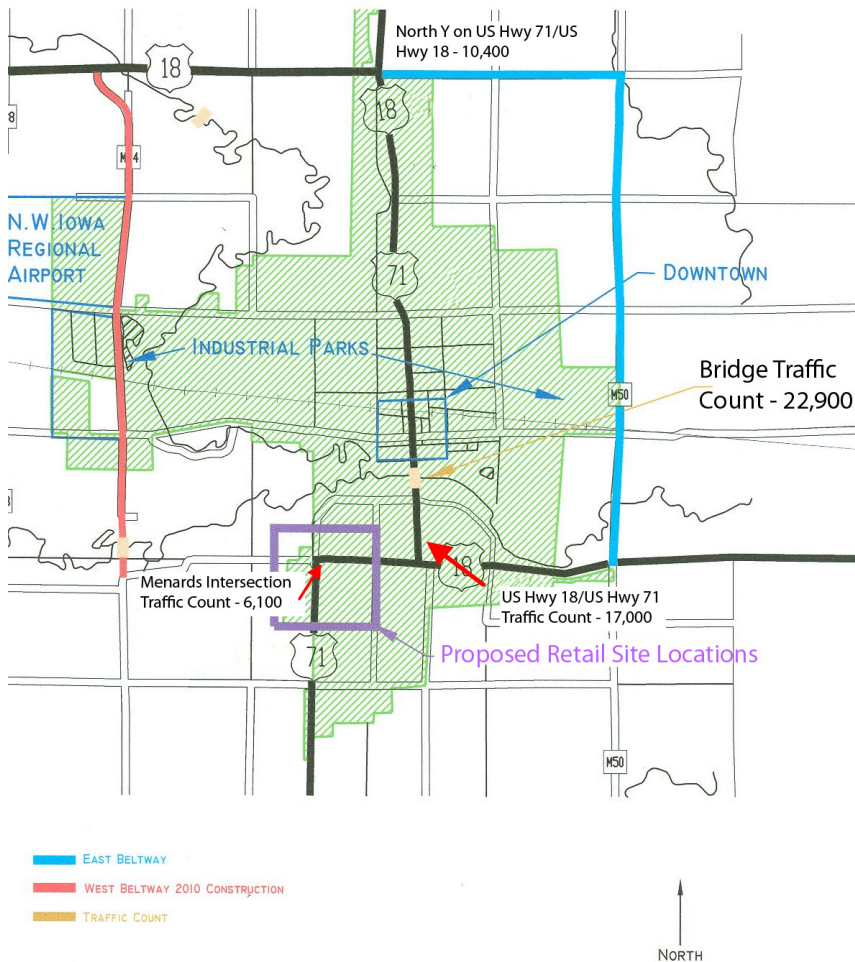


SPENCER, IOWA

See It...Shop It...Love It!



PULL FACTOR

- In 2000, Spencer's pull factor was 1.92 and Clay County's was 1.30
- In 2008, Spencer's pull factor was 2.33 and Clay County's was 1.58
- Spencer has a retail pull factor of 57,000 potential customers.

LYON 11,172	OSCEOLA 6,344	DICKINSON 16,623	EMMET 10,241
SIOUX 32,244	O'BRIEN 13,928	Spencer CLAY 16,691	PALO ALTO 9,279
PLYMOUTH 24,210	CHEROKEE 11,409	BUENA VISTA 19,601	POCAHONTAS 7,346

HOW ARE WE DOING?

Retail Sales in Iowa have risen 0.2% since 2000. However, retail sales in the town of Spencer have risen 14% while sales have risen 12% in Clay County since 2000 in real terms.