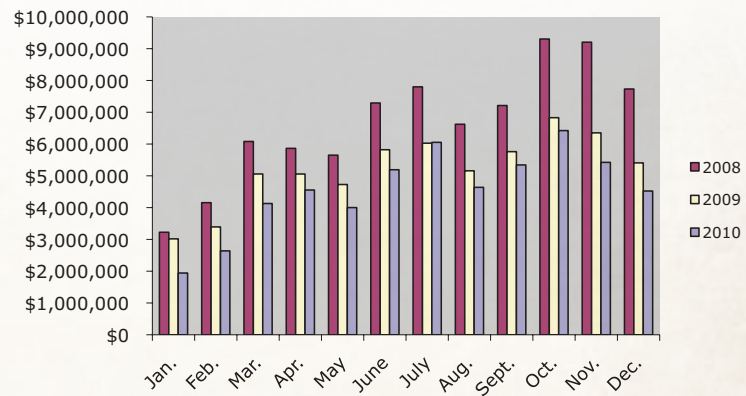


Outlet Revenue

Pigeon Forge has several outlet malls located inside the city limits. With fierce competition in Sevier County, these outlet centers in Pigeon Forge continually look to add stores in an effort to increase offerings for the city's visitors.



2010 OUTLET REVENUE

Month	Gross Business	% of Change
January	\$1,942,409	-36
February	\$2,639,084	-22
March	\$4,129,518	-18
April	\$4,553,860	-10
May	\$4,001,021	-15
June	\$5,192,111	-11
July	\$6,053,354	0
August	\$4,637,846	-10
September	\$5,342,505	-7
October	\$6,423,278	-6
November	\$5,423,408	-15
December	\$4,522,487	-16
Total	\$54,860,881	-12

2008 OUTLET REVENUE

Month	Gross Business	% of Change
January	\$3,225,459	-18
February	\$4,155,747	-13
March	\$6,081,177	-20
April	\$5,864,703	-15
May	\$5,649,837	-13
June	\$7,291,770	-8
July	\$7,799,513	-11
August	\$6,622,574	-6
September	\$7,211,871	-16
October	\$9,303,898	-16
November	\$9,204,044	-17
December	\$7,731,376	-22
Total	\$80,141,969	-15

2009 OUTLET REVENUE

Month	Gross Business	% of Change
January	\$3,017,403	-6
February	\$3,393,147	-18
March	\$5,058,161	-17
April	\$5,057,138	-14
May	\$4,726,910	-16
June	\$5,821,125	-20
July	\$6,026,761	-23
August	\$5,158,387	-22
September	\$5,760,807	-20
October	\$6,829,134	-27
November	\$6,351,715	-31
December	\$5,407,475	-30
Total	\$62,608,163	-22

PRIOR YEARS' OUTLET REVENUE

Year	Gross Business	% of Change
1990	\$122,140,695	25
1991	\$139,234,376	14
1992	\$147,275,270	6
1993	\$147,224,207	0
1994	\$153,690,009	4
1995	\$156,712,084	2
1996	\$157,358,503	0
1997	\$165,020,325	5
1998	\$161,975,449	-2
1999	\$153,586,288	-5
2000	\$141,679,069	-8
2001	\$129,343,147	-9
2002	\$121,262,335	-6
2003	\$109,342,382	-10
2004	\$103,181,207	-6
2005	\$101,729,652	-6
2006	\$95,998,865	-6
2007	\$93,989,692	-2