

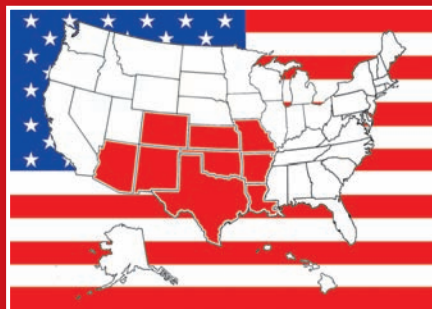
THE SHELBY REPORT OF THE SOUTHWEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 16, 2011	<ul style="list-style-type: none"> Distributors Disaster Preparedness, Part I 	New Mexico	NASFT Winter Fancy Food Show 1/15-17 FMI Midwinter Executive Conference 1/29-31
February	December 28, 2011	<ul style="list-style-type: none"> Wholesalers & Independent Grocers Disaster Preparedness, Part II 	West Texas	The N.G.A. Show 2/12-15 AWMA Conference & Expo 2/15-17 AMI/FMI Annual Meat Conference 2/19-21 Western Petroleum Marketers Convention/C-Store Expo 2/21-23
March	February 1, 2012	<ul style="list-style-type: none"> Ethnic Merchandising 	North Texas	Natural Products Expo West 3/8-11 Mexican American Grocers Association Conference 3/9-11 Int'l Home & Housewares Show 3/11-13
April	February 29, 2012	<ul style="list-style-type: none"> Equipment, Services & Technology Inside the Mind of the Grocery Buyer, Part I 	Houston	NARMS Spring Conference 4/14-17 WAFC Annual Convention 4/21-25 AMI Convention & Expo } United Fresh } 4/30-5/3 FMI Show }
May	March 28, 2012	<ul style="list-style-type: none"> Candy & Snacks Inside the Mind of the Grocery Buyer, Part II 	N/A	SW Fuel & Convenience Expo 5/6-8 Sweets & Snacks Expo 5/8-10 ROFDA Spring Conference 5/19-22 IFBA Top to Top Conference TBD
June	April 25, 2012	<ul style="list-style-type: none"> Dairy/Deli/Bakery 	South Texas	IDDBA Dairy-Deli-Bake 6/10-12 KeHE Holiday Show 6/10-12 NASFT Summer Fancy Food Show 6/17-19 Unified Grocers Expo 6/20-21
July	May 30, 2012	<ul style="list-style-type: none"> Organized Retail Crime, Part I 	On The Border	Oklahoma Grocers Association Convention 7/9-11 Southwest Meat Association Show 7/25-28
August	June 27, 2012	<ul style="list-style-type: none"> Meat/Seafood/Poultry Organized Retail Crime, Part II 	Arkansas	Expo Comida Latina 8/12-14 Missouri Grocers Association Convention 8/16-19 GMA Executive Conference 8/25-28
September	August 1, 2012	<ul style="list-style-type: none"> Top 25 	Colorado	California Grocers Association Strategic Conference TBD
October	August 29, 2012	<ul style="list-style-type: none"> C-Stores Produce Xtra 	Oklahoma	NACS Show 10/7-10 PMA Fresh Summit 10/26-29 IFDA Convention & Expo 10/29-31
November	September 26, 2012	<ul style="list-style-type: none"> Grocers & Social Media, Part I 	Texas Roundup	PLMA Private Label Trade Show 11/10-13 ROFDA Fall Conference 11/10-13
December	October 24, 2012	<ul style="list-style-type: none"> State of the Southwest Grocers & Social Media, Part II 	N/A	

SOUTHWEST Circulation

Business Classifications

Supermarket Headquarters	41.5%	6,256
Supermarket Store Mgrs.	34.5%	5,201
Manufacturers	11.0%	1,658
C-Store Headquarters	2.9%	437
Wholesale Headquarters	7.3%	1,100
Food Brokers	1.7%	256
Others	1.1%	166
TOTAL	100%	15,074



Arizona	1,010
Arkansas	980
Colorado	1,095
Kansas	1,146
Louisiana	814
Missouri	1,296
New Mexico	622
Oklahoma	1,221
Texas	4,976
Other U.S.	1,914
TOTAL	15,074