

Fleet Magazine Share of Market Report

(December 1999)

(% of Totals)	Year		TC	CCJ	TFM	FE	FO	HDT	Total
Salesman 1	1999		10.00	5.00	7.00	10.00	43.00	75.00	150.00
(4.2%)	99 %Share	[6.7%	3.3%	4.7%	6.7%	28.7%	50.0%	100.0%
(2.6%)	98 %Share	[3.4%	21.6%	9.1%	1.1%	17.0%	47.7%	100.0%
Salesman 2	1999		42.50	147.00	47.00	83.00	168.00	157.00	644.50
(17.8%)	99 %Share	[6.6%	22.8%	7.3%	12.9%	26.1%	24.4%	100.0%
(16.4%)	98 %Share	[1.6%	24.9%	7.1%	13.0%	27.5%	25.8%	100.0%
Salesman 3	1999		16.33	108.00	26.08	65.84	149.89	133.16	499.30
(13.8%)	99 %Share	[3.3%	21.6%	5.2%	13.2%	30.0%	26.7%	100.0%
(12.4%)	98 %Share	[0.0%	21.9%	4.1%	8.3%	34.2%	31.5%	100.0%
Salesman 4	1999		31.00	42.75	13.99	29.97	48.75	47.90	214.36
(5.9%)	99 %Share	[14.5%	19.9%	6.5%	14.0%	22.7%	22.3%	100.0%
(6.0%)	98 %Share	[2.8%	26.2%	16.4%	11.6%	27.0%	16.1%	100.0%
Salesman 5	1999		151.98	154.44	91.25	142.66	293.29	354.45	1,188.07
(32.9%)	99 %Share	[12.8%	13.0%	7.7%	12.0%	24.7%	29.8%	100.0%
(36.5%)	98 %Share	[1.6%	16.6%	10.7%	16.8%	25.8%	28.4%	100.0%
Salesman 6	1999		7.00	50.57	10.83	25.00	90.72	99.46	283.58
(7.9%)	99 %Share	[2.5%	17.8%	3.8%	8.8%	32.0%	35.1%	100.0%
(9.0%)	98 %Share	[0.7%	16.4%	9.2%	7.6%	25.6%	40.7%	100.0%

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Specialized Truck Industry
Advertising Tracking Service

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(% of Totals)	Year	TC	CCJ	TFM	FE	FO	HDT	Total
Salesman 7	1999	21.66	0.00	0.00	0.00	0.25	0.00	21.91
(0.6%)	99 %Share	[98.9%]	[0.0%]	[0.0%]	[0.0%]	[1.1%]	[0.0%]	[100.0%]
(0.0%)	98 %Share	[50.0%]	[0.0%]	[0.0%]	[0.0%]	[50.0%]	[0.0%]	[100.0%]
Salesman 8	1999	47.70	143.69	48.00	75.00	150.37	141.03	605.79
(16.8%)	99 %Share	[7.9%]	[23.7%]	[7.9%]	[12.4%]	[24.8%]	[23.3%]	[100.0%]
(17.0%)	98 %Share	[0.9%]	[23.8%]	[15.1%]	[15.0%]	[26.2%]	[19.0%]	[100.0%]
Territory (99)	1999	1.25	1.50	0.00	0.33	1.00	0.50	4.58
(0.1%)	99 %Share	[27.3%]	[32.8%]	[0.0%]	[7.2%]	[21.8%]	[10.9%]	[100.0%]
(0.0%)	98 %Share	[0.0%]	[0.0%]	[0.0%]	[0.0%]	[0.0%]	[100.0%]	[100.0%]
Totals:	1999	329.42	652.95	244.15	431.80	945.27	1,008.50	3,612.09
	99 %Share	[9.1%]	[18.1%]	[6.8%]	[12.0%]	[26.2%]	[27.9%]	[100.0%]
	98 %Share	[1.3%]	[20.5%]	[10.2%]	[13.2%]	[27.0%]	[27.6%]	[100.0%]



Current vs Prior Year Share of Market for All Advertisers

(Cumulative December 1999 vs Calendar Year 1998)

Advertiser	Code	Year	TC		CCJ		TFM		FE		FO		HDT		Total Pages
76 Products Company	05	99	0.00	0.0%	7.00	35.0%	0.00	0.0%	0.00	0.0%	7.00	35.0%	6.00	30.0%	20.00
		98	0.00	0.0%	9.00	45.0%	0.00	0.0%	0.00	0.0%	5.00	25.0%	6.00	30.0%	20.00
AC-Delco	03	99	0.00	0.0%	2.00	25.0%	0.00	0.0%	0.00	0.0%	3.00	37.5%	3.00	37.5%	8.00
		98	0.00	0.0%	3.00	37.5%	0.00	0.0%	0.00	0.0%	3.00	37.5%	2.00	25.0%	8.00
ACE Manufacturing	06	99	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	.50	100.0%	.50
AE Clevite Engine Parts	03	99	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.00	100.0%	1.00
		98	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.00	100.0%	1.00
ALK Associates	04	98	0.00	0.0%	6.00	100.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	6.00
AMBEST, Inc.	04	98	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	.50	100.0%	.50
ATS, Inc.	07	99	.50	100.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	.50
Accuride	02	98	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.00	100.0%	1.00
Advantage Lift Systems	06	99	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.00	100.0%	0.00	0.0%	1.00
Aeroquip	03	99	0.00	0.0%	1.00	40.0%	0.00	0.0%	0.00	0.0%	1.50	60.0%	0.00	0.0%	2.50
		98	0.00	0.0%	9.00	100.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	9.00
Air-Weigh	06	99	0.00	0.0%	1.50	15.0%	2.00	20.0%	1.50	15.0%	1.50	15.0%	3.50	35.0%	10.00
		98	0.00	0.0%	.50	6.3%	1.50	18.8%	1.00	12.5%	1.50	18.8%	3.50	43.8%	8.00
Alcoa Wheel Products	05	99	0.00	0.0%	0.00	0.0%	1.00	7.1%	6.00	42.9%	0.00	0.0%	7.00	50.0%	14.00
		98	0.00	0.0%	0.00	0.0%	1.00	5.6%	8.00	44.4%	3.00	16.7%	6.00	33.3%	18.00
Alkota Cleaning Systems	06	98	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	.50	100.0%	0.00	0.0%	.50
All-American Travel Plazas	04	98	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	1.00	100.0%	1.00
Alliance Parts & Services	05	98	0.00	0.0%	2.00	20.0%	2.00	20.0%	2.00	20.0%	2.00	20.0%	2.00	20.0%	10.00
Allison Transmission	02	99	12.00	30.8%	10.00	25.6%	0.00	0.0%	5.00	12.8%	6.00	15.4%	6.00	15.4%	39.00
		98	2.00	7.1%	0.00	0.0%	0.00	0.0%	8.00	28.6%	10.00	35.7%	8.00	28.6%	28.00
Alxzka	04	98	0.00	0.0%	.25	100.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.0%	.25

