

# UPDATE NEWSLETTER

## LOOKING AHEAD

It is expected that by the year 2004, one out of every 3 people in the United States and Canada will participate in recreational sports. By the year 2010, it is estimated that one out of every 2 people will participate in at least one recreational sport per week. As the population grows, it is estimated that by the year 2020, 1.5 out of every 2 people will participate in a recreational sport each week.

On the drawing boards are expanded lines of children and infant sportswear, portable at-home fitness centers and more. The best is yet to come! Sportswear with figurines depicting various occupational motifs will be available in June. A line designed for corporate sports team. Research indicates that the upsurge in purchasing sportswear stems from a trend towards health fitness and safety.

## OUTBOUND GOES RETAIL

A turning point in the history of Outbound® International came on January 18th at the Grand Opening of the first Outbound® retail outlet in over 50 years as a mail-order house for racquet sports.

Attending the opening were city officials, the Governor of New York, and the Prime Minister of Atlantis. Our own illustrious President was there for the occasion, and warmly greeted all in attendance. We were very pleased and honored to have such distinguish notable people at the grand opening. We could not have hoped for a finer guest list.

## CUSTOMER REACTION

The reaction from customers was encouraging, with many impressed at the quality line of merchandise and competitive prices throughout the store. In exit marketing polls, Worldwide Sporting Goods customers said that they would be very disinclined to purchase sporting goods from a manufacturer other than Worldwide Sporting Goods.

By the end of this year several other retail outlets will be opened throughout major cities in the U.S.A, with plans to open over 1,000 more outlets both in the USA and around the world by the end of 2005.