

Sporting Goods Intelligence International Branded Equipment Market

Estimates in Millions of \$US at Wholesale

	COMPANY	2003 Sales			Per Cent Share '03	Change vs. '02	2002 Sales			Per Cent Share '02	Change vs. '01	2001 Sales			Per Cent Share '01
		U.S.	Non-U.S.	TOTAL			U.S.	Non-U.S.	TOTAL			U.S.	Non-U.S.	TOTAL	
1	Adidas-Salomon	\$525	\$963	\$1,488	2.90%	13.9%	\$548	\$758	\$1,306	2.58%	16.7%	\$448	\$671	\$1,119	2.25%
2	Amer	\$636	\$612	\$1,248	2.43%	6.2%	\$599	\$576	\$1,175	2.32%	19.4%	\$511	\$473	\$984	1.98%
3	Shimano	\$128	\$1,026	\$1,154	2.25%	7.3%	\$122	\$953	\$1,075	2.12%	4.1%	\$121	\$912	\$1,033	2.07%
4	Acushnet Cos.	\$800	\$322	\$1,122	2.19%	11.3%	\$746	\$262	\$1,008	1.99%	6.4%	\$700	\$247	\$947	1.90%
5	Coleman	\$500	\$600	\$1,100	2.14%	4.8%	\$470	\$580	\$1,050	2.07%	28.0%	\$550	\$270	\$820	1.65%
6	Icon Health	\$975	\$103	\$1,078	2.10%	14.7%	\$853	\$87	\$940	1.86%	7.3%	\$797	\$79	\$876	1.76%
7	Nike	\$440	\$580	\$1,020	1.99%	12.3%	\$388	\$520	\$908	1.79%	36.3%	\$339	\$327	\$666	1.34%
8	Brunswick	\$659	\$220	\$879	1.71%	5.4%	\$626	\$208	\$834	1.65%	-16.1%	\$756	\$238	\$994	2.00%
9	Callaway	\$449	\$365	\$814	1.59%	2.8%	\$439	\$353	\$792	1.56%	-2.9%	\$444	\$372	\$816	1.64%
10	Mizuno	\$80	\$532	\$612	1.19%	4.3%	\$72	\$515	\$587	1.16%	-7.1%	\$72	\$560	\$632	1.27%
11	K2 Inc.	\$444	\$125	\$569	1.11%	20.3%	\$322	\$151	\$473	0.93%	-1.3%	\$354	\$125	\$479	0.96%
12	Giant	\$181	\$369	\$550	1.07%	14.6%	\$178	\$302	\$480	0.95%	16.2%	\$145	\$268	\$413	0.83%
13	Rossignol	\$213	\$329	\$542	1.06%	12.9%	\$177	\$254	\$431	0.85%	4.4%	\$156	\$227	\$383	0.77%
14	Oakley	\$257	\$265	\$522	1.02%	6.5%	\$254	\$236	\$490	0.97%	35.7%	\$225	\$136	\$361	0.73%
15	Nautilus Group	\$434	\$65	\$499	0.97%	-14.7%	\$526	\$59	\$585	1.15%	60.7%	\$335	\$29	\$364	0.73%
16	Pacific Cycle	\$370	\$30	\$400	0.78%	6.7%	\$350	\$25	\$375	0.74%	1.4%	\$345	\$25	\$370	0.74%
17	Head Sports	\$132	\$260	\$392	0.76%	1.0%	\$124	\$264	\$388	0.77%	-1.0%	\$132	\$260	\$392	0.79%
18	Trek	\$285	\$95	\$380	0.74%	4.1%	\$275	\$90	\$365	0.72%	19.7%	\$265	\$40	\$305	0.61%
19	Remington	\$341	\$20	\$361	0.70%	-6.0%	\$362	\$22	\$384	0.76%	4.6%	\$260	\$107	\$367	0.74%
20	Huffy	\$323	\$24	\$347	0.68%	22.6%	\$255	\$28	\$283	0.56%	12.3%	\$252	\$0	\$252	0.51%
21	Johnson Outdrs	\$242	\$74	\$316	0.62%	-7.6%	\$232	\$110	\$342	0.68%	-1.2%	\$229	\$117	\$346	0.69%
22	Raleigh Cycle Ltd.	\$89	\$170	\$259	0.50%	-3.4%	\$101	\$167	\$268	0.53%	-5.0%	\$90	\$192	\$282	0.57%
23	Bell Sports	\$223	\$22	\$245	0.48%	14.0%	\$195	\$20	\$215	0.42%	6.4%	\$185	\$17	\$202	0.41%
24	Easton	\$195	\$35	\$230	0.45%	7.0%	\$190	\$25	\$215	0.42%	7.5%	\$180	\$20	\$200	0.40%
25	Dunlop	\$40	\$160	\$200	0.39%	5.3%	\$40	\$150	\$190	0.38%	-34.5%	\$70	\$220	\$290	0.58%
Top 25		\$8,961	\$7,366	\$16,127	31.44%	6.4%	\$8,444	\$6,715	\$15,159	29.92%	9.1%	\$7,961	\$5,932	\$13,893	27.90%
Others		\$11,339	\$23,634	\$34,973	68.17%	-1.5%	\$11,816	\$23,685	\$35,501	70.08%	-1.1%	\$11,829	\$24,068	\$35,897	72.10%
TOTALS		\$20,300	\$31,000	\$51,300	100.00%	1.3%	\$20,260	\$30,400	\$50,660	100.00%	1.7%	\$19,790	\$30,000	\$49,790	100.00%

EXCHANGE 2003 - Euro .885/\$; Japan ¥115.9/\$
RATES: 2002 - Euro 1.061/\$; Japan ¥125.3/\$
2001 - Euro 1.117/\$; Japan ¥121.5/\$; U.K. £.694/\$

NOTES: Brunswick: Excludes boats, boat engines. Includes fitness, bowling/billiards, marine parts/acces.
Amer: U.S. figure represents North American sales.
Adidas: Includes Adidas, TaylorMade and Salomon equipment sales only.
Nike and Icon Health: For 12 months ended Nov. 30.
Oakley: Excludes footwear and apparel.
Bell Sports: For 12 months ended June 30.