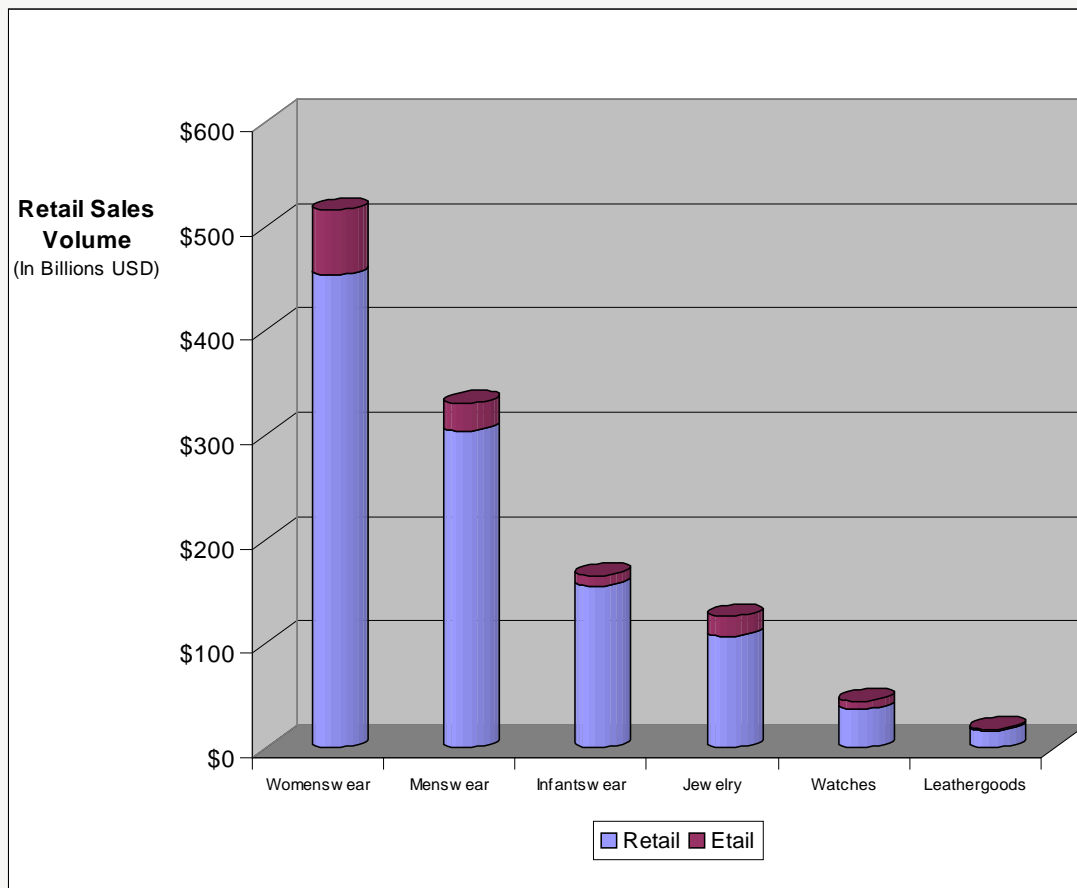


APPARELplus Distribution Ligaments™

Flow of manufactured APPARELplus products through retail and "etail" channels in 2007 (projected).



The rise of e-tail in every APPARELplus segment is the story of the last three years, and the shift from bricks to clicks will only continue in coming years. The fact is:

- Brands across the globe in all APPARELplus categories are enabling online buying in every step of their supply chain (wholesale and retail).
- The Watches segment leads the way, with approximately 22%, or \$8.1 billion flowing through e-tail channels (final sell through value).
- The Jewelry segment is also showing significant flow through e-tail, at approximately 17% or \$18.9 billion.
- The remaining segments are showing an increase in sales through e-tail, although to a lesser extent. Women's wear boasts approx 14% of sales through e-tail, with Men's Wear, Leather Goods and Infant's wear at approximately 9%, 7.5% and 6.5% respectively.
- As a result, companies increasingly are shifting advertising dollars from traditional media (radio, print and TV) to digital media, especially the web.
- As APPARELplus brands move bigger chunks of their consumer ad spend to the web, the most friction-free, complementary selling mechanism is the e-store.

Net Worth Solutions, Inc. (NeWS) is an Investment Bank with deep domain expertise in the "APPARELplus" market segments.

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