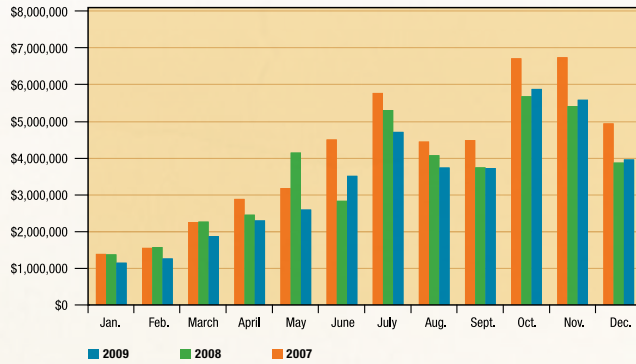


Craft, Gift & Specialty Revenue

As with the retail sector, this category has been declining for several years. As the recession end and new developments open in Pigeon Forge, overall revenue for this category should improve.



2009 CRAFT, GIFT & SPECIALTY REVENUE

Month	Gross Business	% of Change
January	\$1,146,100	-17
February	\$1,261,215	-20
March	\$1,871,500	-17
April	\$2,298,273	-6
May	\$2,594,782	-8
June	\$3,514,920	-15
July	\$4,713,126	-11
August	\$3,741,109	-8
September	\$3,727,145	0
October	\$5,884,353	4
November	\$5,588,646	3
December	\$3,960,915	2
Total	\$40,302,084	-6

2007 CRAFT, GIFT & SPECIALTY REVENUE

Month	Gross Business	% of Change
January	\$1,386,364	-23
February	\$1,550,991	-16
March	\$2,256,020	-21
April	\$2,885,734	-14
May	\$3,180,675	-9
June	\$4,505,430	-11
July	\$5,774,710	-12
August	\$4,448,580	-5
September	\$4,488,686	-14
October	\$6,718,451	-12
November	\$6,748,351	-8
December	\$4,944,041	-1
Total	\$48,888,033	-11

2008 CRAFT, GIFT & SPECIALTY REVENUE

Month	Gross Business	% of Change
January	\$1,373,226	-1
February	\$1,573,198	1
March	\$2,266,404	0
April	\$2,455,017	-15
May	\$4,148,885	30
June	\$2,834,281	-37
July	\$5,308,117	-8
August	\$4,076,803	-8
September	\$3,745,690	-17
October	\$5,684,851	-15
November	\$5,416,973	-20
December	\$3,875,411	-22
Total	\$42,758,856	-13

PRIOR YEARS' CRAFT, GIFT & SPECIALTY REVENUE

Year	Gross Business	% of Change
1990	\$21,939,894	34
1991	\$25,832,707	18
1992	\$30,871,605	20
1993	\$32,988,929	7
1994	\$36,627,014	11
1995	\$39,385,054	8
1996	\$37,567,035	-5
1997	\$40,735,443	8
1998	\$41,780,560	3
1999	\$37,794,566	-10
2000	\$39,031,968	3
2001	\$39,034,991	0
2002	\$39,531,111	1
2003	\$37,789,743	-4
2004	\$42,098,387	11
2005	\$53,528,936	27
2006	\$54,881,007	3