SALES FORECAST

PROPOSED SUPERMARKET AND ESTIMATED IMPACT ANALYSIS
NEC SAN FELIPE ROAD/YERBA BUENA ROAD
SAN JOSE, CA (MI#1588-001) ADD CHAIN UNIT WITH 100 IMAGE AT SITE 100!
SCENARIO WITH CURRENT IMPENDING COMPETITION MOVES: 1)SAFEWAY REMODELS MK5
2)LION OPENS A 25,000 SF MARKET INSIDE MK60, AND 3)MANILLA MKT OPENS MK50

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	FIRST YEAR END EST. SALES	FIFTH YEAR END EST. POP.	FIFTH YEAR END EST. SALES
1	2.13	1.8	28.35	2396	1253	2396	1253
2	1.73	3.3	31.76	1377	1428	1377	1428
3	1.85	2.7	35.75	4134	3988	4134	3988
4	1.91	2.7	29.03	1768	1362	1768	1362
5	1.65	3.9	31.48	1153	1407	1153	1407
6	1.63	5.1	30.24	669	1031	680	1048
7	0.90	27.4	36.80	7857	79284	11107	112080
8	0.80	13.7	34.96	1241	5948	1284	6154
9	0.56	21.9	37.85	2743	22739	2743	22739
10	0.66	33.9	41.56	1349	19025	1349	19025
11	1.04	34.4	45.24	1854	28841	1854	28841
12	1.82	30.8	45.42	6362	89089	6362	89089
13	1.51	4.8	32.36	2332	3589	2345	3609
14	1.79	3.5	31.36	2650	2870	2738	2965
15	1.32	10.1	34.31	3528	12183	3528	12183
16	1.44	5.3	32.20	2014	3430	2014	3430
17	1.17	7.7	32.41	2054	5113	2054	5113
18	0.50	20.2	39.32	2116	16790	2116	16790
19	0.82	24.9	39.52	9544	94085	9544	94085
TOTAL TRADE AREA		18.6%	$36.82	57141	$393455	60546	$426589
BEYOND TRADE AREA (5 PERCENT)					20708		22452
GRAND TOTAL					$414163		$449041

MapInfo
Be Location Intelligent

SALES FORECAST

PROPOSED SUPERMARKET AND ESTIMATED IMPACT ANALYSIS
NEC SAN FELIPE ROAD/YERBA BUENA ROAD
SAN JOSE, CA (MI#1588-001) ADD CHAIN UNIT WITH 100 IMAGE AT SITE 100!
SCENARIO WITH CURRENT IMPENDING COMPETITION MOVES: 1)SAFEWAY REMODELS MK5
2)LION OPENS A 25,000 SF MARKET INSIDE MK60, AND 3)MANILLA MKT OPENS MK50

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	FIRST YEAR END EST. SALES	FIFTH YEAR END EST. POP.	FIFTH YEAR END EST. SALES
1	2.63	0.3	28.35	2396	192	2396	192
2	2.28	0.5	31.76	1377	230	1377	230
3	2.19	0.6	35.75	4134	889	4134	889
4	1.94	1.0	29.03	1768	507	1768	507
5	1.81	1.2	31.48	1153	451	1153	451
6	1.46	2.7	30.24	669	543	680	551
7	1.95	2.6	36.80	7857	7437	11107	10513
8	1.63	1.9	34.96	1241	842	1284	872
9	1.65	2.3	37.85	2743	2391	2743	2391
10	1.06	9.3	41.56	1349	5232	1349	5232
11	1.44	8.6	45.24	1854	7181	1854	7181
12	1.88	11.0	45.42	6362	31824	6362	31824
13	2.18	0.7	32.36	2332	495	2345	498
14	2.50	0.4	31.36	2650	334	2738	345
15	2.34	0.8	34.31	3528	983	3528	983
16	1.68	1.5	32.20	2014	999	2014	999
17	1.60	1.8	32.41	2054	1184	2054	1184
18	1.25	3.6	39.32	2116	3015	2116	3015
19	0.42	17.1	39.52	9544	64623	9544	64623
TOTAL TRADE AREA		6.1%	$36.82	57141	$129352	60546	$132480
BEYOND TRADE AREA (5 PERCENT)					6808		6973
GRAND TOTAL					$136160		$139453

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SALES FORECAST

PROPOSED SUPERMARKET AND ESTIMATED IMPACT ANALYSIS
NEC SAN FELIPE ROAD/YERBA BUENA ROAD
SAN JOSE, CA (MI#1588-001) ADD CHAIN UNIT WITH 100 IMAGE AT SITE 100!
SCENARIO WITH CURRENT IMPENDING COMPETITION MOVES: 1)SAFEWAY REMODELS MK5
2)LION OPENS A 25,000 SF MARKET INSIDE MK60, AND 3)MANILLA MKT OPENS MK50

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	FIRST YEAR END EST. SALES	FIFTH YEAR END EST. POP.	FIFTH YEAR END EST. SALES
1	1.66	1.7	28.35	2396	1156	2396	1156
2	1.29	2.9	31.76	1377	1270	1377	1270
3	1.56	1.9	35.75	4134	2794	4134	2794
4	1.86	1.3	29.03	1768	652	1768	652
5	1.58	2.0	31.48	1153	731	1153	731
6	1.79	1.8	30.24	669	368	680	374
7	0.87	14.2	36.80	7857	41149	11107	58170
8	0.48	9.8	34.96	1241	4256	1284	4404
9	0.27	14.6	37.85	2743	15126	2743	15126
10	1.40	6.5	41.56	1349	3649	1349	3649
11	1.66	6.9	45.24	1854	5767	1854	5767
12	2.46	4.5	45.42	6362	13099	6362	13099
13	0.99	4.6	32.36	2332	3502	2345	3522
14	1.18	3.9	31.36	2650	3240	2738	3348
15	0.50	13.3	34.31	3528	16146	3528	16146
16	1.37	2.8	32.20	2014	1827	2014	1827
17	1.05	4.5	32.41	2054	2967	2054	2967
18	0.68	8.5	39.32	2116	7079	2116	7079
19	1.63	4.1	39.52	9544	15376	9544	15376
TOTAL TRADE AREA		6.6%	$36.82	57141	$140154	60546	$157457
BEYOND TRADE AREA (10 PERCENT)					15573		17495
GRAND TOTAL					$155727		$174952

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PROJECTED MARKET PLACE

PROPOSED SUPERMARKET AND ESTIMATED IMPACT ANALYSIS
NEC SAN FELIPE ROAD/YERBA BUENA ROAD
SAN JOSE, CA (MI#1588-001) ADD CHAIN UNIT WITH 120 IMAGE AT SITE 100!
SCENARIO WITH CURRENT IMPENDING COMPETITION MOVES: 1)SAFEWAY REMODELS MK5
2)LION OPENS A 25,000 SF MARKET INSIDE MK60, AND 3)MANILLA MKT OPENS MK50

JANUARY 10, 2006

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
COSENTINO'S	1		27000		95	118139	-81361	75	90
LUNARDI'S	2		41000		90	128141	-74359	75	66
ALBRTSNS7171	3		53000		85	208224	-97776	70	80
SAVE MART203	4		43500		80	220619	-99381	70	108
>SAFEWAY 987	5		43000		45	148056	-27444	70	120
ALBRTSON7135	6		60000		20	66675	-21325	70	88
ALBRTSNS7102	7		50000		15	21022	-26978	70	79
MAXIM MARKET	8		18000		45	65491	-29009	60	120
FOOD MAXX	9		51000		20	100573	-39427	60	126
LION	10		21000		20	24501	-35499	75	143
>MANILLA MKT	50		23000		40	74687	74687	60	100
>LION MARKET	60		25000		15	28036	28036	70	120
>CHAIN @ 55K	100		55000		95	429837	429837	70	120
AVERAGE		245154	39269	6.24			0		105

TOTAL POPULATION 55721
TOTAL POTENTIAL $2051770

AVERAGE PCW $36.82
AVERAGE LEAKAGE 20.36%

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EXHIBIT 4

SALES FORECAST

PROPOSED SUPERMARKET AND ESTIMATED IMPACT ANALYSIS
NEC SAN FELIPE ROAD/YERBA BUENA ROAD
SAN JOSE, CA (MI#1588-001) ADD CHAIN UNIT WITH 120 IMAGE AT SITE 100!
SCENARIO WITH CURRENT IMPENDING COMPETITION MOVES: 1)SAFEWAY REMODELS MK5
2)LION OPENS A 25,000 SF MARKET INSIDE MK60, AND 3)MANILLA MKT OPENS MK50

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	FIRST YEAR END EST. SALES	FIFTH YEAR END EST. POP.	FIFTH YEAR END EST. SALES
1	2.13	2.2	28.35	2396	1497	2396	1497
2	1.73	3.9	31.76	1377	1700	1377	1700
3	1.85	3.2	35.75	4134	4754	4134	4754
4	1.91	3.2	29.03	1768	1624	1768	1624
5	1.65	4.6	31.48	1153	1672	1153	1672
6	1.63	6.0	30.24	669	1221	680	1241
7	0.90	30.8	36.80	7857	88988	11107	125798
8	0.80	15.9	34.96	1241	6902	1284	7141
9	0.56	24.9	37.85	2743	25868	2743	25868
10	0.66	37.5	41.56	1349	21030	1349	21030
11	1.04	38.0	45.24	1854	31845	1854	31845
12	1.82	34.3	45.42	6362	99130	6362	99130
13	1.51	5.6	32.36	2332	4257	2345	4281
14	1.79	4.1	31.36	2650	3415	2738	3528
15	1.32	11.8	34.31	3528	14261	3528	14261
16	1.44	6.3	32.20	2014	4063	2014	4063
17	1.17	9.0	32.41	2054	6021	2054	6021
18	0.50	23.1	39.32	2116	19180	2116	19180
19	0.82	28.2	39.52	9544	106233	9544	106233
TOTAL TRADE AREA		20.9%	$36.82	57141	$443661	60546	$480867
BEYOND TRADE AREA (5 PERCENT)					23351		25309
GRAND TOTAL					$467012		$506176

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SALES FORECAST

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SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	FIRST YEAR END EST. SALES	FIFTH YEAR END EST. POP.	FIFTH YEAR END EST. SALES
1	2.63	0.3	28.35	2396	191	2396	191
2	2.28	0.5	31.76	1377	228	1377	228
3	2.19	0.6	35.75	4134	883	4134	883
4	1.94	1.0	29.03	1768	503	1768	503
5	1.81	1.2	31.48	1153	446	1153	446
6	1.46	2.6	30.24	669	536	680	545
7	1.95	2.4	36.80	7857	6956	11107	9833
8	1.63	1.9	34.96	1241	815	1284	843
9	1.65	2.2	37.85	2743	2266	2743	2266
10	1.06	8.6	41.56	1349	4819	1349	4819
11	1.44	7.9	45.24	1854	6607	1854	6607
12	1.88	10.2	45.42	6362	29508	6362	29508
13	2.18	0.6	32.36	2332	489	2345	492
14	2.50	0.4	31.36	2650	331	2738	342
15	2.34	0.8	34.31	3528	959	3528	959
16	1.68	1.5	32.20	2014	986	2014	986
17	1.60	1.7	32.41	2054	1161	2054	1161
18	1.25	3.4	39.32	2116	2870	2116	2870
19	0.42	16.1	39.52	9544	60806	9544	60806
TOTAL TRADE AREA		5.8%	$36.82	57141	$121360	60546	$124288
BEYOND TRADE AREA (5 PERCENT)					6387		6541
GRAND TOTAL					$127747		$130829

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SALES FORECAST

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				FIRST YEAR END		FIFTH YEAR END	
SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	EST. POP.	EST. SALES	EST. POP.	EST. SALES
1	1.66	1.7	28.35	2396	1151	2396	1151
2	1.29	2.9	31.76	1377	1259	1377	1259
3	1.56	1.9	35.75	4134	2776	4134	2776
4	1.86	1.3	29.03	1768	648	1768	648
5	1.58	2.0	31.48	1153	724	1153	724
6	1.79	1.8	30.24	669	363	680	369
7	0.87	13.3	36.80	7857	38488	11107	54408
8	0.48	9.5	34.96	1241	4115	1284	4258
9	0.27	13.8	37.85	2743	14340	2743	14340
10	1.40	6.0	41.56	1349	3362	1349	3362
11	1.66	6.3	45.24	1854	5306	1854	5306
12	2.46	4.2	45.42	6362	12147	6362	12147
13	0.99	4.6	32.36	2332	3461	2345	3481
14	1.18	3.9	31.36	2650	3212	2738	3319
15	0.50	13.0	34.31	3528	15749	3528	15749
16	1.37	2.8	32.20	2014	1803	2014	1803
17	1.05	4.4	32.41	2054	2911	2054	2911
18	0.68	8.1	39.32	2116	6739	2116	6739
19	1.63	3.8	39.52	9544	14467	9544	14467
TOTAL TRADE AREA		6.2%	$36.82	57141	$133021	60546	$149217
BEYOND TRADE AREA (10 PERCENT)					14780		16580
GRAND TOTAL					$147801		$165797

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