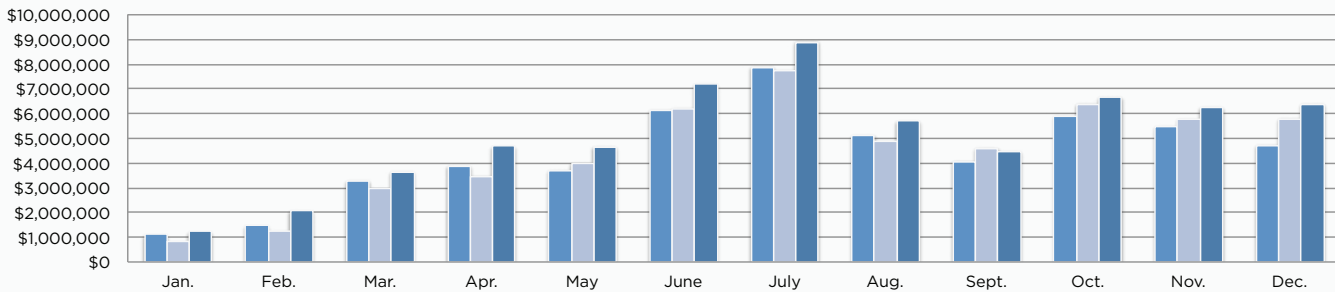


Pigeon Forge is famous for its multiple theaters featuring live shows each day. Some theaters include meals as part of the entertainment. Theaters continually update their shows in an effort to attract new and repeat visitors. Because of the number of tourists visiting during Winterfest (November through February), many theaters are open year round. This was not the case prior to Winterfest.



Month	Gross Business	% Change
Jan.	\$1,226,651	49
Feb.	\$2,078,761	64
Mar.	\$3,656,310	23
Apr.	\$4,670,612	34
May	\$4,661,309	16
June	\$7,177,684	16
July	\$8,897,977	15
Aug.	\$5,690,706	17
Sept.	\$4,470,830	-3
Oct.	\$6,648,181	4
Nov.	\$6,240,964	8
Dec.	\$6,380,876	10
<b>Total</b>	<b>\$61,800,861</b>	<b>15</b>

Month	Gross Business	% Change
Jan.	\$825,508	-25
Feb.	\$1,266,642	-14
Mar.	\$2,971,672	-10
Apr.	\$3,479,399	-10
May	\$4,001,991	8
June	\$6,199,293	1
July	\$7,720,757	-2
Aug.	\$4,872,171	-5
Sept.	\$4,599,544	13
Oct.	\$6,382,148	8
Nov.	\$5,760,454	5
Dec.	\$5,790,424	23
<b>Total</b>	<b>\$53,870,003</b>	<b>2</b>

Month	Gross Business	% Change
Jan.	\$1,101,293	-15
Feb.	\$1,472,601	-17
Mar.	\$3,285,836	-2
Apr.	\$3,879,295	-10
May	\$3,703,256	-9
June	\$6,121,509	-2
July	\$7,850,636	4
Aug.	\$5,108,885	1
Sept.	\$4,074,857	-5
Oct.	\$5,882,734	-10
Nov.	\$5,467,076	-1
Dec.	\$4,718,368	-11
<b>Total</b>	<b>\$52,666,346</b>	<b>-5</b>

Year	Gross Business	% Change
1996	\$22,249,841	N/A
1997	\$28,448,487	28
1998	\$32,922,581	16
1999	\$33,975,605	3
2000	\$33,837,352	0
2001	\$35,504,439	5
2002	\$44,265,731	25
2003	\$47,903,116	8
2004	\$49,568,251	3
2005	\$52,380,758	3
2006	\$56,801,191	6
2007	\$59,267,869	8
2008	\$55,765,456	-6
2009	\$55,338,246	-1