



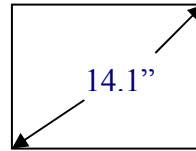
SHORELINE

Laptop Jackets

Promotions Laptop Distribution Curve

January 2007

Question: Why can't a 14.1" WS fit a 14" laptop?



Answer: Wide Screen formats are different than standard screen formats, just like movie screens are different than TV screens (that's why there's the black bottom and top you see on older TVs). Even though the diagonal measurements of the two rectangles above are practically identical, the sizes are very different (remember in high school when you were told geometry was useful?). That difference in physical size is exactly why Shoreline produces and labels its Wide Screens separately.

Question: How can I order the proper assortment for an upcoming promotion of Laptop Jackets when we don't know what size laptops people have.

Answer: As with apparel, not all laptops are the same size. As with apparel, one size jacket does not fit all laptops like a jacket. Shoreline has been in the jacket business for a few years now, so we have a pretty good history of knowing what sizes to order to make the most consumers happy. Keep in mind, just as with apparel, if the recipient does not have the right fit, they will likely give the Laptop Jacket to someone else who does have the right size. So here are the charts.

When the promotion is business to business:

Size	12.1"	14.1"	15.1"	14" WS	15.4" WS
Percent of total	20%	25%	15%	10%	20%

When the promotion is general public – optimized distribution:

Size	12.1"	14.1"	15.1"	13.3" WS	14" WS	15.4" WS	17" WS
Percent of total	15%	20%	10%	10%	15%	20%	15%

When the promotion is general public – convenience distribution (under 500 jackets):

Size	14.1"	14" WS	15.4" WS	17" WS
Percent of total	30%	20%	30%	20%

When ordering a Laptop Jacket style that does not come in all sizes in the above charts, spread the unused percentages towards middle sizes.

In general, lean away from 15.1" since it is declining in the marketplace and toward both 14" sizes and 15.4", which are growing.