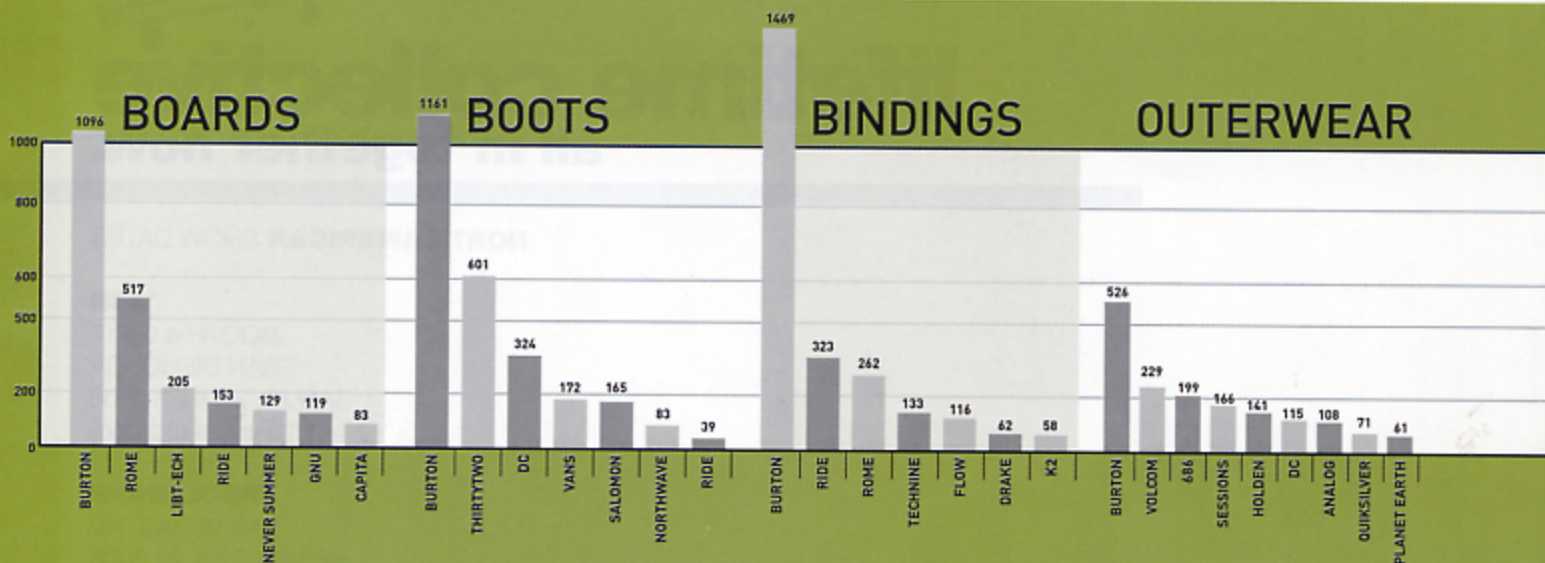




TOP SELLING BRANDS ACROSS THE NATION



SPECIFIC SCORES BROKEN DOWN BY REGION

SW = SOUTHWEST EC = EAST COAST MW = MIDWEST R = ROCKIES NW = NORTHWEST

BOARDS	SW	EC	MW	R	NW	TOTAL	BOOTS	SW	EC	MW	R	NW	TOTAL	BINDINGS	SW	EC	MW	R	NW	TOTAL	OUTERWEAR	SW	EC	MW	R	NW	TOTAL
BURTON	216	287	232	106	255	1096	BURTON	244	280	231	153	253	1161	BURTON	321	349	256	228	315	1469	BURTON	115	129	92	66	124	526
ROME	96	167	121	93	40	517	THIRTYTWO	122	118	112	137	112	601	RIDE	62	81	79	53	48	323	VOLCOM	34	34	48	44	69	229
LIB-TECH	22	53	16	35	79	205	DC	51	85	83	48	37	324	ROME	26	87	68	49	32	262	686	49	46	35	41	28	199
RIDE	39	28	41	27	18	153	VANS	35	25	18	17	77	172	TECHNINE	19	20	18	48	28	133	SESSIONS	42	12	36	51	25	166
NEVER SUMMER	18	12	7	77	15	129	SALOMON	8	49	6	38	64	165	FLOW	19	25	10	16	46	116	HOLDEN	29	16	56	17	23	141
GNU	23	38	15	3	40	119	NORTHWAVE	12	35	21	12	3	83	DRAKE	8	20	0	23	11	62	DC	10	41	30	27	7	115
CAPITA	10	0	29	22	22	83	RIDE	7	6	25	1	0	39	K2	10	9	15	0	24	58	ANALOG	20	43	0	19	26	108

COMPILED BY LINDSAY TRENT

YOU WANT SALES INFO? WE GOT IT. THIS PAST HOLIDAY SEASON, *Snowboard Trade News* called over 200 retailers in 37 states (Nov. 15-Dec. 20, 2005) to bring you an in-depth statistical analysis of what's selling across the nation. No BS here—we asked each shop to break out the sales report to give us their top five selling models across boards, boots, bindings, outerwear, goggles, gloves, helmets, and movies.

Our statistical analysis system was derived from the work of a professional statistician hired by our sister publication *Skateboard Trade News*. If you'd like your shop to be included the next time around, send a message to lindsay@snowboardtradenews.com.

*Regions were divided based on standard rep territories including Southwest, Northwest, Rockies, Midwest, and East Coast.

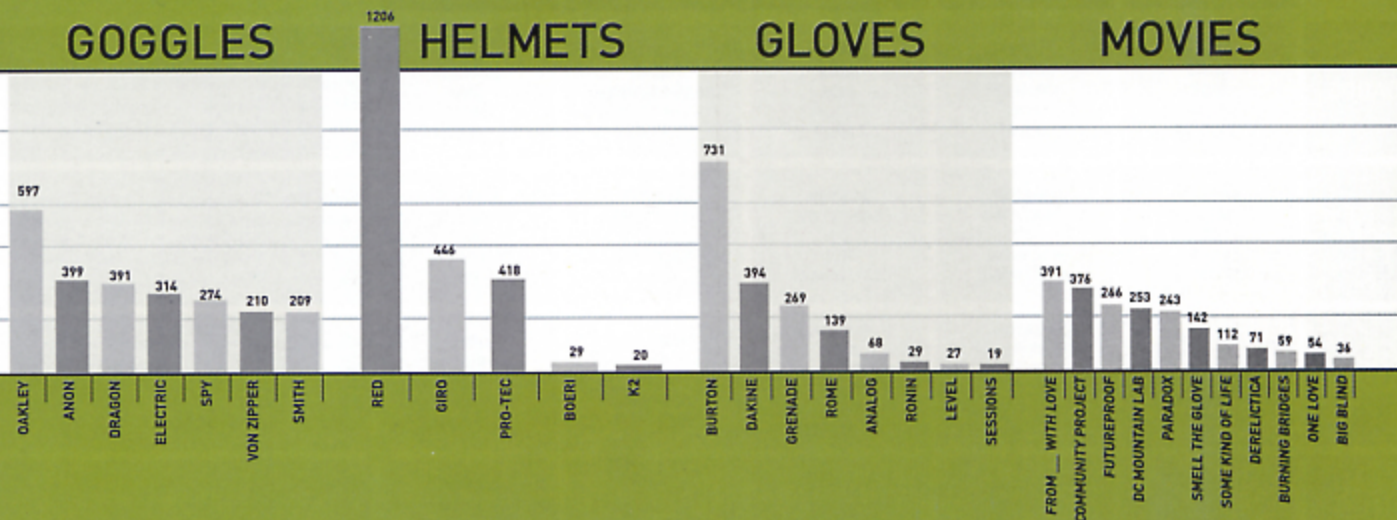


GOGGLES

HELMETS

GLOVES

MOVIES



GOGGLES	REGIONS					TOTAL	HELMETS	REGIONS					TOTAL	GLOVES	REGIONS					TOTAL	MOVIES	REGIONS					TOTAL
	SW	EC	MW	R	NW			SW	EC	MW	R	NW			SW	EC	MW	R	NW			SW	EC	MW	R	NW	
OAKLEY	86	201	114	117	79	597	RED	221	334	202	201	248	1206	BURTON	159	184	112	153	123	731	FROM WITH LOVE	64	101	88	49	89	391
ANON	79	109	64	64	83	399	GIRO	126	76	57	80	107	446	DAKINE	122	65	38	69	100	394	COMMUNITY PROJECT	61	95	47	86	87	376
DRAGON	72	107	53	74	85	391	PRO-TEC	43	110	73	142	50	418	GRENADE	97	37	47	39	49	269	FUTURE-PROOF	57	61	13	66	69	266
ELECTRIC	97	55	45	53	64	314	BOERI	0	11	4	14	0	29	ROME	9	63	25	26	16	139	DC MTN LAB	31	60	70	50	42	253
SPY	61	49	102	40	22	274	K2	2	6	4	3	5	20	ANALOG	4	8	1	15	20	68	PARADOX	61	41	41	36	64	243
VON ZIPPER	59	4	34	47	66	210								RONIN	9	0	8	5	7	29	SMELL THE GLOVE	14	70	34	13	11	142
SMITH	25	36	35	36	77	209								LEVEL	0	15	7	5	0	27	SOME KIND OF LIFE	26	13	28	21	24	112
														SESSIONS	9	4	4	1	5	23	DERELICTICA	7	27	14	10	13	71
																					ONE LOVE	8	19	6	19	8	60
																					BURNING BRIDGES	3	18	19	11	8	59
																					BIG BLIND	14	9	3	9	1	36



REGIONAL

TOP 5 BRANDS BY REGION

	SOUTHWEST	EAST COAST	MIDWEST	ROCKIES	NORTHWEST	
BOARDS	BURTON ROME RIDE GNU LIB-TECH	BURTON ROME LIB-TECH GNU RIDE	BURTON ROME RIDE FORUM CAPITA	BURTON ROME NEVER SUMMER LIB-TECH RIDE	BURTON LIB-TECH GNU ROME K2	Boards: Rome's Agent was the number one selling board, but Burton maintained dominance with a wide variety of models including the Blunt. Lib-Tech Mag-naTraction and Never Summer both performed well outside of their normally strong regions to make the top five.
BOOTS	BURTON THIRTYTWO DC VANS NORTHWAVE	BURTON THIRTYTWO DC SALOMON NORTHWAVE	BURTON THIRTYTWO DC RIDE NORTHWAVE	BURTON THIRTYTWO DC SALOMON VANS	BURTON THIRTYTWO VANS SALOMON DC	Boots: Like the board category, Burton tops the charts with several boot models including the Hail, Ion, and Shaun White, but the single best selling model is the ThirtyTwo Lashed. The DC Judge is hanging in with the pack as well.
BINDINGS	BURTON RIDE ROME FLOW TECHNINE	BURTON ROME RIDE FLOW DRAKE (TIE) TECHNINE (TIE)	BURTON RIDE ROME TECHNINE K2 (TIE) UNION (TIE)	BURTON RIDE ROME TECHNINE NIDECKER	BURTON RIDE FLOW ROME TECHNINE	Bindings: Burton truly blows away the competition with the number one selling Cartel followed by the Mission. Ride and Rome settle into distant second and third positions before the major drop off. Technine is also worthy of note.
OUTER-WEAR	BURTON 686 SESSIONS VOLCOM PLANET EARTH	BURTON 686 ANALOG DC QUIKSILVER	BURTON HOLDEN VOLCOM SESSIONS 686	BURTON SESSIONS VOLCOM 686 BONFIRE	BURTON VOLCOM BONFIRE 686 ANALOG	Outerwear: Retailers noted that many of their plaid prints were selling like crazy. The Burton AK series, Phantom jacket, and the Shaun White line were very popular. The 686 Smarty series was noted as many stores' most popular selling line.
GOGGLES	ELECTRIC OAKLEY ANON DRAGON SPY	OAKLEY ANON DRAGON ELECTRIC SPY	OAKLEY SPY ANON DRAGON ELECTRIC	OAKLEY DRAGON ANON ELECTRIC VON ZIPPER	DRAGON ANON OAKLEY SMITH VON ZIPPER	Goggles: The Oakley A-Frame is by far the most popular. Anon Figment, Dragon DX and the Von Zipper Sizzle are also doing quite well. Electric is the number one seller for goggles in the Southwest, however sales drop off significantly in other regions.
GLOVES	BURTON DAKINE GRENADE RONIN ROME (TIE) SESSIONS (TIE)	BURTON DAKINE ROME GRENADE LEVEL	BURTON GRENADE DAKINE ROME CELTEK	BURTON DAKINE GRENADE ROME CELTEK	BURTON DAKINE GRENADE ANALOG (TIE) BONFIRE (TIE)	Gloves: Burton rings in again at the top of the charts with their Gore mitt and glove. Dakine holds down the second spot with the Cobra GT and the Bronco. Grenade locks in the number three spot and new comer Rome's leather gloves are also selling well.
HELMETS	RED GIRO PRO-TEC K2	RED PRO-TEC GIRO BOERI K2	RED PRO-TEC GIRO MARKER K2 (TIE) BOERI (TIE)	RED PRO-TEC GIRO BOERI K2	RED GIRO PRO-TEC K2 SALOMON	Helmets: Sales are healthy and consistent across the nation. R.E.D., Giro, and Pro-Tec dominate this market. New, sleeker designs seem to be pushing many to upgrade to a new style this year. The R.E.D. Hifi was a huge seller, and seemed to be even more popular than the Hifi Audio.
MOVIES	FROM ___ WITH LOVE COMMUNITY PROJECT PARADOX FUTUREPROOF DC MTN LAB	FROM ___ WITH LOVE COMMUNITY PROJECT SMELL THE GLOVE FUTUREPROOF DC MTN LAB	FROM ___ WITH LOVE DC MTN LAB COMMUNITY PROJECT PARADOX SMELL THE GLOVE	COMMUNITY PROJECT FUTUREPROOF DC MTN LAB FROM ___ WITH LOVE PARADOX	FROM ___ WITH LOVE COMMUNITY PROJECT FUTUREPROOF PARADOX DC MTN LAB	Movies: The top five movies are only separated by a few points with <i>From ___ with Love</i> , <i>Community Project</i> , <i>Futureproof</i> , <i>DC Mountain Lab</i> and <i>Paradox</i> rounding it out. <i>Smell the Glove</i> , <i>Some Kind of Life</i> , and <i>Derelectia</i> are on the move and coming in close behind the leaders.