

Alliance Sports Group L.P.
Income Statements

	Quarter Ended September 30 2012	Quarter Ended September 30 2011	Fiscal YTD Ended September 30 2012	Fiscal YTD Ended September 30 2011
Gross Sales	\$8,777,212	\$5,535,914	\$14,792,034	\$10,020,068
Returns & Discounts	(\$251,566)	(261,295)	(\$525,319)	(\$419,320)
Net sales	\$8,525,645	5,274,620	\$14,266,714	\$9,600,748
Cost of Goods Sold at Standard	(\$3,806,899)	(2,409,756)	(\$6,357,757)	(\$4,418,586)
Gross Profit at Standard	\$4,718,746	2,864,863	\$7,908,957	\$5,182,162
Gross Profit Margin at standard	55.3%	54.3%	55.4%	323%
Variances	(\$11,698)	13,239	\$3,745	\$58,481
Production expenses	(\$21,052)	(24,747)	(\$52,451)	(\$38,473)
Total variances from standard	(\$32,750)	(11,508)	(\$48,706)	\$20,007
Gross Profit at Actual	\$4,685,997	2,853,356	\$7,860,251	\$5,202,169
Gross Profit Margin at actual	55.0%	54.1%	55.1%	324%
Distribution Expenses	(\$428,455)	(275,903)	(\$750,658)	(\$559,688)
Selling Expenses	(\$1,450,761)	(1,065,886)	(\$2,695,182)	(\$1,983,526)
General & Administrative Expenses	(\$596,972)	(474,089)	(\$1,158,065)	(\$978,322)
Total DSG&A Expenses	(\$2,476,189)	(1,815,878)	(\$4,603,905)	(\$3,521,536)
Income before taxes and interest	\$2,209,808	1,037,478	\$3,256,346	\$1,680,633
Interest Expense/Income	\$31,388	(18,734)	\$26,044	(\$36,858)
Income before taxes	\$2,241,196	1,018,744	\$3,282,391	\$1,643,775
Provision for state income taxes				(\$1,794)
Net Income	\$2,241,196	\$1,018,744	\$3,282,391	\$1,641,980