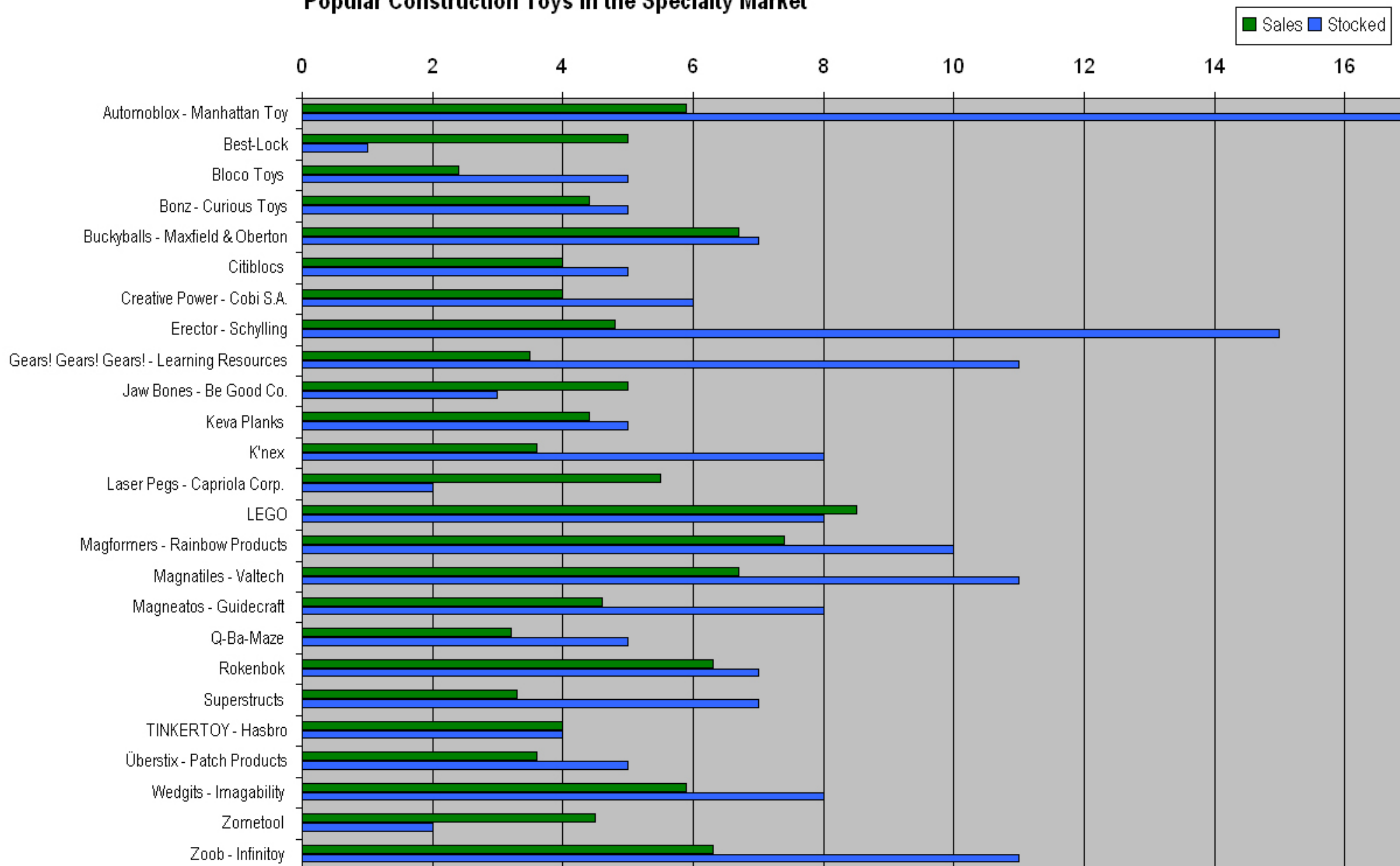


Popular Construction Toys in the Specialty Market



SALES = The average of "how well it sells" on a scale of 1 to 10, determined by retailers who stock it.
STOCKED = The number of specialty retailers, out of 17 surveyed, who stock the product.
 (survey conducted in May 2010)