



PROFORMA PROFIT & LOSS

	<u>FY 2010</u>	<u>FY 2011</u>	<u>FY 2012</u>
Sales	\$10,030,117	\$40,964,156	\$60,789,653
Direct Costs of Goods	\$4,012,047	\$16,385,662	\$24,315,861
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Gross Margin	\$6,018,070	\$24,578,494	\$36,473,792
Gross Margin %	60.00%	60.00%	60.00%
Expenses			
Rent	\$90,000	\$135,000	\$202,500
Utilities	\$24,000	\$36,000	\$54,000
Insurance	\$25,000	\$37,500	\$56,250
Payroll Taxes	\$57,000	\$112,500	\$168,750
Advertising	\$240,000	\$360,000	\$540,000
Accounting Fees	\$25,000	\$37,500	\$56,250
Amortization	\$300	\$450	\$675
Bad Debts	\$15,000	\$22,500	\$33,750
Bank Charges	\$3,000	\$4,500	\$6,750
Commissions	\$752,259	\$3,072,312	\$4,559,224
Contract Labor	\$6,000	\$9,000	\$13,500
Data Processing	\$5,000	\$7,500	\$11,250
Depreciation	\$15,000	\$22,500	\$33,750
Dues and Subscriptions	\$1,200	\$1,800	\$2,700
Express Mail	\$6,000	\$9,000	\$13,500
Gasoline	\$12,000	\$18,000	\$27,000
Internet Fees	\$5,000	\$7,500	\$11,250
Lease/Rental	\$2,500	\$3,750	\$5,625
Legal	\$48,000	\$72,000	\$108,000
Management Meetings	\$10,000	\$15,000	\$22,500
Office Supplies	\$12,000	\$18,000	\$27,000
Repairs and Maintenance	\$20,000	\$30,000	\$45,000
Postage	\$1,200	\$1,800	\$2,700
Salaries Regular	\$225,000	\$337,500	\$506,250
Salaries Officers	\$250,000	\$600,000	\$900,000
Property Taxes	\$12,000	\$18,000	\$27,000
Other Taxes	\$10,000	\$15,000	\$22,500
Telephone	\$30,000	\$45,000	\$67,500
Travel	\$60,000	\$90,000	\$135,000
Entertainment	\$10,000	\$15,000	\$22,500
Other	\$12,000	\$18,000	\$27,000
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Total Operating Expenses	\$1,984,459	\$5,172,612	\$7,709,674

(Continued)

Profit Before Interest and Taxes	\$4,033,611	\$19,405,882	\$28,764,118
Taxes Incurred	\$1,210,083	\$5,821,765	\$8,629,235
Net Profit	<u>\$2,823,528</u>	<u>\$13,584,117</u>	<u>\$20,134,883</u>
Net Profit/Sales	28.15%	33.16%	33.12%

For more information please contact: Investor Relations: Toll Free at 877-777-4070

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