



Key Metrics

	Quarterly Metrics																	
	2004				2005				2006				2007				2008	
	3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30
Customers	283,891	283,882	332,078	444,872	372,668	381,890	446,397	647,836	523,896	517,518	623,221	955,104	693,092	731,384	844,400	1,384,625	895,257	833,786
Orders	514,983	562,996	650,063	890,268	733,631	777,618	873,210	1,265,807	980,798	1,041,129	1,244,091	1,838,932	1,288,471	1,461,804	1,660,840	2,650,489	1,617,127	1,561,877
Average order value	\$15.07	\$16.30	\$17.82	\$29.17	\$17.93	\$18.15	\$17.88	\$32.41	\$17.21	\$18.86	\$17.00	\$35.72	\$20.73	\$20.44	\$19.63	\$36.80	\$21.23	\$22.70
Average orders per customer	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x	2x
Revenue mix:																		
Personalized products & services	20%	22%	24%	48%	29%	31%	24%	57%	38%	42%	36%	61%	49%	52%	45%	63%	54%	55%
Print	80%	78%	76%	52%	71%	69%	76%	43%	62%	58%	64%	39%	51%	48%	55%	37%	46%	45%
Revenue source:																		
Revenue from existing customers	75%	79%	77%	73%	79%	80%	79%	72%	78%	79%	78%	70%	78%	78%	76%	72%	78%	79%
Revenue from new customers	25%	21%	23%	27%	21%	20%	21%	28%	22%	21%	22%	30%	22%	22%	24%	28%	22%	21%

	Annual Metrics			
	2004	2005	2006	2007
Customers	900,469	1,219,191	1,724,504	2,356,971
Orders	2,618,310	3,650,266	5,104,950	7,061,604
Average order value	\$20.81	\$22.99	\$24.16	\$26.44
Average orders per customer	3x	3x	3x	3x
Revenue mix:				
Personalized products & services	35%	42%	51%	56%
Print	65%	58%	49%	44%
Revenue source:				
Revenue from existing customers	75%	76%	74%	74%
Revenue from new customers	25%	24%	26%	26%