672
LR NFL13 CONF CHAMPS	1,124	121,712	\$2,004,950
ARIZONA CARDINALS	1	48	\$792
BALTIMORE RAVENS	1	12	\$198
CAROLINA PANTHERS	64	7,638	\$125,605
CHICAGO BEARS	1	24	\$396
CINCINNATI BENGALS	50	1,485	\$24,516
CLEVELAND BROWNS	1	12	\$198
DALLAS COWBOYS	2	78	\$1,284
DENVER BRONCOS	128	12,210	\$201,064
DETROIT LIONS	1	12	\$198
GREEN BAY PACKERS	82	3,740	\$61,741
INDIANAPOLIS COLTS	70	6,647	\$109,255
KANSAS CITY CHIEFS	59	1,905	\$31,446
MIAMI DOLPHINS	1	24	\$396



SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

Hot Market Grand Total	3,712	613,939	\$10,683,763
MINNESOTA VIKINGS	1	3	\$48
NEW ENGLAND PATRIOTS	87	9,716	\$159,912
NEW ORLEANS SAINTS	75	38,723	\$638,554
NEW YORK GIANTS	1	12	\$198
NEW YORK JETS	2	15	\$246
PHILADELPHIA EAGLES	54	3,888	\$64,146
PITTSBURGH STEELERS	2	18	\$288
SAN DIEGO CHARGERS	63	5,859	\$96,247
SAN FRANCISCO 49ERS	198	14,264	\$234,942
SEATTLE SEAHAWKS	178	15,352	\$252,836
TENNESSEE TITANS	1	3	\$48
WASHINGTON REDSKINS	1	24	\$396
NFL14 SB ONFIELD	1,036	93,376	\$1,791,414
ARIZONA CARDINALS	11	174	\$4,048
ATLANTA FALCONS	6	97	\$2,264
BALTIMORE RAVENS	8	252	\$5,201
BUFFALO BILLS	6	95	\$2,216
CAROLINA PANTHERS	46	4,986	\$95,109
CHICAGO BEARS	14	344	\$7,182
CINCINNATI BENGALS	29	559	\$10,843
CLEVELAND BROWNS	6	96	\$2,240
DENVER BRONCOS	91	9,484	\$180,403
DETROIT LIONS	9	253	\$5,135
GREEN BAY PACKERS	51	1,285	\$24,048
HOUSTON TEXANS	6	95	\$2,216
INDIANAPOLIS COLTS	43	4,276	\$81,624
JACKSONVILLE JAGUARS	6	93	\$2,168
KANSAS CITY CHIEFS	36	851	\$16,402
MIAMI DOLPHINS	12	203	\$4,744
MINNESOTA VIKINGS	6	97	\$2,264
NEW ENGLAND PATRIOTS	66	11,110	\$214,317
NEW ORLEANS SAINTS	61	5,817	\$109,806
NEW YORK GIANTS	6	108	\$2,528
NEW YORK JETS	11	185	\$4,312
OAKLAND RAIDERS	11	185	\$4,312
PHILADELPHIA EAGLES	42	1,163	\$22,615
PITTSBURGH STEELERS	6	97	\$2,264
SAN DIEGO CHARGERS	58	7,819	\$150,562
SAN FRANCISCO 49ERS	225	27,984	\$531,517
SEATTLE SEAHAWKS	140	15,289	\$292,235
ST. LOUIS RAMS	6	95	\$2,216
TAMPA BAY BUCCANEERS	6	94	\$2,192



SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

Hot Market Grand Total	3,712	613,939	\$10,683,763
TENNESSEE TITANS	6	93	\$2,168
WASHINGTON REDSKINS	6	97	\$2,264
NFL14 DIVISION	9	4,120	\$45,583
CAROLINA PANTHERS	1	12	\$66
INDIANAPOLIS COLTS	1	12	\$156
PHILADELPHIA EAGLES	2	24	\$225
SEATTLE SEAHAWKS	5	4,072	\$45,136
ANADUC 20TH ANNIV	25	1,309	\$16,269
ANAHEIM DUCKS	25	1,309	\$16,269
CM NFL PRIMARY LOGOS	3	750	\$7,337
KANSAS CITY CHIEFS	1	144	\$1,591
SAN FRANCISCO 49ERS	1	30	\$302
SEATTLE SEAHAWKS	1	576	\$5,443
NFL14 CM CAPS	10	690	\$7,210
BALTIMORE RAVENS	1	36	\$391
CAROLINA PANTHERS	2	216	\$2,247
CHICAGO BEARS	1	12	\$119
GREEN BAY PACKERS	2	90	\$905
PHILADELPHIA EAGLES	2	168	\$1,704
SEATTLE SEAHAWKS	2	168	\$1,845
MLB13 REDSOX CHAMP	5	354	\$6,578
BOSTON RED SOX	5	354	\$6,578
NFL REAL TREE CAMO	8	240	\$2,537
DENVER BRONCOS	2	42	\$459
MIAMI DOLPHINS	1	30	\$323
NEW ENGLAND PATRIOTS	1	30	\$323
NEW ORLEANS SAINTS	2	78	\$784
PHILADELPHIA EAGLES	1	30	\$323
SAN FRANCISCO 49ERS	1	30	\$323
MLB13 ONFIELD	3	156	\$2,619
BOSTON RED SOX	3	156	\$2,619
MARIANO RIVERA CM	1	144	\$1,008
NEW YORK YANKEES	1	144	\$1,008
GENERIC SB XLVIII	3	72	\$747
NFL GENERIC SUPERBOWL	3	72	\$747
MLB REAL TREE CAMO	1	30	\$323
BOSTON RED SOX	1	30	\$323
LR WS CHAMP	1	24	\$420
BOSTON RED SOX	1	24	\$420



SA110 - Corporate Scorecard

Currency: USD
Fiscal Period: 1
Period Ending: 1/26/2014

	=====Month-To-Date=====		=====Year-To-Date=====	
TOP 15 Countries	This Year	Last Year	This Year	Last Year
NEW ERA	\$6,517,718	\$33,876,184	\$6,517,718	\$33,876,184
USA	\$4,250,686	\$22,392,990	\$4,250,686	\$22,392,990
SWEDEN	\$1,175,345	\$912,404	\$1,175,345	\$912,404
RUSSIAN FED.	\$507,276	\$232,581	\$507,276	\$232,581
MEXICO	\$122,202	\$285,571	\$122,202	\$285,571
AUSTRALIA	\$99,934	\$324,305	\$99,934	\$324,305
GERMANY	\$86,286	\$1,200,944	\$86,286	\$1,200,944
UNITED KINGDOM	\$65,032	\$560,656	\$65,032	\$560,656
SWITZERLAND	\$61,891	\$195,905	\$61,891	\$195,905
REB OF PANAMA	\$54,065	\$175,259	\$54,065	\$175,259
HONG KONG	\$38,654	\$1,333,822	\$38,654	\$1,333,822
CANADA	\$26,444	\$971,995	\$26,444	\$971,995
FRANCE	\$25,791	\$1,113,843	\$25,791	\$1,113,843
ITALY	\$9,645	\$189,919	\$9,645	\$189,919
TAIWAN	\$7,718	\$118,363	\$7,718	\$118,363
BELGIUM	\$5,199	\$94,154	\$5,199	\$94,154
ALL OTHERS	(\$18,450)	\$3,773,474	(\$18,450)	\$3,773,474
TOP 5 Customer Channel Groups	This Year	Last Year	This Year	Last Year
NEW ERA	\$6,517,718	\$33,876,184	\$6,517,718	\$33,876,184
North America	\$4,314,630	\$24,957,795	\$4,314,630	\$24,957,795
Lifestyle Specialty	\$830,801	\$3,691,867	\$830,801	\$3,691,867
Off price	\$782,891	(\$1,283)	\$782,891	(\$1,283)
Other	\$684,836	\$4,169,638	\$684,836	\$4,169,638
Fan Specialty	\$619,871	\$3,101,179	\$619,871	\$3,101,179
National Key Account	\$391,471	\$1,847,072	\$391,471	\$1,847,072
All Others	\$1,004,760	\$12,149,322	\$1,004,760	\$12,149,322
EMEA	\$1,896,905	\$4,968,049	\$1,896,905	\$4,968,049
Other	\$1,714,120	\$1,791,756	\$1,714,120	\$1,791,756
Lifestyle Specialty	\$112,955	\$1,433,686	\$112,955	\$1,433,686
Sporting Goods	\$48,052	\$643,623	\$48,052	\$643,623
Premium Department S	\$13,723	\$50,805	\$13,723	\$50,805
Headwear Specialty	\$12,258	\$14,924	\$12,258	\$14,924
All Others	(\$4,203)	\$1,033,256	(\$4,203)	\$1,033,256
Emerging Markets	\$306,182	\$2,518,477	\$306,182	\$2,518,477
Other	\$129,121	\$799,940	\$129,121	\$799,940
Footwear Specialty	\$47,801	\$4,386	\$47,801	\$4,386
Team Equipment	\$38,916	\$2,925	\$38,916	\$2,925
Goldstar	\$31,624	\$91,436	\$31,624	\$91,436
Lifestyle Specialty	\$24,625	\$133,600	\$24,625	\$133,600
All Others	\$34,095	\$1,486,190	\$34,095	\$1,486,190
JAPAN	\$0	\$1,431,862	\$0	\$1,431,862

***Note - Retail is not reflected on this page