

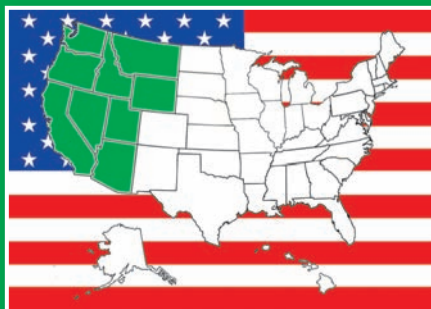
THE SHELBY REPORT OF THE WEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 9, 2011	<ul style="list-style-type: none"> Distributors Disaster Preparedness, Part I 	Arizona	NASFT Winter Fancy Food Show 1/15-17 FMI Midwinter Executive Conference 1/29-31
February	December 21, 2011	<ul style="list-style-type: none"> Wholesalers & Independent Grocers Disaster Preparedness, Part II 	Nevada	The N.G.A. Show 2/12-15 AWMA Conference & Expo 2/15-17 Western Petroleum Marketers Convention/C-Store Expo 2/21-23
March	January 25, 2012	<ul style="list-style-type: none"> Ethnic Merchandising 	Southern California	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 22, 2012	<ul style="list-style-type: none"> Equipment, Services & Technology Inside the Mind of the Grocery Buyer, Part I 	Oregon	NARMS Spring Conference 4/14-17 Food Safety Summit 4/17-19 WAFC Annual Convention 4/21-25 AMI Convention & Expo 4/30-5/3 United Fresh 4/30-5/3 FMI Show 4/30-5/3
May	March 21, 2012	<ul style="list-style-type: none"> Candy & Snacks Inside the Mind of the Grocery Buyer, Part II 	N/A	Sweets & Snacks Expo 5/8-10 ROFDA Spring Conference 5/19-22 IFBA Top to Top Conference TBD
June	April 18, 2012	<ul style="list-style-type: none"> Dairy/Deli/Bakery 	Washington	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 16, 2012	<ul style="list-style-type: none"> Organized Retail Crime, Part I 	Montana	Southwest Meat Association Show 7/25-28
August	June 20, 2012	<ul style="list-style-type: none"> Meat/Seafood/Poultry Organized Retail Crime, Part II 	Northern California	Expo Comida Latina 8/12-14 GMA Executive Conference 8/25-28
September	July 25, 2012	<ul style="list-style-type: none"> Top 25 	Utah	California Grocers Association Strategic Conference TBD
October	August 22, 2012	<ul style="list-style-type: none"> C-Stores Produce Xtra 	Idaho	National Frozen & Refrigerated Convention 10/6-9 NACS Show 10/7-10 PMA Fresh Summit 10/26-29 IFDA Convention & Expo 10/29-31
November	September 19, 2012	<ul style="list-style-type: none"> Grocers & Social Media, Part I 	Wyoming	PLMA Private Label Trade Show 11/10-13 ROFDA Fall Conference 11/10-13
December	October 17, 2012	<ul style="list-style-type: none"> State of the West Grocers & Social Media, Part II 	N/A	

WEST Circulation

Business Classifications

Supermarket Headquarters	42.5%	6,372
Supermarket Store Mgrs.	38.9%	5,832
Manufacturers	9.3%	1,394
C-Store Headquarters	2.2%	330
Wholesale Headquarters	5.3%	795
Food Brokers	0.8%	120
Others	1.0%	150
TOTAL	100%	14,993



Arizona	1,649
California	5,412
Idaho	645
Montana	600
Nevada	495
Oregon	1,169
Utah	960
Washington	2,144
Wyoming	150
Other U.S.	1,799
TOTAL	14,993